

Report by DTZ for

Ipswich Borough Council:

'Retail Study 2005'

FINAL REPORT

Volume 1

October 2005

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1 Introduction

Study Objectives

1.01 DTZ was commissioned by Ipswich Borough Council (hereafter referred to as the Council) in March 2005 to carry out a Borough-wide Retail Study. The research is required in order to assist the Council to develop new town centre and retail policies as part of the Borough's evolving Planning Policy framework. This reflects the plethora of recent Central Government guidance and policy advice on how to draw up new local planning guidance, particularly in relation to retail and town centre issues. At a local level this study aims to inform policy which will emerge as part of a new Local Development Framework (LDF).

1.02 The main objectives of the study are to:

- **Define the catchment area** of Ipswich for comparison and convenience retailing acknowledging its wider regional influence.
- Provide an **assessment of the existing health of Ipswich Town Centre and the Borough's other Centres** to ascertain their relative performance and attractions as shopping locations. These healthchecks also provide baseline data and a consistent methodology to help monitor and assess the changing performance of the Borough's centres over a number of years, in line with the advice set out in PPS6. This is of particular importance to the Council, as it will help to identify the impact of its policy decisions.
- Provide an indication of the likely **future capacity and market demand for new retail floorspace** across the Borough as a whole to 2021.
- Assess the options for future additional retail development by providing **planning and market advice** on identified key development opportunity sites within the main centres.
- Review the boundaries of **primary, secondary and speciality shopping frontage** designations and the town centre and central parking core.
- Review other key areas where retail proposals are evolving.

1.03 This Volume 1 report sets out DTZ's main findings and recommendations. This is underpinned by more detailed appendices contained in Volume 2.

Background

1.04 Major changes are taking place in the development of town centres across the UK which present both significant opportunities, and potential threats - Ipswich is no exception. The manner in which Ipswich has developed over time and the competitive pressures it faces from surrounding centres has meant that most recently, considerable time, resources and expertise has been devoted to ensuring a positive future for the town.

1.05 Within the timeframe of this study the impact of changing national economic and market conditions has manifested itself at the local level with the closure of major national retail chains such as Alders and Courts. Traditional British retail success stories such as Marks and Spencer and Sainsburys issuing profit warnings are further barometers of change and must be responded to if Ipswich is to prosper.

- 1.06 Both the Borough and County Councils, along with other key stakeholders (such as the Ipswich Partnership and the Chamber of Commerce) have carried out significant amounts of background work to guide the future development of Ipswich. In the process of drawing up these strategies and plans, significant levels of public, business and stakeholder consultation has taken place. A common strand emerging from this widespread community consultation has been the desire to revitalise the town centre, offer improved shopping and environmental facilities to attract new business (and employment) to the area.
- 1.07 Ipswich is the largest town within its rural surroundings. The town has a growing population and benefits from its rural location, having no major competitors within a fifteen mile radius. It is a major regional retail destination, ranking second only to Norwich in the East Anglia Region. Retail provision has grown considerably in the town over the last three to four years. This increased provision has led Ipswich to rise eight places in the retail rankings to become the 35th ranked centre in the UK.
- 1.08 The town centre has almost 200,000 sq.m of retail leisure and service floorspace. The centre has a good mix of retail and leisure uses and has a particularly strong representation of variety stores. However provision in this sector is generally mid-market.
- 1.09 Demand for space is strong; the number of retailers requiring space has grown steadily over the past five years. Recent additions to the town include Phones 4 U, Starbucks, Moss Bros and Blacks. Retail mix in the wider region is constantly evolving with major schemes being brought forward in competing locations. Examples include:
- **Cambridge.** Shopping centre development to be anchored by a new John Lewis, in addition to the redevelopment of the former Robert Sayle (John Lewis) store to create a further 50 retail units.
 - **Norwich.** New shopping centre at Chapelfields anchored by House of Fraser. Opened in September 2005.
 - **Bury St Edmunds.** A leisure-based scheme is under construction, anchored by an 8-screen (Cine UK) cinema and associated leisure uses. An additional shopping centre/mixed-use application has been submitted, to be anchored by Debenhams.
 - **Colchester** – Several proposals for refurbishment/redevelopment are at various stages of the planning process.
- 1.10 Overall, although Ipswich has benefited from high levels of retail investment, competition from neighbouring centres (such as Norwich and Cambridge) is also increasing. If the town centre is to prosper, investment levels must be maintained, and where appropriate increased. In addition local and neighbourhood centres face distinct localised issues, often struggling to maintain their vitality and viability in the context of larger competing centres and stores, such as Ipswich town itself and out-of-town foodstores and retail warehouses.

Study Approach

- 1.11 In order to address the key objectives of the study in a robust and comprehensive manner, we have carried out the following key strands of research:
- **The Policy and Regeneration Context (Section 2)** – Describes the key planning and property market trends that have driven the changes in Britain's urban, retail and leisure landscape over the last two decades. An overview of recent and current regeneration strategies is also presented.

- **Healthcheck Assessment (Section 3)** – Summarises the strengths and weaknesses of Ipswich and the Borough’s key local and district centres in accordance with the advice set out in PPS6. Key trends and common themes are identified to provide overall context and focus to the report. Analysis and benchmarking is also made of the main competitor centres such as Norwich and Colchester.
- **Centre Surveys and Stakeholder Consultation (Section 4)** – This section reviews the findings of the street surveys conducted in Ipswich. These surveys help to define the catchment area of Ipswich and people’s perceptions of their leisure, retail and service business offer. It shows how the centres are being used and what improvements shoppers would like to see. It also sets out the results of our stakeholder consultation.
- **Household Surveys (Section 5)** – The results of the household surveys are examined to illustrate shopping and leisure patterns in and around Ipswich. It also provides a detailed picture of the current strengths/opportunities and weaknesses/threats facing the Borough and its main centres.
- **Retail Capacity Assessment (Section 6)** – Assesses the potential capacity for new convenience, comparison and “bulky goods” retailing in the town up to 2011, 2016 and 2021 using DTZ’s *Re:Map* Model.
- **Prospects for Retail: Market Demand (Section 7)** – Reviews the demand for new retail space in the town in the context of national and regional trends. This is based on our in-house datasets and market intelligence.
- **Prospects for Retail: Opportunity Sites (Section 8)** - Examines several key sites which offer the opportunity to boost the town’s retail offer and attraction through retail-led mixed-use development.
- **Town Centre Futures (Section 9)** – Draws together the main strands of our research and sets out our conclusions as to the future role and potential of Ipswich, as part of the wider strategy and forthcoming Local Development Framework.

1.12 The appendices set out in Volume 2 comprise the more detailed supporting research evidence. This includes the full household survey tabulations, Goad Summary reports and the *Re:Map* retail capacity tables.

2 The Policy and Regeneration Context

2.01 This section describes the planning policy and regeneration context relevant to the future growth and development of Ipswich and its smaller centres. This is based on a review of key national, regional and local policies, along with relevant planning and regeneration documents. A more detailed analysis of the policy and regeneration context can be found in Volume 2, Appendix 1.

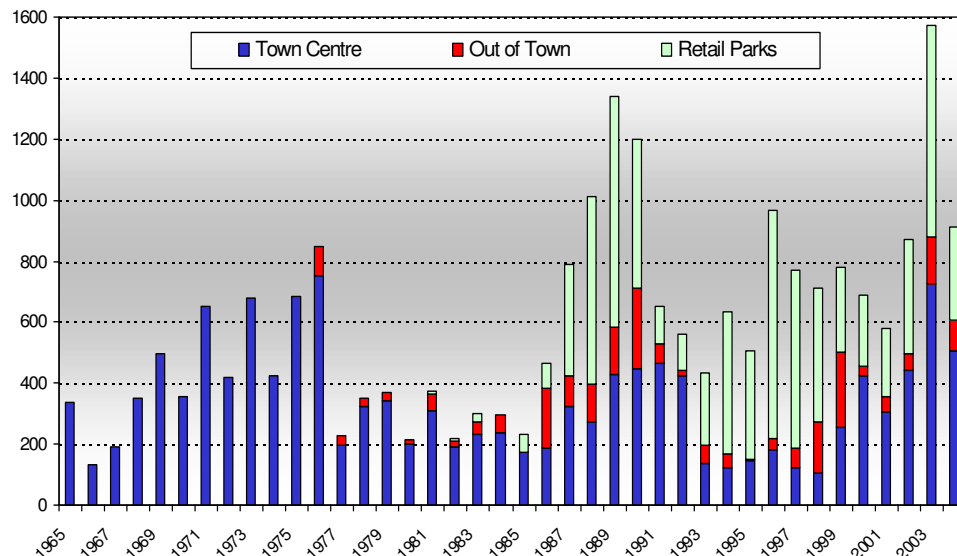
National Planning Policy Context

2.02 Since the 1980s there has been a dramatic change in Britain's urban and retail landscape driven by a range of socio-economic, demographic and property market trends. Retail, leisure, entertainment and employment activities shifted from the high street to out-of-town locations, impacting on the vitality and viability of many of Britain's cities and towns. The decentralisation of new retail development has been described as the 'four waves':

- **First Wave** – occurred from the late 1960s onwards and has involved the major food operators moving out-of-centre, to free standing superstores and hypermarkets.
- **Second Wave** – occurred from the late 1970s and involved the emergence of new 'bulky goods' operators opening in first generation stand-alone retail warehouse units, before moving to more sophisticated actively managed retail park clusters.
- **Third Wave** – began in the mid-1980s, following the opening of Metro Centre in Gateshead, and involved department and fashion stores, traditionally located on the High Street, taking space in free-standing Regional Shopping Centres (RSC).
- **Fourth Wave** – occurred in the 1990s and involved the growth of warehouse clubs and factory outlet shopping centres, (such as Bicester Village and Cheshire Oaks).

2.03 Figure 2.1 clearly illustrates the significant growth of the second and third waves of retail development since the mid-1980s.

Figure 2.1: UK Annual Shopping Centre Development ('000 sq.m)



- 2.04 Britain's town and city centres have radically changed in their appearance and function during the last thirty years. Traditional streetscapes of small shops, mixed with office, residential and other uses, have been replaced by large shopping malls. As a result, many of Britain's larger towns and cities are now dominated by a number of major multiple retailers, to a much greater extent than other centres in Western Europe.
- 2.05 This decentralisation of key uses and activities from their traditional high street locations resulted in a significant shift in Government thinking and policy from the mid-1990s onwards. The production of PPG6 and PPG13 strengthened the role of the planning system and placed increased emphasis on sustainable mixed-use development, underpinned by high quality urban design and significantly curbed the growth of new out-of-centre retail and leisure developments. This policy advice was further underpinned by subsequent ministerial statements, along with the publication of the Urban White Paper (2000) - *'Our Towns and Cities: The Future'*, which provided another explicit statement of the main objective to reverse town centre decline. Amongst its many recommendations, is the vision of vibrant mixed-use urban areas, characterised by thriving daytime and evening economies.
- 2.06 The original PPGs are currently in the process of being updated, in line with the Government's wider revisions to the planning system. The replacement for PPG6 - **Planning Policy Statement (PPS) 6: 'Planning for Town Centres'** - was published in March 2005 and a number of 'daughter' guidance papers are scheduled to follow, including guidance on undertaking assessments of need and impact for retail and leisure uses, as well as preparing strategies for smaller centres.
- 2.07 Many of the policies set out in PPS6 reproduce, or are closely based on, existing policies in PPG6. At its launch the Planning Minister emphasised the "town centres first" message, stating that: "...the creation of thriving town centres that provide local people with retail, leisure and other facilities they need is of critical importance to our vision of sustainable communities".
- 2.08 Amongst its many aims, PPS6 encourages Local Planning Authorities (LPAs) and Regional Planning Bodies (RPBs) to be more pro-active in planning positively for the growth and development of their towns, and to work in partnership with the community and key stakeholders, including developers, retailers and leisure operators (*para 2.15*). It specifically states that local authorities should (*para 1.6*):
- Develop a hierarchy and network of centres;
 - Assess the need for further main town centre uses and ensure there is the capacity to accommodate them;
 - Focus development in, and plan for the expansion of, existing centres as appropriate, and at the local level, identify appropriate sites in development plan document;
 - Promote town centre management, creating partnerships to develop, improve, and maintain the town centre, and manage the evening and night-time economy; and

¹ BCSC. *'Managing the Retail-Led Development of the Future'*, British Council of Shopping Centres. 2001

- Regularly monitor and review the impact and effectiveness of their policies for promoting vital and viable town centres.

2.09 Some of the headline policies and principles contained in PPS6 are briefly highlighted below. It specifically states, for example, that local planning authorities should:

- focus development in existing centres in order to strengthen and, where appropriate, regenerate them (*para. 2.1*).
- use tools such as area action plans, CPO and town centre strategies (*para. 2.18*) to address the complex issues associated with the growth and management of their centres (*para. 2.2*)
- plan for either the extension of the primary shopping area, or for the extension of the town centre, where growth cannot be accommodated in existing centres (*para. 2.5*).
- designate new centres in areas of significant growth where the need for them has been established, or where deficiencies are identified in the existing network of centres, with priority given to deprived areas² (*paras. 2.7 and 2.53*).
- assess the scope for consolidating and strengthening existing centres that are in decline. Where this is not possible, it should be recognised that these centres may need to be reclassified at a lower level within the hierarchy (*para. 2.8*).
- along with regional planning bodies, consider whether there is a need to rebalance the network of centres to ensure that it is not overly dominated by the larger centres; that there is a more even distribution of town centre uses; and that people's everyday needs are met at the local level (*paras. 2.9 and 2.57*).
- formulate planning policies that encourage well designed, and, where appropriate, higher density, multi-storey development in and around existing centres (*para. 2.20*).
- encourage diversification of uses in centres, and ensure that tourism, leisure and cultural activities, which appeal to a wide range of age and social groups, are dispersed throughout the centre (*para. 2.22*).
- prepare planning policies to help manage the evening and night-time economy in appropriate centres (*para. 2.23*).
- seek to retain and enhance existing markets and, where appropriate, re-introduce or create new ones, as an integral part of the vision for their town centres (*para. 2.27*).
- in assessing proposed developments, require applicants to demonstrate the need for development (*paras. 3.8 – 3.11*); that it is of an appropriate scale (*para. 3.12*); that there are no more central sites for the development (*paras. 3.13 – 3.19*); that there are no unacceptable impacts on existing centres (*paras. 3.20 – 3.23*); and that it is accessible (*paras. 3.24 – 3.27*).

² Areas which are experiencing significant levels of "multiple deprivation" are typically those within the most deprived 10% of "super output areas", as identified in the English Indices of Deprivation and defined by the Index of Multiple Deprivation (IMD).

- set out an indicative upper limit for the scale of a development which is likely to be acceptable in particular centres for different facilities (*para 3.12*).
- consider the use of planning conditions to ensure that the character of a development cannot subsequently be changed to create a form of development that the Local Planning Authority would originally have refused (*para.3.31*). Thus, where appropriate, conditions can be used to prevent developments being sub-divided into smaller units; limit the range of goods to be sold; and limit any internal alterations to existing units by specifying the maximum floorspace permitted.
- undertake comprehensive, relevant and up-to-date monitoring (based on the key indicators set out in *para 4.4*) to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action to be taken (*para 4.1*).

(i) ***The Sequential Approach***

- 2.10 Central to the advice set out in PPS6 is the sequential approach to site selection and the assessment of need and impact.
- 2.11 PPS6 reaffirms and expands the definition of the sequential approach. It states that local authorities should consider potential locations for new development in the following order (*para 2.44*):
- **existing centres** first; then
 - **edge-of-centre locations**³ - with preference given to sites that are (or will be) well connected to the centre; and finally
 - **out-of-centre sites**⁴ - with preference given to sites that are (or will be) well served by a choice of means of transport, which are close to the centre and therefore have a high likelihood of forming strong links with the centre.
- 2.12 The Government's aim is to locate the appropriate type and scale of development in the right type of centre, to ensure that it fits in to that centre and complements its role and function (*para. 2.41*). In doing this, local planning authorities should be sensitive to the needs of the community and stakeholders, including developers and operators, and identify sites that are, or are likely to become available for development during the development plan document period. The identified sites should allow for the accommodation of the identified need and be capable of accommodating a range of business models. In planning terms, the business model approach includes the scale

³ For retail purposes 'edge-of-centre' is defined as a location that is well connected to and within easy walking distance (ie. 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. Local circumstances should be taken into account such as local topography, perceptions of easy walking distance, barriers to movement and the attractiveness/ safety of the route.

⁴ 'Out-of-centre' is defined as a location that is not in or on the edge of a centre, but neither is it necessarily outside the urban area. This definition differs from 'out-of-town', which is essentially outside the urban area.

and format of new development, car parking provision and the scope for disaggregation (*para 2.45*). A significant revision from the draft version of PPS6 is the requirement for the sequential approach to be applied to all proposed extensions over 200 sq.m gross.

(ii) Need and Impact Assessment

- 2.13 It states that local planning authorities should place greater weight on the quantitative assessment of need for additional retail floorspace development. However, it is not necessary to demonstrate the need or impact of retail proposals located in the primary shopping area, or for other main town centre uses located within the town centre (*para.3.8*). PPS6 confirms that local authorities should also take account of qualitative considerations, specifically deprived areas that lack access to a range of services and facilities (*paras. 2.33 and 3.11*). However, additional benefits in respect of regeneration and employment do not constitute indicators of need for additional floorspace, although they may be material considerations in the site selection process depending on local circumstances (*para. 2.37*).
- 2.14 PPS6 has created new optimism, new visions and new designs for town centres. However, research shows that there is increasing polarisation in investment and market shares between the top shopping locations and smaller centres. Many smaller and medium-sized urban and rural centres, such as those in and around Ipswich, have suffered from reduced investment over a number of years, as developers and operators have targeted “less risky” town centre and out-of-centre locations in larger neighbouring town and city centres.

Regional Planning Context

- 2.15 The following reviews the relevant policy and guidance at the regional level. DTZ has specifically reviewed Regional Planning Guidance 6, the East of England Plan and the Suffolk Structure Plan.

(iii) RPG6: Regional Planning Guidance for East Anglia to 2016 (November 2000)

- 2.16 RPG6 states that Ipswich town centre should be a key area for retail development due to its sustainable location. The inner areas of Ipswich are identified as policy areas for regeneration as they suffer from high levels of unemployment. In order to achieve regeneration, economic enhancement and environmental protection, RPG6 states that retail and entertainment facilities should be protected and enhanced.
- 2.17 RPG6 defines Ipswich as a sub-regional centre but is uncertain on the need for additional floorspace. It recognises that population growth will increase pressure for retail developments, but states that more efficient use of floorspace and e-commerce may reduce the need for additional retail floorspace. RPG6 notes that there is no need for an additional regional shopping centre up to 2016.
- 2.18 RPG6 will be superseded by the emerging East of England Plan.

⁽¹⁾ The National Retail Planning Forum (November 2004) ‘*The Role and Vitality of Secondary Shopping - a New Direction*’

(iv) The Draft East of England Plan (December 2004)

The Draft East of England Plan (December 2004) is a Regional Spatial Strategy prepared by the East of England Regional Assembly to guide development over the 20 years to 2021. It will update RPG6 and RPG9. The plan is currently in draft form. Consultation ended in March 2005 and an examination in public (EIP) is due to be held in late 2005. It is anticipated that a final version will be published in 2006.

2.19 The plan notes that Ipswich is a sub-regional centre, where development and redevelopment will be focused. Ipswich is part of The Haven Gateway, which is a priority area for regeneration due to high levels of deprivation and its position as a strategic transport gateway between the UK and the Europe.

2.20 Objectives for Ipswich and the Haven Gateway sub-region include:

- Strengthening linkages and connections with surrounding areas.
- Infrastructure improvements. Ipswich is defined as a regional interchange centre. Key projects are to improve access to the Waterfront and the Port.
- The plan promotes the provision of strategic employment sites in Ipswich and states that Ipswich's economy should be strengthened to reduce economic vulnerability. 18,000 new jobs should be provided in Ipswich. Ipswich is also part of the Cambridge-Ipswich Corridor where ICT clusters are encouraged.
- Expanding and spatially integrating Ipswich's port.
- Tourist Infrastructure.
- Enhancing Ipswich's role as a major regional centre. Retail development should be consistent with the size and character of Ipswich and should be enhanced in priority areas.
- Developing a new headquarters for University Campus Suffolk at Ipswich Waterfront.
- Promoting major regeneration at Ipswich Waterfront for employment, residential, cultural and leisure uses. The regeneration of Ipswich docks is considered to be an example of good practice which maximises regeneration via the conversion and re-use of valuable heritage buildings whilst delivering a high quality environment and a new impetus to the local economy.
- Providing 15,400 net additional dwellings in Ipswich up to 2021. An additional 4,710 dwellings will be built on the edge of Ipswich in neighbouring authorities.

(v) The Suffolk County Structure Plan (2001)

2.21 The Suffolk County Structure Plan sets out strategic policies for the protection of the environment and the control of development in Suffolk over 15 years to 2016. Ipswich is a key location for growth.

2.22 Overall, the Suffolk County structure plan reinforces regional policy which envisages Ipswich as a focus for housing and employment growth.

- 2.23 The Suffolk Structure Plan is not under review because of the changes to the planning system. The structure plan will be superseded by RSS and LDF in the medium term.

Local Planning Policy and Regeneration Context

- 2.24 As a result of the Planning and Compulsory Purchase Act 2004, planning policy is undergoing fundamental change. The old system of Structure Plans, Local Plans and Supplementary Planning Guidance is being replaced with Regional Spatial Strategies and Local Development Documents.
- 2.25 The Ipswich Local Plan was adopted in 1997. Ipswich Borough Council began a review of this and the Ipswich Local Plan First Deposit Draft was published in 2001. Ipswich Borough Council has now halted its review of the local plan in order to progress with the preparation of new style planning guidance. The policies in the 1997 Local Plan will be “saved” for 3 years and will remain part of the development plan until at least September 2007 or until replaced by the LDF and associated documents. Ipswich Borough Council published a Local Development Scheme (LDS) in January 2005.
- 2.26 DTZ has reviewed a number of core local policy and regeneration documents that will impact on the future development and growth of Ipswich. The key plans, briefs, strategies and Supplementary Planning Guidance (SPG) that have been reviewed include:
- (i). Ipswich Local Plan (Adopted November 1997)
 - (ii). Ipswich Local Plan First Deposit Draft (November 2001)
 - (iii). A Local Development Scheme for Ipswich (January 2005)
 - (iv). Ipswich IP-One Area Action Plan (October 2003)
 - (v). Supplementary Planning Guidance: Out of Town Centre Shopping (July 1997)
 - (vi). Supplementary Planning Guidance: Central Shopping Area: Identified Frontages (July 1997)
 - (vii). Ipswich Local Development Framework: Food Superstores and Retail Warehouses (July 2004)
 - (viii). Ipswich Local Development Framework: District and Local Shopping Centres (July 2004)
 - (ix). Ipswich Local Plan SPG Appendix 4: Identified Frontages (July 2004)
 - (x). Ipswich Town Centre Expansion Study: Turret Land...The Town Centre/Waterfront Connection (February 2003)
- 2.27 The main thrust of these local planning and regeneration documents and their potential implications for future retail and leisure provision in Ipswich is reviewed below:
- (vi) ***Ipswich Local Plan (Adopted 1997)***
- 2.28 The local plan covers the period up to 2006 and aims to protect and enhance Ipswich’s built and natural heritage and to accommodate new growth in ways that enhance the environment, improve quality of life and create economic opportunity.

- 2.29 Retailing is considered fundamental for Ipswich as a source of employment and to maintain Ipswich's status. The main aims for retailing are:
- To protect 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.
 - To ensure local shopping centres continue to meet the needs of local neighbourhoods.
- 2.30 The local plan identifies a Central Shopping Area within which there are three retail zones:
- **Primary:** Higher Zone A rental values. The proportion of non-retail uses considered acceptable is 10%.
 - **Secondary:** Integral parts of the shopping centre but with lower rental values. The proportion of non-retail uses considered acceptable is 20%.
 - **Specialist:** Secondary areas with higher proportions of non-retail uses, particularly A3 uses and specialist retailers. The proportion of non-retail uses considered acceptable is 33%.
- 2.31 The plan notes the importance of Local Shopping Centres. 39 Local Shopping Centres are identified with over 600 units. An additional Local Shopping Centre is proposed at the Ravenswood (this has planning permission to be developed as a District Centre).
- 2.32 Chapter 5 of the plan sets out specific policies for the Wet Dock area which lies to the south of the town centre. The Wet Dock's role as a commercial shipping dock has declined. The aim is to revitalise this area with a mix of compatible uses including residential, to stimulate economic regeneration and to improve links between the Wet Dock and the town centre. Small-scale specialist retailing is encouraged. Retail warehousing is not considered suitable for the site and bars and restaurants are to be directed to the Northern Quay.
- (vii) Ipswich Local Plan First Deposit Draft (November 2001)**
- 2.33 The Local Plan First Deposit Draft (November 2001) although not progressed through to adoption, is nevertheless a material consideration in the determination of planning applications and can be viewed as a good barometer of more up-to-date policy thinking.
- 2.34 This plan notes that the development of Tower Ramparts and The Buttermarket has helped to consolidate Ipswich's position as a major shopping destination in the last 15 years. The Westgate Street area of the town has also been improved to balance retail facilities.
- 2.35 The Mint Quarter is allocated for a major expansion of comparison goods retailing. The area between the Old Cattle Market and Star Lane is allocated for retail development. The plan states that proposals to strengthen the shopping frontage to the west of the town centre will be looked upon favourably.

- 2.36 An additional supermarket is planned to anchor the new local centre proposed as part of the northern development area and a suitable site has been allocated (although not yet developed).
- 2.37 No provision is made for new out-of-centre retail warehousing.
- 2.38 The plan identifies 46 Local and District centres. This is eight more than in the 1997 plan. The plan notes that although the number of shopping centres has increased, the number of units has decreased from 600 in the 1997 plan to 430 in 2001. The 2001 plan also distinguishes between District and Local centres. It identifies eight District centres and 38 Local centres.
- 2.39 The plan points to increased flexibility of uses with the acceptable percentage of non-class A1 uses increased from 33% in the adopted 1997 local plan to 40% in the local plan first deposit draft (November 2001).
- 2.40 Recreation and leisure are important for Ipswich's economy and to enhance the town's reputation as one of the region's most important leisure destinations. Additional land at Cardinal Park is allocated to extend the existing leisure provision further towards the town centre. Further leisure uses are also proposed at Ipswich Village.

(viii) A Local Development Scheme for Ipswich (January 2005)

- 2.41 In January 2005, Ipswich Borough Council approved its Local Development Scheme (LDS). This sets out the documents that the Council will produce as part of the new planning regime.

(ix) The IP-One Area Action Plan

- 2.42 The IP-One Area Action Plan is currently in draft form and has been approved as a material consideration for use in determining planning applications. It is anticipated that the draft version will form the basis for the new plan that will be part of the LDF.
- 2.43 The Action Plan proposes a new urban structure for the central areas of Ipswich. The vision is

“to make IP-One the place to live, work, study and play and to promote, through public and private investment, the very best in urban design and movement strategies for a sustainable future”.

- 2.44 The IP-One Area comprises a number of different character areas. Within these areas there are four key notes, each with a key project:

Core Town Centre Area

- Linking the Core to its Surroundings (Waterfront, Station and College)

Waterfront Area

- Developing the Waterfront as a mixed-use area whilst protecting and enhancing its special character

Ipswich Station and Ipswich Village

- Developing an Office/Commercial heart to Ipswich around existing and proposed public transport and pedestrian links

Suffolk College

- Developing a University in the Education Quarter

2.45 One of the key aims of the action plan is to connect these nodes to create an extended and integrated town centre. In order to achieve this aim, it is noted that a departure from existing land use planning policies may be required.

2.46 The Area Action Plan sets out a number of key development sites where it is considered that development briefs would assist in bringing forward these sites:

- Suffolk College;
- Old Cattlemarket Bus Station/Turret Lane;
- Waterfront Island Site;
- Tower Ramparts bus station extension/NCP;
- Ipswich Borough Council Offices;
- Cox Lane (The Mint Quarter).

2.47 In addition, to the key nodes, the Area Action Plan contains twenty objectives. Of relevance are:

- Sustain and improve retail function of the town centre;
- Integrate the core town centre with the surrounding area;
- Promote redevelopment of the Cattlemarket Bus Station and consolidate bus facilities at Tower Ramparts;
- Encourage the development of year round tourist attractions including leisure and arts facilities;
- Encourage lively street frontages;
- Improve legibility, vistas, urban form and structure;
- Encourage new business investment and provide employment opportunities.

(x) *Supplementary Planning Guidance: Out of Town Centre Shopping (July 1997)*

- 2.48 This supplements the 1997 adopted local plan and specifically relates to retail warehousing and large convenience goods stores (supermarkets and food stores).
- 2.49 Policy S13 of the local plan lists the types of goods which will be acceptable for sale in retail warehouse parks. The SPG provides more detailed definitions.
- 2.50 The SPG notes that bulky goods stores may sell a proportion of other goods. It is considered acceptable for up to 10% or 140 sq.m of the gross floorspace to be devoted to ancillary and incidental goods. The same levels apply to new food stores that sell comparison goods.
- 2.51 The LDS states that the SPG on Out of Town Centre Shopping is unlikely to be required in the long term as policies will be incorporated within the Core Strategy and many issues will be covered in PPS6.

(xi) *Supplementary Planning Guidance: Central Shopping Area – Identified Frontages (July 1997)*

- 2.52 This SPG deals with the local plan policies relating to proposals involving the change of use from A1 to A2 and A3 uses. It demonstrates how frontages are defined and measured.
- 2.53 The LDS states that the SPG on Central Shopping Area Frontages (1997) is not likely to be required in the long-term. Policies will be incorporated within the Core Strategy.

(xii) *Ipswich Local Development Framework: Food Superstores and Retail Warehouses (July 2004)*

- 2.54 This analyses the location of existing and proposed occupiers of food superstores and retail warehouses outside Ipswich town centre. It monitors information in relation to floorspace, planning conditions and site layouts.
- 2.55 It notes the following definitions within the local plan:
- **Food superstores:** Predominantly retail food outlets with a gross trading floorspace of 2,500 sq.m or more.
 - **Retail Warehouses:** any unit or part within Use Class A1 with a gross trading floorspace of 929 sq.m or more.

(xiii) *Ipswich Local Development Framework: District and Local Shopping Centres (July 2004)*

- 2.56 This document provides an analysis of district and local shopping centres in Ipswich, which have been annually monitored by the Council since 1992. It includes a survey of all the district and local centres.
- 2.57 It recognises the importance of district and local shopping centres to meet the needs of local neighbourhoods.
- 2.58 It notes the need to protect A1 shop units within all the local centres but notes that district and local centres can accommodate A2 and A3 uses. It notes that a flexible

approach will be taken with regard to non-A1 uses to prevent vacant units, but that proposals should avoid the most prominent shop fronts.

(xiv) ***Ipswich Local Plan SPG Appendix 4: Identified Frontages (July 2004)***

2.59 This provides a detailed list of identified frontages within Ipswich's Central Shopping Area. The length of retail frontage is given for each identified frontage.

2.60 108 frontages are listed although two of these have been deleted.

(xv) ***Ipswich Town Centre Expansion Study: Turret Lane. The Town Centre/Waterfront Connection (February 2003)***

2.61 Turret Lane is a key site for mixed-use development. It is the only site available for redevelopment between the town centre and the Waterfront and has few restrictions. The study highlights the importance of delivering a mixed-use town centre type development to generate activity and enable pedestrian flows. It stresses that redevelopment should not be left to market forces which will result in a residential-led, piecemeal development.

2.62 The northern edge of the area currently includes the bus station. It is anticipated that in the long-term, the bus station might relocate which would enhance links between the town centre and the Waterfront. In the short-term, the bus station should be upgraded to provide a more pedestrian friendly environment.

2.63 The study assesses the critical issues facing the development of Turret Lane and also considers the barriers to the delivery of Turret Lane. These include:

- **Land Ownerships:** The study recommends the use of CPO's and the acquisition of the Cardinal College Site.
- **Phasing:** It is essential that development is phased to maximise the areas potential as one of activity generator and an integrator. Development should be driven by a major development which would act as a catalyst. It is recommended that the first phase of development is at the southern end of the area.

Summary

2.64 From national, to regional, through to local planning policies, the message is clear. The town centre must be afforded priority status in terms of regeneration efforts and the location of new investment. The evolving nature of the town centre and the importance of complementary attractions and areas of activities and attractions (e.g. the waterfront) is recognised in a series of locally produced documents and initiatives.

2.65 The negative effects of out-of-town development appear to have been restricted over this period of time, through clear and stringently applied planning policies. However this, and new threats such as e-commerce and the attraction of competing centres means that policy must adapt and evolve if Ipswich is to maintain and enhance its prosperity.

3 Healthcheck Assessment

- 3.01 This section reviews the relative retail strengths and weaknesses of Ipswich Borough. It highlights the potential threats to its continued vitality and viability, as well as the potential ‘gaps’ in provision and opportunities for future growth.
- 3.02 DTZ’s analysis is based, where possible, on the key performance indicators (KPIs) set out in PPS6. As part of our analysis, we also benchmark Ipswich against neighbouring and competing centres in the region (namely Bury St Edmunds, Cambridge, Colchester, Felixstowe, Norwich, Stowmarket and Woodbridge).
- 3.03 Ipswich Town Centre is the principal centre within the Borough and the County of Suffolk. The other towns within Suffolk are all smaller than Ipswich both in terms of population and retail provision. The key competing centres with either a larger scale or better quality retail offer are all outside the County and some are a significant distance from Ipswich. The role and attraction of Ipswich (and the surrounding / competing centres) is confirmed by the results of the household and street surveys conducted as part of this study (see Sections 4 and 5).
- 3.04 There are also a number of district and neighbourhood shopping areas, which serve the day-to-day convenience, service, business, leisure and social needs of their local resident populations. However none of these smaller centres have the critical mass of retailing to draw shoppers from outside their immediate area.

Socio-Economic and Demographic Profile

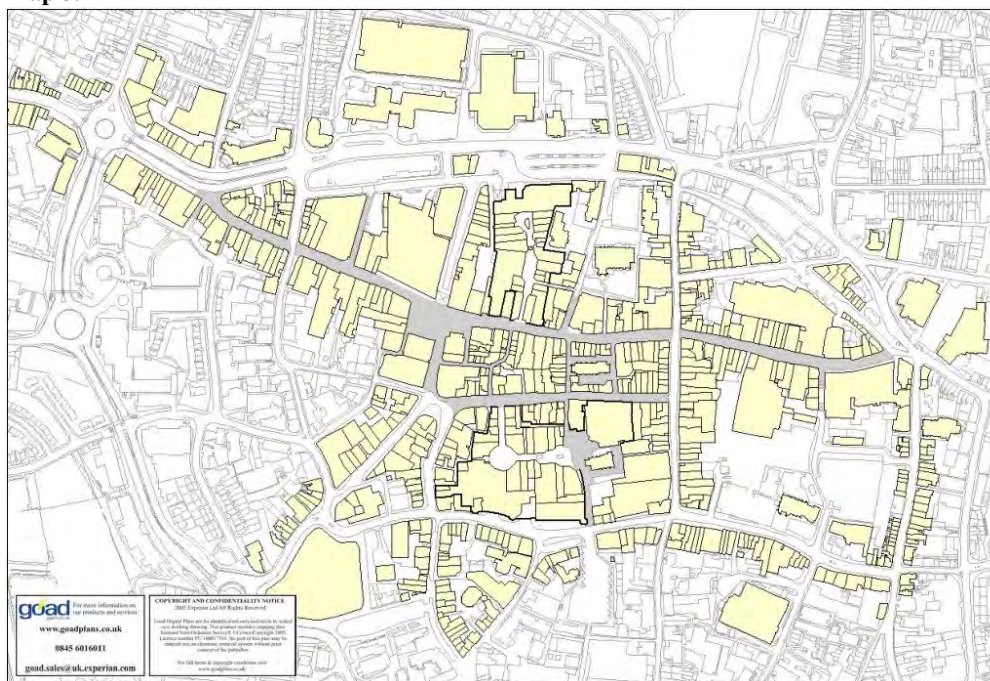
- 3.05 The Borough’s key demographic and socio-economic characteristics, based on the 2001 Census ⁽¹⁾ are as follows:
- Its resident population is c.123, 000 and is forecast to grow by 18% to 145,600 in 2021.
 - It has a slightly younger age profile than the national average. Over 47% of the population are aged under 35 years, compared to 45% nationally.
 - It has a below average affluence profile. Approximately 49% are classified in the more affluent AB/C1 category, compared with 54% nationally.
 - Car ownership is slightly lower than the UK average. Over 70% of households own at least one car, compared to 72% nationally.
- 3.06 Ipswich Borough has a slightly lower than average proportion of affluent and mobile households. On the positive side, Ipswich’s location and retail / leisure offer mean that the town attracts a significant number of people from the more affluent surrounding areas. This characteristic is also identified by the surveys, which confirm that a significant proportion of respondents are travelling to Ipswich from outside the Borough for their retail needs.

⁽¹⁾ The population figures are based on DTZ’s in house geo-demographic and socio-economic Geographic Information Systems (GIS), supported by information provided by the Council (see also Appendix 2).

Scale Of Shopping Provision

- 3.07 DTZ has benchmarked the relative size of the retail offer of Ipswich against the main ‘neighbouring’ centres in the region. The analysis is largely based on town centre audits conducted by Experian GOAD and have been used in conjunction with other external data sources, in-house research and DTZ’s own site audits. The full Goad reports / DTZ audits can be found in Volume 2 Appendices 3 and 4. Please note that our analysis (and definition of the town centre area) is based on the GOAD map below.

Map 3.1

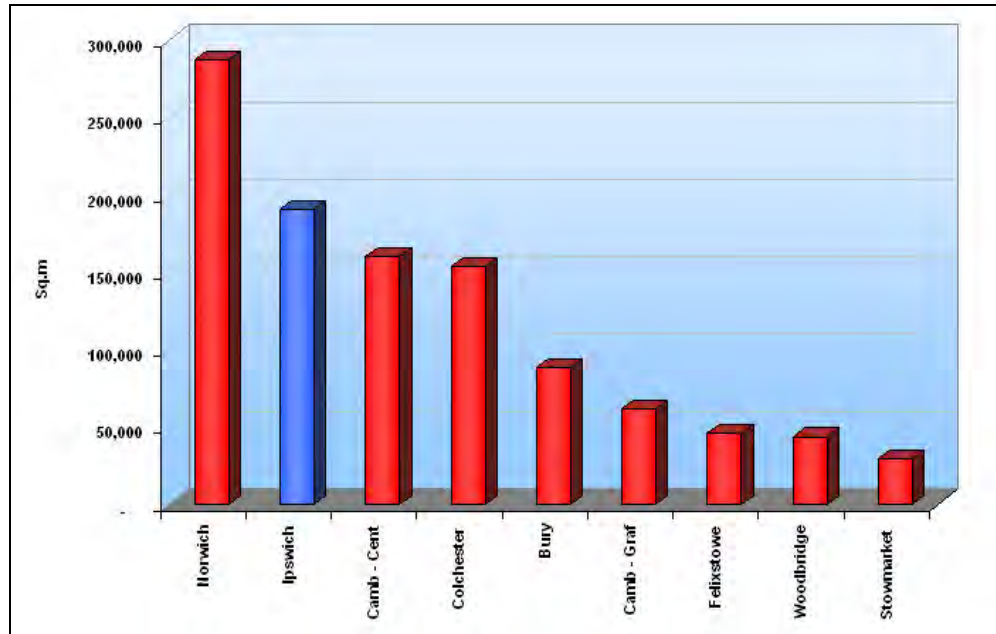


- 3.08 The benchmark centres have been determined using the findings from DTZ’s household survey and have been agreed with the Council, as follows :

- Bury St Edmunds (Suffolk)
- Cambridge Central (Cambs)
- Cambridge Grafton (Cambs)
- Colchester (Essex)
- Felixstowe (Suffolk)
- Norwich (Norfolk)
- Stowmarket (Suffolk)
- Woodbridge (Suffolk)

- 3.09 Our preliminary analysis of the total gross floorspace in these centres (see Figure 3.1) and their multiple retailer representation (see Figure 3.3) has identified the following trends:

Figure 3.1: Gross floorspace in Ipswich and Benchmark centres



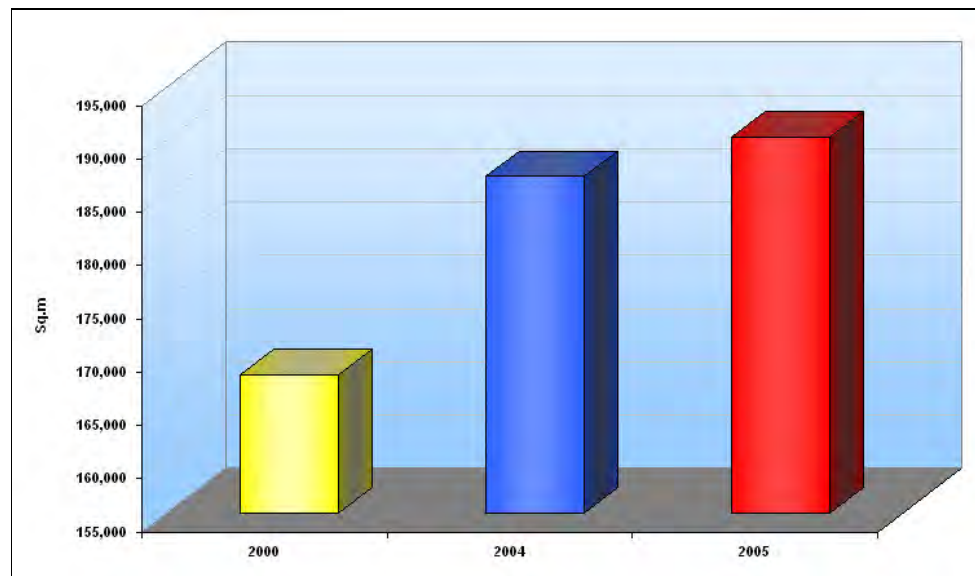
Source: Experian Goad Category Report, All Outlets, Floorspace April 05.

- **Ipswich** is the largest centre in the County. It has almost twice as much floorspace as Bury St Edmunds and three times more than any of the other Suffolk centres. It has also increased in size over the last five years from 167,953 sq.m in 2000 to 190,268 sq.m in 2005 (see Figure 3.2). Ipswich ranks second out of all the centres, behind Norwich. Some 43% of outlets in the town are defined as being multiple operators, which ranks it third behind Cambridge (Grafton Centre and Cambridge Central).
- **Colchester** is the closest (geographically) of the major competing centres to Ipswich. It has 40,000 sq.m less floorspace than Ipswich and fewer multiple outlets.
- **Norwich** is the largest centre of all the benchmarks. It is one of the top centres in the country and the top ranked centre in East Anglia. It has nearly 290,000 sq.m of floorspace, which is over 50% more than Ipswich. It has a smaller proportion of multiples than Ipswich, which reflects the relative provision of independent outlets. Norwich's floorspace stock has increased further with the opening of the new Chapelfield Shopping Centre. This major mixed-use development has added a further 29,600 sq.m of retail floorspace and will help to consolidate and improve its status and attraction. However, Norwich is over 40 miles from Ipswich and is therefore unlikely to be visited on a regular basis by people living in Ipswich and the surrounding area.
- **Cambridge** is the furthest centre from Ipswich and has less floorspace (160,000 sq.m). However Cambridge's retail offer includes the Grafton Centre, a purpose built shopping centre located just outside the City Centre. This increases the total

floorspace in Cambridge to over 221,000 sq.m. The current redevelopment of the existing Robert Sayle (John Lewis) store and relocation of the store will increase floorspace within the City Centre by some 24,000 sq.m.

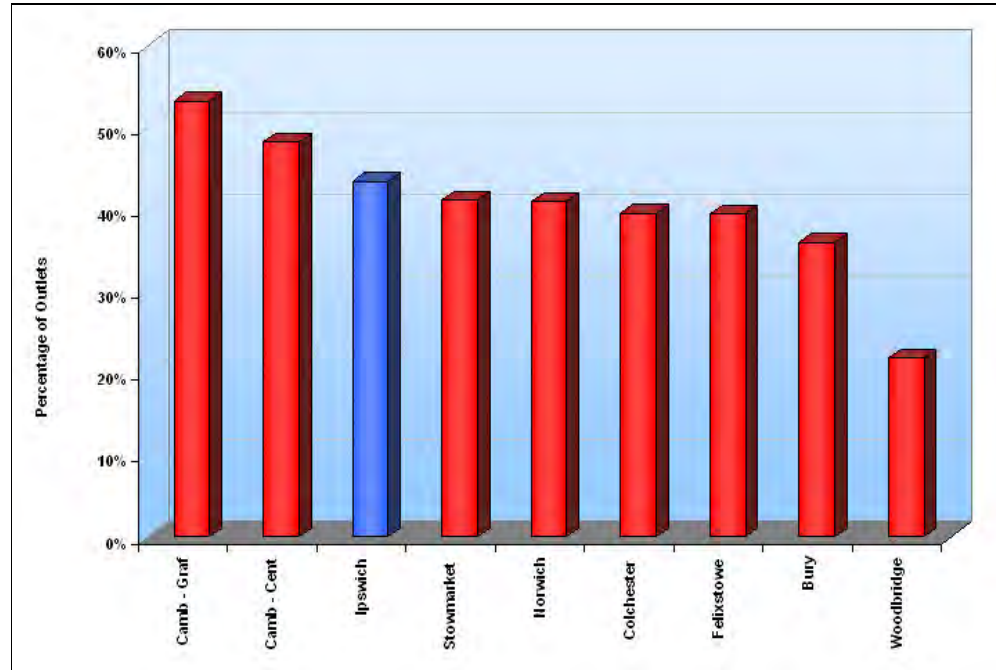
- **Bury St Edmunds** is the second largest centre in Suffolk and currently has just under 90,000 sq.m of floorspace. It has a relatively low proportion of multiple outlets, but does have a good range of high quality, independent outlets, particularly in the clothing and footwear sectors.
- **Felixstowe, Stowmarket and Woodbridge** are all smaller centres each having under 50,000 sq.m floorspace. They primarily serve the needs of the local population. Felixstowe and Woodbridge are the larger of the three centres and each have their own individual attractions. Woodbridge is an attractive town with a good mix of independent retailers, whilst Felixstowe is a coastal centre and attracts people from further away due to its traditional coastal leisure offer.
- **Ipswich District and local centres.** There is no data available in terms of floorspace for the 46 district and local centres within Ipswich Borough. This is due to the size of these smaller centres when compared to the main town centres detailed above.

Figure 3.2: Floorspace Growth In Ipswich 2000 – 2005



Source: Experian Goad Category Report, All Outlets, Floorspace April 05

Figure 3.3: Multiple Representation in Ipswich and the Benchmark centres



Source: Experian Goad Category Report, Multiple Outlets, Outlet Count, April 05

Changing Status

- 3.10 The ranking of shopping centres is a common indicator used to measure the relative strength and changing performance of shopping locations. However, it is an imprecise science, as the rankings are driven by the criteria used to measure centre attraction and performance. For the purpose of this analysis we draw on the Management Horizons 'Shopping Centre Index (2004)'. This national ranking of some 1,670 shopping locations provides a broad indication of the changes in a centre's relative attractiveness and performance. The Management Horizons Retail Index is based upon a weighted scoring system which takes account of the representation of non-food multiple retailers in each centre, with anchor stores and major attractors being given greater weight.
- 3.11 The key centre rankings for 1999 to 2004 are set out in Table 3.1. The headline findings are described below.

Table 3.1: Management Horizons 2003/04 Retail Rankings			
Centre	1999	2001	2004
Norwich	11	15	8
Ipswich	36	43	35
Colchester	67	65	60
Camb – Central	41	47	68
Bury	152	176	208
Camb – Grafton	170	180	212

Felixstowe	385	376	367
Stowmarket	505	497	565
Woodbridge	659	699	863

- **The Risers** – Norwich (+7 places), Ipswich (+8 places), Colchester (+5 places) and Felixstowe (+9 places) have experienced a rise in the retail rankings since 2001. These centres have benefited from improvements to the quantum and quality of their retail offer. For example, Blacks, Republic, Pilot and Starbucks have opened in Ipswich recently, whilst a number of stores including Next, New Look and Dorothy Perkins have relocated to larger premises. The Chapelfield development will also strengthen Norwich's position, and it may rise further in the rankings. To maintain or rise in rankings these centres must continuously seek to improve the quality and/or quantity of the retail offer.
- **The Fallers** – Cambridge is the largest centre to have fallen in rankings since 1999. This is explained by a lack of significant development in the centre over recent years, combined with the improvement of other centres of a similar status. Bury St Edmunds has also fallen (-56 places) in the rankings. However, both of these centres have schemes either under construction, or in the pipeline which should help to improve their status and ranking. Stowmarket and Woodbridge have also fallen in rankings, as neither have had any significant in-town development over recent years.

3.12 In summary, the rankings show that Ipswich is the second highest ranked centre out of all the benchmark centres. It is a relatively successful centre and has experienced a rise in its status since 2001, due to the opening of a number of new multiple retailers and the expansion/relocation of existing retailers. However, between 1999 and 2001, the town fell in the rankings. This previous fall highlights the need for the continued management and development of the town to maintain or increase its rank and status.

Managed Shopping Centres

3.13 The provision of managed/covered shopping centres provides another good indication of the relative strength of a centre's retail offer. Table 3.2 sets out the main shopping centres in Ipswich and the benchmark centres. The key findings are as follows:

- **Ipswich** now has two managed shopping centres. (One was lost due to the reconfiguration of the 1960s Eastgate Centre to form the new QD store):
 - **The Buttermarket Centre** is the largest and newest shopping centre having opened in 1992. The 24,100 sq.m scheme is on two levels and includes retailers such as TK Maxx, Sports Soccer, New Look, Boots and the Sony Centre. Alders anchored the scheme until its recent closure. The centre also incorporates a food court, as well as a several additional cafes and a large car park.
 - **Tower Ramparts** is located on the prime pitch of Tavern Street. The 12,000 sq.m scheme opened in 1985 and was refurbished in 1994. It is anchored by Littlewoods and Topshop/Topman. The town's larger Boots store is also linked to the scheme.

- **Norwich** has three managed centres. Prior to Chapelfields opening, Castle Mall was the primary centre with 80 units and 35,000 sq.m floorspace, comprising Boots, H&M, Virgin and a Ster Century Cinema. Anglia Square is the smaller centre and is located in the secondary shopping area of the city. The Chapelfield shopping centre is the largest scheme and was completed in September 2005, it comprises over 80 shops, restaurants and cafés, along with 115 residential units. House of Fraser anchor the centre and other stores include Mango, Zara, French Connection and Borders.
- **Cambridge** also has two managed centres. Lion Yard is a 11,000 sq.m centre, and is located in the city centre (adjacent to the prime pitch). The units are predominantly small, and there is no main anchor. The Grafton Centre is the larger, more modern centre, located outside of the city's main retail core. It is anchored by Debenhams, Next and a Warner Bros Cinema, which was added as part of an extension in 1995.
- **Colchester** has an above average proportion of managed floorspace, with four centres. Culver Square and Lion Walk are the primary shopping centres. Culver Square is anchored by Debenhams, whilst Marks and Spencer anchors Lion Walk. Priory Walk and St Johns Walk are both off-pitch, open-air centres with a more value-orientated mix of retailers.
- **Bury St Edmunds** has one shopping centre. The Cornhill Centre is a single level scheme and comprises some 4,400 sq.m floorspace. The centre is anchored by JJB Sports and other retailers include Etam and Tammy.

3.14 There are also a number of major schemes under development within the main neighbouring centres outside the Borough, as follows:

- **Cambridge** – The Grand Arcade will form a link with the existing Lion Yard centre. The centre will be anchored by Robert Sayle (John Lewis) and the existing store is being redeveloped. The scheme will also comprise a further 50 units and is scheduled for completion in 2008.
- **Bury St Edmunds** – The Cattlemarket mixed use scheme will comprise over 20 units, car parking and apartments. Debenhams will anchor the centre, and work is due to start in 2006, with completion scheduled for mid-2008.

Table 3.2 Managed Shopping Centres				
	Owners	Opened	Floorspace (gross sq.m)	Key Retailers
Ipswich				
Buttermarket Shopping Centre	Prime Commerical Properties	1992	24,154	Allders, Bhs, TK Maxx
Tower Ramparts	Kandahar	1985 (Refurbished 1994)	12,356	Littlewoods, Topshop/Topman
Bury St Edmunds				
Cornhill	Legal and General	1988	4,459	JJB Sports, Etam, Tammy
Cambridge				

Grafton Centre	Prudential Property Investment Managers	1983 (Refurbished 1995)	36,231	Debenhams, Next, Bhs
Lion Walk	Aberdeen Property Asset Management	1975 (Future Refurbished planned)	11,055	Dixons, Game, HMV
Colchester				
Culver Square	Scottish Amicable	1987	30,657	Debenhams
Lion Walk	Friends Provident	1975 (Refurbished 1985)	19,602	Marks and Spencer
Priory Walk	The Eagle Partnership	1990 (Refurbished 1990)	7,711	Sainsbury's, Peacocks, Holland and Barratt
St Johns Walk	Sackville Threadneedle Pensions	1990	5,574	Iceland, Wilkinson, Blacks
Norwich				
Castle Mall	The Mall Corporation	1993 (Refurbished 2000)	35,302	Boots, Virgin, Hennes, New Look, Argos
Anglia Square	Quintain Estates	1971 (Refurbished 1999)	12,820	Poundstretcher, Boots, Argos
Chapelfields	Lend Lease	2005	30,200	House Of Fraser, French Connection, Mango
Sources: Experian Goad/Promis/DTZ				

Mix Of Retail and Service Businesses

3.15 Detailed analysis of the mix of uses in a centre can help to identify any potential weaknesses and/or gaps in a centre's retail and service provision. Figures 3.4 – 3.7 illustrate the convenience, comparison and service offer in Ipswich and the benchmark centres. The headline findings are as follows:

(i) Convenience Goods

3.16 In Ipswich as a whole (the entire urban area) there is over 45,000 sq.m of convenience space and all the major multiple retailers are represented. The breakdown of floorspace across the entire urban area is as follows:

- 10 % (c. 4,400 sq.m) in the town centre – M&S, Co-Op, Sainsburys, Iceland.
- 14% (c. 6,522 sq.m) in the 8 district centres – Aldi, Co-Op.
- 24% (c. 10,900 sq.m) in the 38 local centres – Tesco express, Co-Op.
- 52% (c. 23,400 sq.m) in out-of-centre locations – Asda, Tesco, Sainsburys, Morrisons, Lidl.

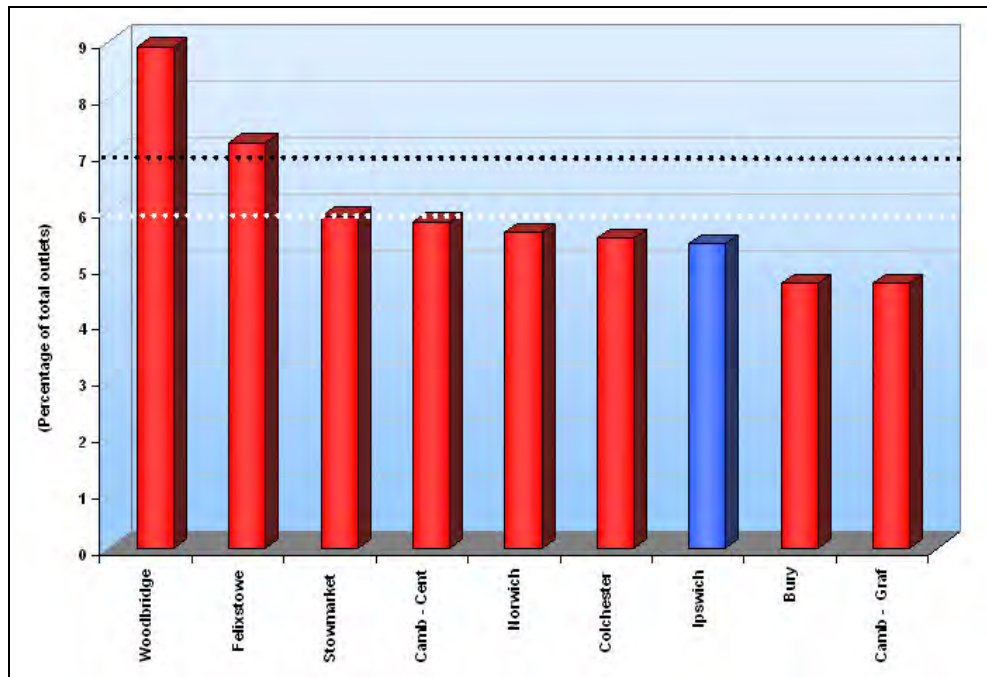
3.17 Ipswich has a relatively low proportion of convenience goods outlets in the town centre. Some 5.4% of all outlets are classified as convenience outlets, which is lower than either the GB or East Anglian averages (7.4% and 6.3% respectively). The only towns with a lower convenience representation than Ipswich are Bury St Edmunds and the Grafton

Centre in Cambridge, both of which have 4.7% of convenience outlets. The main provision in Ipswich is as follows:

- **Sainsbury's** is the largest convenience store in the town (1,700 sq.m) and is located off the prime retail pitch on Upper Brook St. It is an older format store (opened in 1971) and we understand that it is under-performing.
- The **Co-Op** store is located on the eastern edge of the town centre, away from the prime shopping area. It has a food hall (970 sq.m), although this is almost half the size of the Sainsbury store.
- **Marks and Spencer's** food hall (850 sq.m) is the only large convenience outlet in the prime pitch.
- **Iceland** is the only other significant food operator within the town, but is located off-pitch.

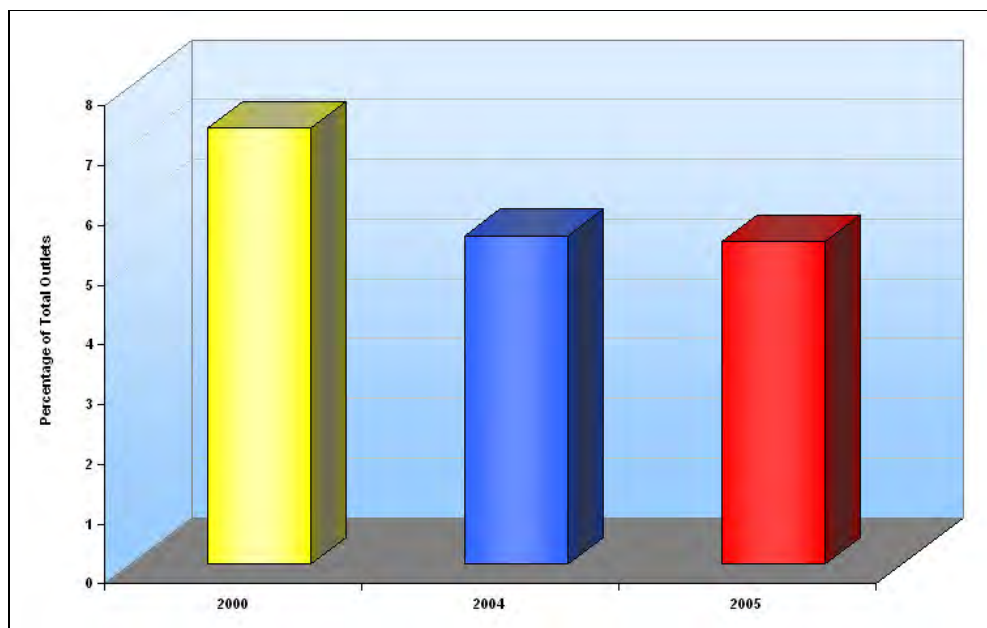
- 3.18 The under-provision of convenience floorspace in the town centre means that shoppers are effectively encouraged to shop outside the town centre for their convenience needs. The household surveys (section 5) support this, and show that the market shares for the town centre stores are low.
- 3.19 The larger benchmark centres are also characterised by an under provision of convenience floorspace as well as outlets in their town centres. Each centre typically has between 3-5% of its floorspace devoted to convenience space. For example, some 3% of Ipswich's total floorspace is devoted to convenience retailing.
- 3.20 In terms of potential 'gaps' in provision, more detailed analysis indicates that Ipswich town centre has an under-representation of butchers, convenience stores, fishmongers, frozen food stores, greengrocers and off-licences compared to the national average for all GOAD centres. This pattern is typical of larger centres. Figure 3.5 shows that there has been a decline in convenience provision since 2000.
- 3.21 The strong convenience offer in Ipswich's smaller district and local centres reflects their main function, which is to serve the day-to-day convenience and food shopping needs of the local resident populations. Many of these centres have a wide range of store types and independent traders, and many are anchored by multiple retailers, such as the Co-Op.
- 3.22 The success of these local convenience stores is reflected by the fact that new stores have been / are being developed in these smaller centres. New Aldi / Co-Op stores have been developed in the Felixstowe Road district centre, whilst a new Co-op store has recently been opened in Foxhall Road. These new developments have also reduced the number of vacancies within these centres.

Figure 3.4: Convenience Outlets (% of total outlets)



Source: Experian Goad Category Report, All Outlets April 05

Figure 3.5: Convenience Outlets Change 2000 – 2005 (% of total outlets)



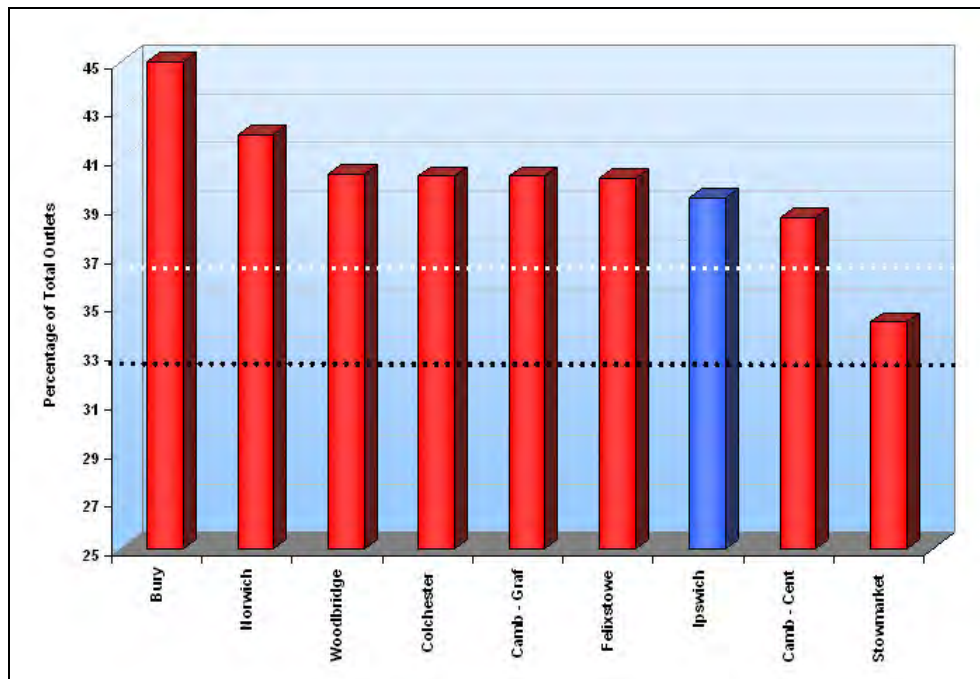
Source: Experian Goad Category Report, All Outlets.

(ii) Comparison Goods

- 3.23 All of the centres have an above average representation of comparison goods outlets compared to the national average. Figure 3.6 shows that Bury's retail offer comprises the highest proportion of comparison goods retailing (45%), followed by Norwich (42%). Woodbridge, Colchester and the Grafton Centre in Cambridge have approximately 40% of outlets devoted to comparison retailing.
- 3.24 Ipswich's comparison goods provision (39%) ranks it above only Stowmarket (31%) and Cambridge Central (38%). This is largely due to the over-provision of outlets in the services sector when compared to the other (larger) benchmark centres. The proportion of comparison goods retailing in Ipswich has decreased as a proportion of total outlets from 38% in 2000 to 36% in 2005.
- 3.25 Ipswich's clothing and footwear goods offer, comprises of mostly value and mid-range, mass market national multiples including Dorothy Perkins, Next, Oasis, New Look and Primark. There are very few higher value, branded stores such as French Connection, Hobbs, Karen Millen, Ted Baker etc.
- 3.26 There is an under-provision of specialist type stores such as antiques and art sellers. The only other sectors with significant under-provision in the town centre are those for larger items such as furniture, carpets and DIY goods. The provision in the town centre has also declined with the closure of Allders. The household surveys show that Allders accounted for small, yet significant markets shares for furniture and electrical goods.
- 3.27 The majority of these types of goods are typically purchased in out-of-town locations. Ipswich has a wide range of retail parks and stores, most of which attract high market shares for the various large items. Trends currently show that town centres can increase their trade draw for larger items, as more and more stores expand their offer. For example, furniture and other home items are now being sold in stores other than department stores and traditional furniture stores. Outlets such as Next, Marks and Spencer, Monsoon, Zara and Laura Ashley all sell increasing amounts of quality furniture and home items. Currently Marks and Spencer and Laura Ashley in Ipswich town centre both sell furniture items. Next and Monsoon however are located in smaller stores that are not able to accommodate the wider range of goods. Ipswich needs to be able to provide adequately sized units to accommodate the needs of modern retailers.
- 3.28 In order to attract more shoppers to the centre Ipswich should therefore aim to increase the quantity and quality of its comparison goods retailing. Larger town centres such as Ipswich need higher levels of comparison stores in order to attract shoppers from the surrounding areas and further afield. Shoppers will rarely travel far to carry out convenience shopping or to use services such as banks / building societies etc.
- 3.29 The comparison offer within the district and local centres is more limited, as these centres primarily function as convenience and service based destinations. The larger centres (particularly Norwich Road, Woodbridge Rd and Felixstowe Road) all have a significant mix of comparison goods stores.
- 3.30 The majority of comparison goods stores within the district and local centres are independents stores, where charity, value clothing, electrical goods, hardware and second-hand furniture dominate the mix of goods sold.

- 3.31 There are however a small number of “quality” stores in the centres, selling higher value goods (e.g. Coes and Bathstore.com on Norwich Road). The general lack of significant “quality” is reflective of the fact that the centres do not attract shoppers from a wide area. The limited parking provision within the centres may also discourage shoppers from further afield from shopping in these centres. The Coes store on Norwich Road is able to overcome this by having its own private car back to the rear of the store.

Figure 3.6: Comparison Outlets (% of total outlets)

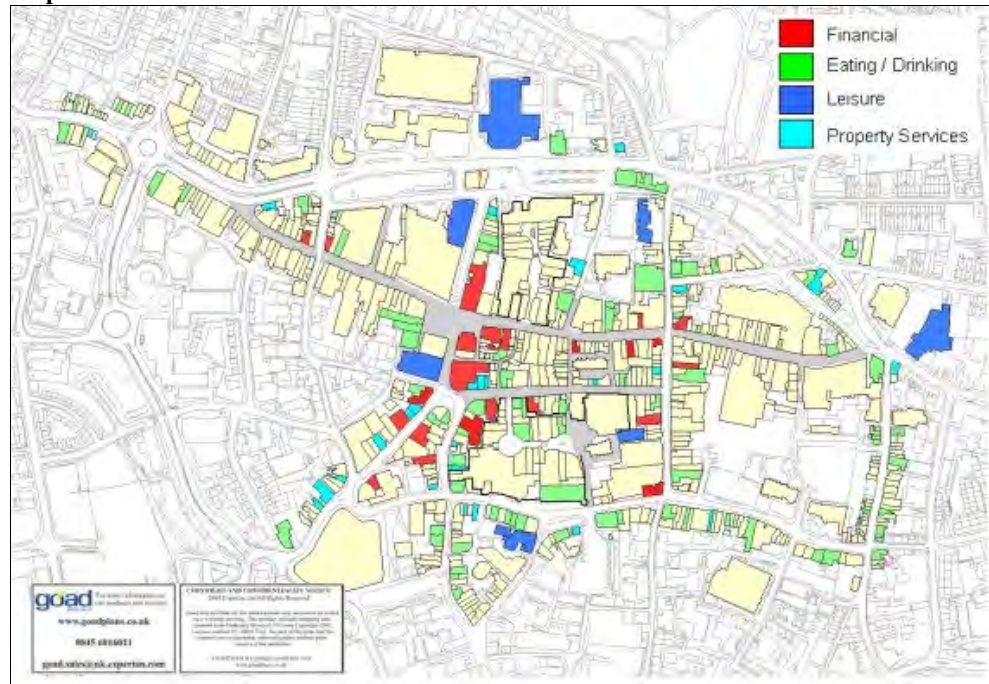


Source: Experian Goad Category Report, All Outlets, April 05

(iii) Service Businesses

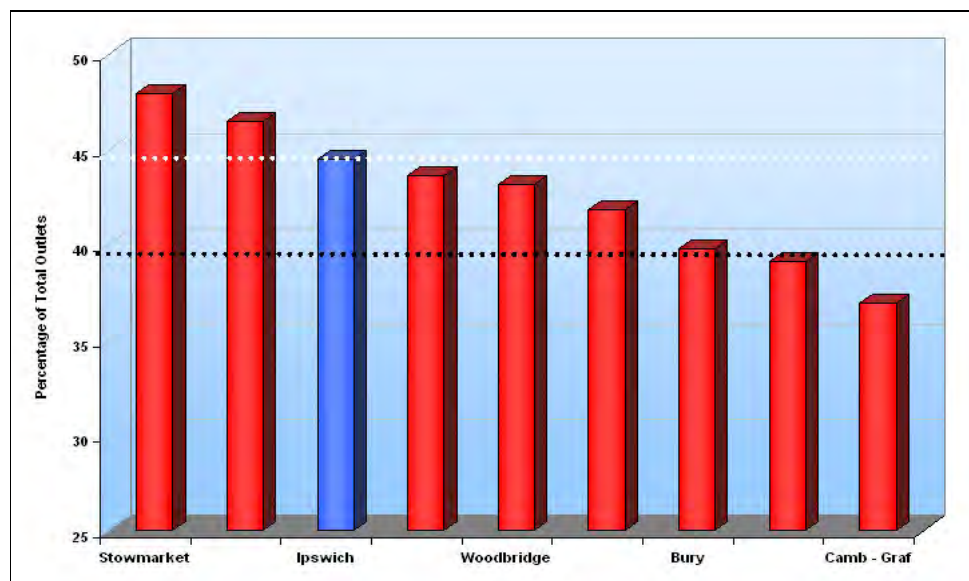
- 3.32 Ipswich has the third highest service business offer (45% of total outlets) out of all the centres, with only Cambridge Central (46%) and Stowmarket (48%) ranked higher. The service offer has increased from 41% in 2000 to 46% in 2005. The town has above average proportions of leisure, financial and business services, particularly in the property sector. The majority of services businesses are located in the secondary areas of the town centre (map 3.2).

Map 3.2: Service Business Distribution



3.33 The district and local centres generally have higher proportions of service businesses. This reflects their roles as day-to-day convenience and service-orientated centres. Post offices, hairdressers / barbers and take-away outlets dominate the service provision in all of the centres. Banks, building societies and restaurants are only present in a small proportion of the centres, which means that people are therefore encouraged to visit the town centre (or Waterfront / Cardinal Park) for these services.

Figure 3.7: Service Outlets (% of total outlets)

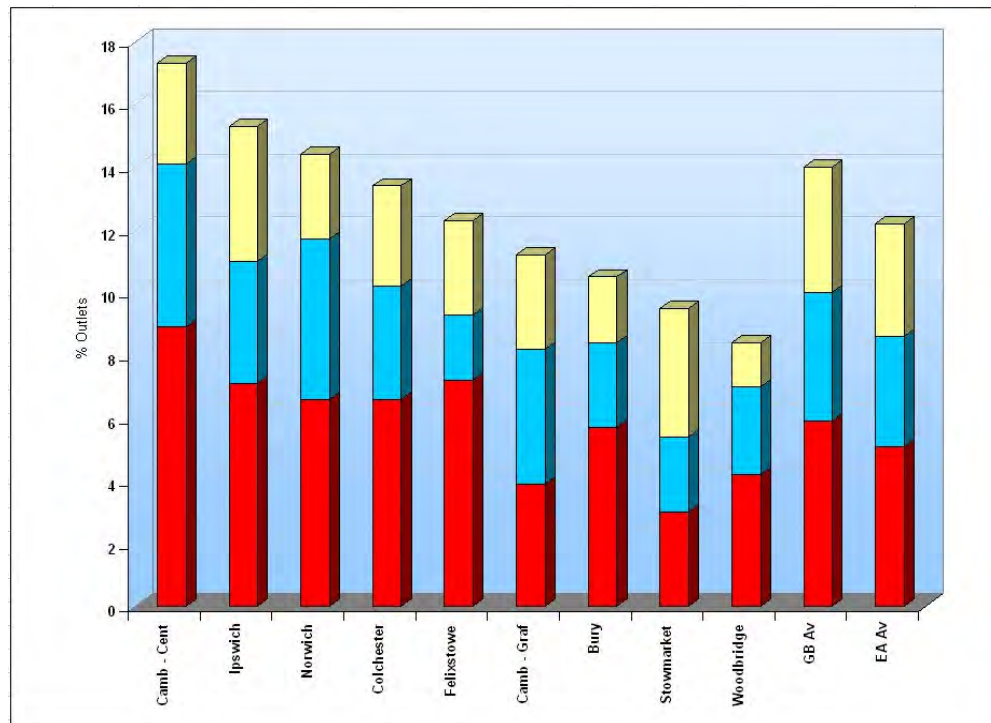


Source: Experian Goad Category Report, All Outlets, April 05

(iv) Eating and Drinking Offer

- 3.34 In February 2005, the government published amendments to the Town and Country Planning Use Classes Order (1987). The changes came into force on 21st April 2005 and mainly impact on the A3 Use Class, which is now restricted to restaurant and café-type uses. A newly created A4 Class now comprises pubs and bars and a new A5 class covers takeaways.
- 3.35 The changes in Use Classes only permit upward change to a different food or drink class, i.e. A5 to A4/A3 or A4 to A3. The changes have been put into place to aid the ability of local authorities to further control food and drink outlets within centres.
- 3.36 Previously no express planning permission was needed to change use from a restaurant/café to pub/bar or takeaway. Concerns were often raised in relation to the locations of pub/bars and takeaway outlets with regards to the hours of operation, increased traffic flows (in the case of drive thru/take aways), and problems associated with alcohol consumption.

Figure 3.8: A3/A4/A5 Uses (% of total outlets)



Source: Experian Goad Category Report, All Outlets, April 05

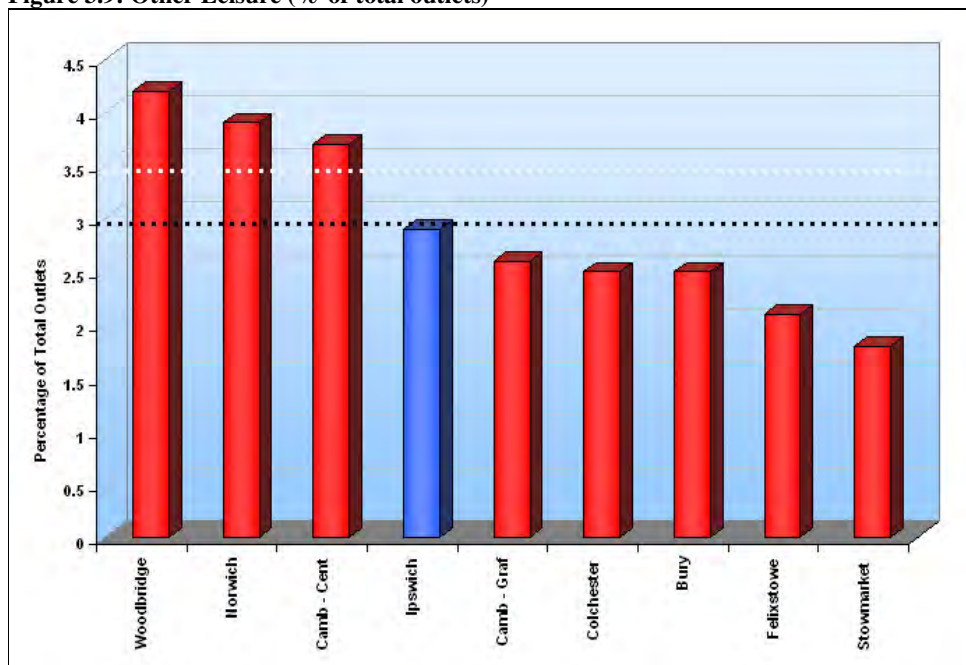
- 3.37 It is important to note that the Goad plans only collate data from the area defined to be the 'town centre'. Ipswich has a significant number of restaurants in areas on the edge of the town centre (such as Cardinal Park) and these are not therefore included in our overall analysis.

- 3.38 **Figure 3.8** indicates that Cambridge City Centre has the highest proportion of A3 uses (9%), compared to Ipswich (7%) and Felixstowe (7%). This is higher than the national average (6%) and the average for East Anglia (5%). Research shows that the proportion of A3 uses in Ipswich has increased by 2% over the last five years, rising from 5% to 7% of all outlets.
- 3.39 The Waterfront and Cardinal Park are both areas of significant development in the restaurant sector. Many branded restaurants are located in Cardinal Park and the Waterfront is evolving as a location for high quality, independent restaurants. In terms of access to the town centre, Cardinal Park is closer and well linked along St Peters/St Nicholas Streets. The Waterfront area, although accessible from the town centre, needs improved linkages to encourage movement between the two areas.
- 3.40 There are only a limited number of centres with any A3 uses present. Norwich Road, Wherstead Road, Penshurst Road, St Matthews St, Woodbridge Rd (28-110) and Grove Lane are the only centres to have any restaurant provision. Most of these centres have just one restaurant. All restaurants are independent, and are Indian based with the exception of the New Century Chinese on St Matthews Street. Cafes can be found in a larger number of the centres, again these are all independents.
- 3.41 Some 4% of the total outlets in Ipswich are classified as A4 uses. This is the same as the national average, but slightly higher than the average for East Anglia (3.5%). Ipswich ranks behind Cambridge Centre (5%), Norwich (5%) and Cambridge Grafton Centre (4%) despite the fact that A4 uses have increased since 2000.
- 3.42 As with cafes, pubs are more prevalent within the centres than restaurants, 16 of the 46 centres have a pub. In terms of eating and drinking, the majority of the centres have provision in the A5 sector (take-aways). Fish and chip shops, sandwich bars, and or Chinese/Indian takeaways can be found in many of the centres.
- 3.43 Ipswich and Stowmarket have the highest proportion of A5 (take-away) uses out of all of the centres (4%), although this is the same level as the national average.
- 3.44 Table 3.3 shows the key branded/multiple restaurant operators represented in Ipswich and the larger benchmark centres. Ipswich compares well, having seven of the eleven highlighted restaurants. Significantly, three of the restaurants have been opened in the last 6-12 months.
- 3.45 The analysis of the eating and drinking offer highlights that Ipswich has a relatively good food and drink offer. However, it has the highest number of A5 units and centres such as Cambridge Central and Norwich have a higher proportion of A4 uses, which suggest that their food and drink offer appeals to a wider spectrum of the population.
- 3.46 Such facilities help to strengthen the evening economy and underpin the retail offer of some centres by encouraging local residents and visitors alike to spend more time and money in the centres.

Table 3.3: Branded Restaurants				
Fascia	Ipswich	Norwich	Bury	Colchester
Ask	✓	✓		
Bella Italia		✓		
Café Uno		✓		✓
Café Rouge		✓	✓	✓
Frankie & Benny's	✓	✓		
La Tasca		✓	✓	
Nandos	✓	✓		✓
Old Orleans	✓	✓		
Pizza Express	✓	✓	✓	✓
Pizza Hut	✓	✓	✓	✓
Zizzi	✓	✓		✓

(v) *Other Leisure Uses*

Figure 3.9: Other Leisure (% of total outlets)



Source: Experian Goad Category Report, All Outlets, April 05

3.47 Ipswich has a slightly lower representation (2.9%) of other leisure outlets compared to the national average (3.3%). Woodbridge, Norwich and Cambridge Central all have higher than average representation of other leisure uses, including bingo and amusements, casinos, cinemas, theatres and sports and leisure facilities. Ipswich's main town centre leisure facilities are listed below:

- **Regent Theatre** - Currently the largest theatre in East Anglia, with a capacity of over 1,700 people. The venue is used for a variety of plays, musicals and concerts.
- **Corn Exchange** – Located in the centre of town, the large venue provides two main halls used for a variety of activities including, classes, meetings, concerts and other performances.

- **Crown Pools** – Is Ipswich’s largest swimming centre and is located to the north of the town centre. It houses three pools, a gym, café and crèche.
- **Mecca Bingo** – Located just north of the primary shopping area, Mecca is one of two branded bingo venues, the second being Gala Bingo located out of the town centre.

3.48 There is also a wide variety of other leisure facilities and venues within the town as a whole, including sports facilities such as pools, gyms, leisure centres, a dry ski slope and golf clubs. For spectators, Ipswich Town Football Club is also located close to the town centre. The Club has played host to a number of high profile concerts including Elton John, Neil Diamond and REM as well as having facilities for conferences and events. Christchurch Park to the north of the town centre has also hosted concerts (Status Quo) and events.

3.49 Cardinal Park is the towns key commercial leisure venue and is the location of many branded restaurants, (Nandos, Ask, Frankie and Benny’s, KFC), the largest cinema in Ipswich Cineworld, a nightclub and gym. The leisure park is well located to the south of the town centre, with good pedestrian links to the main retail area.

Office Uses

3.50 There is a significant amount of office space both within the town centre and in the surrounding area. Within the town centre itself, larger offices include Churchill (Crown Street), Ipswich Borough Council (Civic Centre) and Willis (Friars Street).

3.51 The Willis building is also a landmark building within the town centre. Completed in 1974, the building, designed by Sir Norman Foster, is a large glass walled building. Its architectural significance was further reinforced when it was given Grade I Listing status in 1991. The building forms an imposing gateway to the south of the town centre.

3.52 The majority of larger offices are concentrated to the west of the town centre. These include those listed in *para* 3.50, with a number of other insurance companies (including Axa) being based just outside the town centre boundary.

3.53 On the eastern side of the town centre, there are a large number of offices. These are predominantly smaller offices in older style accommodation.

3.54 Between the town centre and Railway station (with easy access to both locations) is “Ipswich Village” development area, a mixed-use, urban village. The area is situated around the Ipswich Town Football stadium, and adjacent to Cardinal Park leisure quarter. Major office development in this area has centred around the new Suffolk County Council Building - Endeavor House. Originally planned for TXU Energi, before the company’s collapse, the building now houses over 1000 Suffolk County Council staff and Councillors.

3.55 As well as town centre locations there are a number of office developments on the peripheral areas of Ipswich with close access to the major A12/A14 roads. Two of these key areas are The Havens (largely transportation/shipping companies) and Adastral Park (BT and other hi-tech companies).

3.56 New office developments should ideally be located in the vicinity of the town centre. This area is accessible to the surrounding residential areas, and is also well served by the existing public transport system. Developments within the central parking core will also

need to be subject to conditions allowing only operational car parking in order to minimise congestion within the town centre area.

- 3.57 The positioning of offices in and around the town centre will also help to generate trips to the town centre at lunchtimes to make use of the shops and services.

Department and Variety Stores

- 3.58 Department store provision in Ipswich is limited to Debenhams and a large Co-Op store following the closure of Allders in March 2005. This is a below average provision for a town the size of Ipswich. Ipswich's main variety stores include Marks and Spencer, Woolworths and Bhs. The main department and variety stores in the benchmark centres are as follows:

- **Norwich** – Bhs, Co-Op department store, Debenhams, Jarrolds, John Lewis, Marks and Spencer.
- **Bury St Edmunds** – Marks and Spencer, Woolworth's, Palmers.
- **Cambridge Central** – Bhs, Debenhams, Marks and Spencer, Robert Sayle (John Lewis).
- **Colchester** – Bhs, Co-Op department store, Debenhams, Marks and Spencer, William and Griffin, Woolworths.

- 3.59 Many of the benchmark centres have a significantly stronger representation of major department and variety stores. This offer will increase further in some of the centres following new retail development. For example, Bury St Edmunds will benefit from a new Debenhams when the Cattle Market site is completed. Cambridge has the Grand Arcade scheme which will involve the existing Robert Sayle (John Lewis) store moving to a larger unit. The development of the Chapelfields scheme in Norwich includes a new House of Fraser store. This will mean that Norwich will host all of the major national department stores (Debenhams, John Lewis and House of Fraser) as well as an independent department store – Jarrolds.

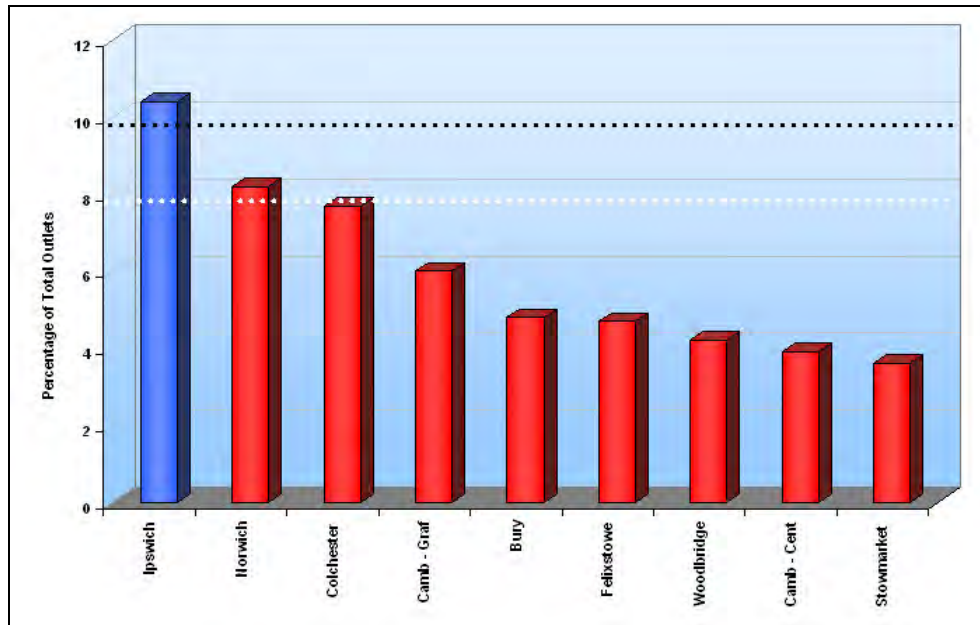
- 3.60 Ipswich should aim to attract new quality department store presence in order to maintain and enhance its relative status and attraction. The addition of a new, quality store would be likely to attract further retailers to Ipswich, in both the independent and multiple sectors.

Vacancy Levels

- 3.61 Vacancy rates (expressed as a proportion of total outlets) provide a good indication of the relative health of centres. Large numbers of empty properties, particularly where associated with long-term vacancies, can point to local performance problems and a lack of investor confidence. Vacant units can also have a negative impact on the perceived attractiveness of a centre.

- 3.62 Figure 3.10 shows that Ipswich has the highest vacancy levels out of all of the centres. Its vacancy level of 9.2% is also higher than the national average of (8%) and the East Anglia regional average (6%). After falling from 10% in 2000 to only 7% in 2004, vacancy levels have increased to the current levels, with 65 vacant outlets in the town. The closure of Allders in late March has contributed to the rise in vacant outlets/floorspace.

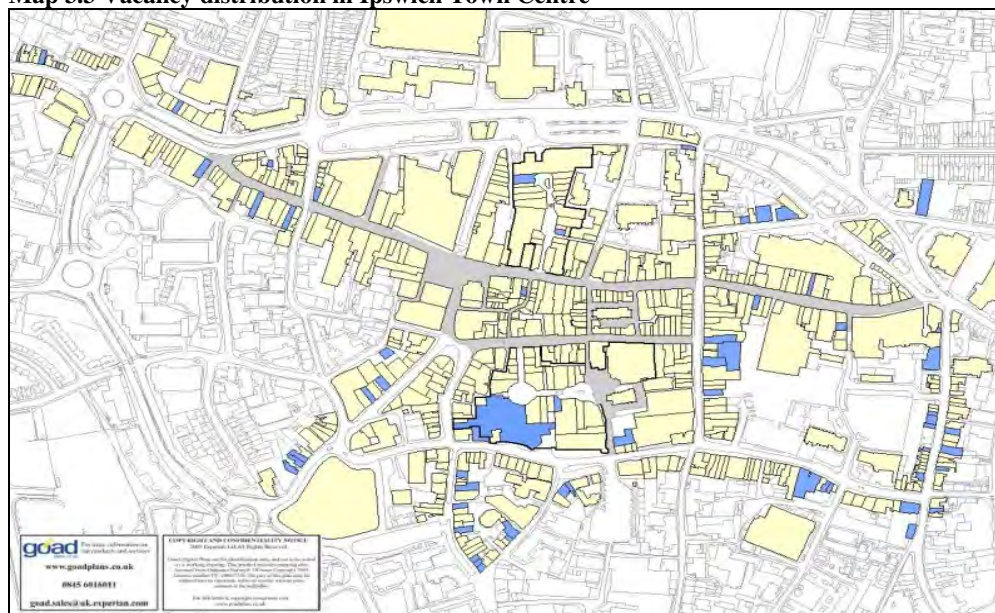
Figure 3.10: Vacancy levels (% of total outlets)



Source: Experian Goad Category Report, All Outlets, April 05

- 3.63 Analysis shows that, as with other centres, the vacant outlets in Ipswich are mainly in the secondary and tertiary shopping areas (Map 3.3). This is due to these areas having a greater proportion of smaller, older units that are typically more difficult to let. It is also due to the size of this large town centre and distance from the main shopping area.
- 3.64 Surveys of the district and local centres show that vacancy levels are generally low. The main exception to this is The Centre, Stoke Park Drive. There are 15 vacant units out of 24 units within this purpose built centre. The high level of vacancies can be explained by the fact that the centre is due for demolition and redevelopment.

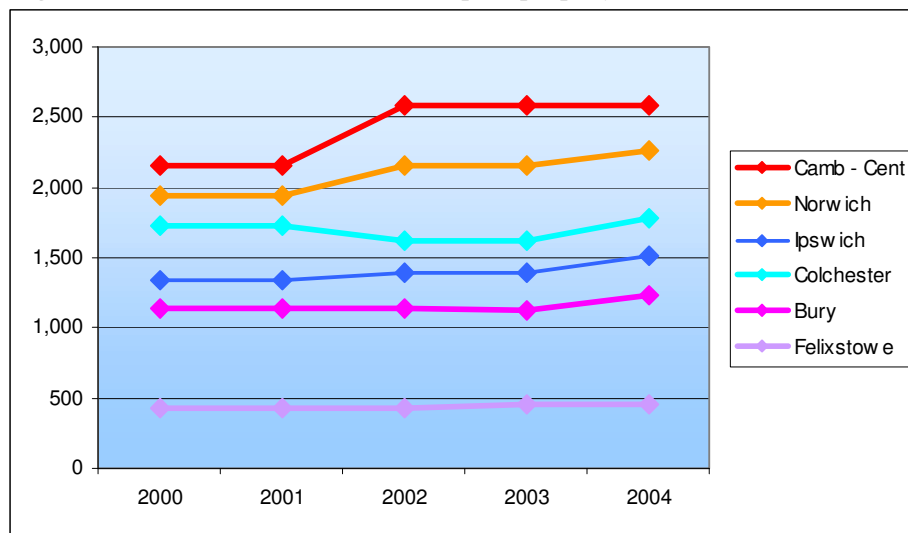
Map 3.3 Vacancy distribution in Ipswich Town Centre



Retail Rents

- 3.65 Rental levels provide a useful indicator of a centre's viability. Rental data is only available for Ipswich and the larger benchmark centres and the headline findings are described in the following paragraphs:
- 3.66 Despite the higher level of floorspace and higher rank, rents in Ipswich are lower than either Cambridge or Colchester. Prime Zone A rents currently stand at £1,506 per sq.m, £1000 less than in Cambridge. The high rents in Cambridge reflect the quality retail offer within the centre and the demand for space within the centre. Due to the historical nature of the city, there is limited space for city centre retail development. Many retailers require space within the centre and as a result the rents are maintained at a high level.
- 3.67 Rental values in Colchester are slightly higher than for Ipswich, this is a product of higher past demand in the city, and the higher spend in the surrounding areas. The demand however has now levelled, and thus rental values are likely to plateau. Norwich also has higher rental levels due to its higher rank, increased floorspace and range of quality outlets.
- 3.68 Rental values in Ipswich have shown a slight increase since 2000. Demand for space in Ipswich is also growing, which means that rental values could rise further.

Figure 3.11: Zone A Retail Rent Levels (£ per sq.m per year)



Source: Colliers CRE In-Town Retail Rents (2004)

Retailer Requirements

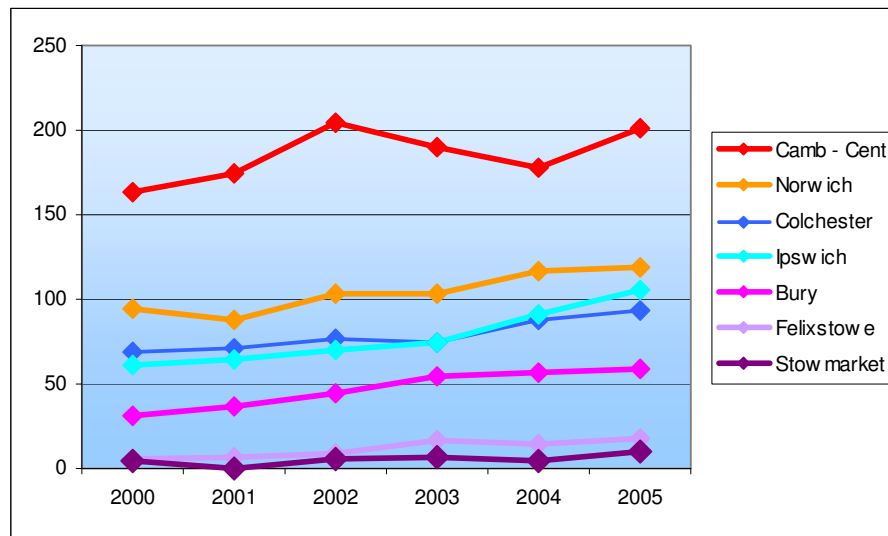
- 3.69 The level of demand from retail and service businesses for representation in a centre provides another key indicator of its attractiveness and commercial viability. Generally speaking, the higher the level of demand, the more attractive the centre is to new investment and development. Section 7 discusses in more detail the market demand for floorspace in Ipswich.
- 3.70 It is important to note that demand for floorspace is not solely generated by new retailers seeking to move into a centre. Demand is also generated by existing retailers seeking to relocate elsewhere within a centre, possibly because their existing units are too small, or

because the ‘retail gravity’ and footfall in the centre may have changed due to new development elsewhere.

3.71 The ‘Retail Focus Reports’ monitor the changes in demand for retail representation across 1,100 UK centres and are widely used to benchmark the changing health and status of retail locations.

3.72 Figure 3.12 summarises the changes in market demand since 2000 and the headline trends are described:

Figure 3.12: Retailer Requirements 2000-2005



Source: Town Centre Focus Reports 2005

3.73 Cambridge is ranked third in the country in terms of its retailer requirement levels. This high demand is due to the limited availability of suitable units in the city centre and limited space for future development. Demand for space in Cambridge will continue to grow as the available spend grows. There are fluctuations in demand, due to the fact that as developments and changes occur in the city demand is partially met.

3.74 Demand in Ipswich is at a significantly lower level than both Cambridge and Norwich. The level of demand has been continually growing and there are currently over 100 retailers requiring space in Ipswich, compared to 61 in 2000. Demand for Ipswich has grown as existing stores have invested through refurbishment and relocation, thus making the centre more attractive to retailers who are not present.

3.75 Ipswich has overtaken Colchester over the last two years. In order to maintain and increase these levels, Ipswich must create new space to meet the demand for larger modern shop units.

3.76 The major retail and leisure operators with requirements for Ipswich include:

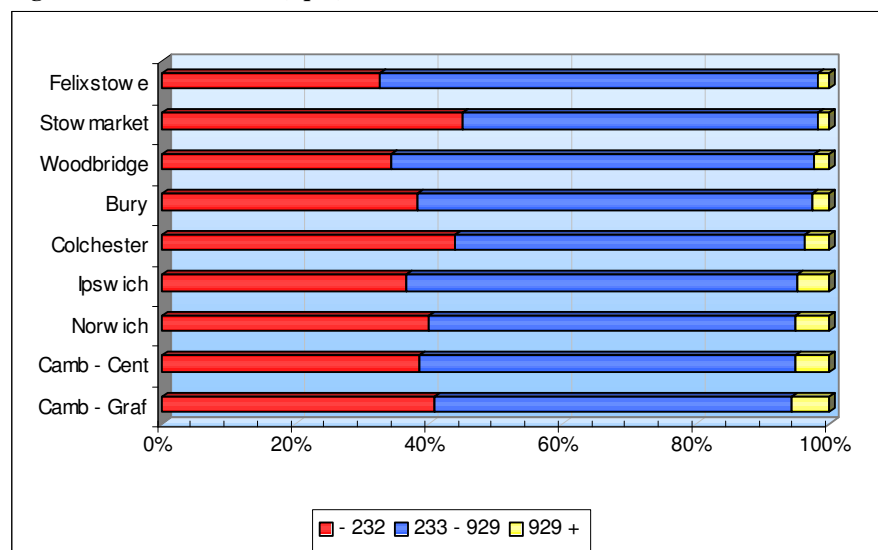
- Leisure operators (Esporta, Kew Green Hotels, Travelodge).
- A3 operators (La Tasca, Walkabout, Subway, Harvester and Pizza Hut).
- Comparison goods retailers (D2, Ecco, Fat Face, Hawkshead, Ikea, Lush, The Pier).

- 3.77 The quality and quantum of this market demand, and the underlying national and regional trends driving demand and take-up, is described in more detail in Section 7. It should be noted, however, that the national requirement audit only provides a snapshot of demand at any point in time. It is not comprehensive, as it does not take account of the potential increase in business interest that may arise from the intensive marketing of new and emerging development opportunities in centres.

Size of Shop Units

- 3.78 Figure 3.13 shows the range of outlet sizes in Ipswich and the benchmark centres. In general terms, modern retailers generally have requirements for larger units. Hence, those centres with an under-provision of large modern outlets need to consider how they can either reconfigure their existing units to create larger stores and/or develop more retail floorspace.
- 3.79 The figure shows that Norwich and Cambridge city centres have a high proportion of larger outlets. The centre with the highest provision is The Grafton Centre in Cambridge, which reflects its modern, purpose built, retail environment, and the type of tenant mix it is marketed towards.
- 3.80 Ipswich has a significant proportion of medium sized units (between 232-929 sq.m), but less than 5% are over 929 sq.m, which places it behind Norwich and Cambridge. It is these large anchor stores (often department / variety stores) which generate trips and footfall. This is shown by the street surveys, where the majority of people named Marks and Spencer and Debenhams as the key stores they intended to visit on their trip to Ipswich
- 3.81 Other stores such as Next are now moving away from their smaller, clothing based stores, to offer a wider range of homeware goods, which were previously only offered in their catalogue (Next Directory). DTZ consider that there is therefore potential for new, larger modern units in Ipswich to meet current demand and to generate new investment and business interest.

Figure 3.13: Size of units (sq.m)



Source: Experian Goad Category Report, All Outlets, Outlet Count, 2003/04

The Built Environment

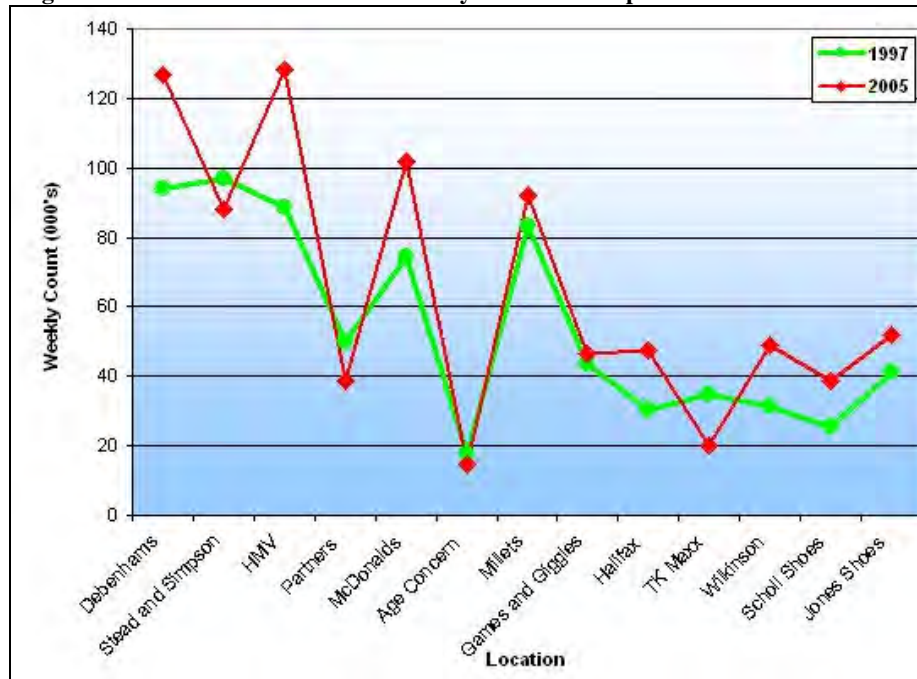
- 3.82 The attractiveness of the built environment and public realm is an important determinant of the relative success and performance of a centre. Despite being based on subjective indicators it is an important Key Performance Indicator (KPI) to consider when assessing the vitality and viability of a centre.
- 3.83 Ipswich's core shopping area is pedestrianised and consists of the main linear Westgate St/Tavern St/Carr St areas. Adjoining this area to the south is the area around the Buttermarket and the Buttermarket Shopping Centre. The Tower Ramparts Shopping Centre also joins the north of the main high street.
- 3.84 Generally there are good linkages both in and out of the town centre and between the different town centre areas. However the linkages between the main linear high street and the secondary shopping areas need further improvements. These linkages can also suffer as the tenant mix in the two shopping centres and the secondary shopping areas change. An example of this is the closure of Allders, which means there are likely to be fewer people visiting the Buttermarket Shopping Centre.
- 3.85 Linkages between other key areas in Ipswich should also be improved, such as those between the town centre, Cardinal Park and the Waterfront. The continuing development of the **Waterfront** adds character to the town as a whole. The changing status of the Waterfront from what was once a predominantly industrial area to a residential, retail and leisure area will encourage residents and visitors alike into the town. People visiting the Waterfront should be able to easily access the main town centre area. This should be achieved not only by improving the physical linkages, but also by marketing the (town centre / Waterfront / Cardinal Park) areas and improving signage.
- 3.86 The **Cornhill** is the key large open space within the town centre and is a focal point within the primary shopping area. The historic buildings make this an attractive part of the town centre. This space is used for the regular market within the town, as well as other occasional uses such as fairs and promotional stands. In terms of open spaces and leisure, Christchurch Park is closely situated to the north of the town centre. The park provides a large attractive open space for people to visit, and includes play areas, a bird reserve, tennis courts, a bowling green and the added attraction of the Tudor Christchurch Mansion.
- 3.87 Whilst there is little scope for development in the primary shopping area, there are development opportunity sites in the peripheral areas, such as the Westgate Quarter and Mint Quarter. These areas should be carefully planned so as not to dilute the retail core and create further problems with linkages throughout the town. These opportunity sites are described in more detail in Section 8.

Pedestrian Flows

- 3.88 Pedestrian flowcounts provide a direct measure of the number and movement of people in different parts of a centre at various times of the day. As such they provide an indication of:
- a centre's overall attractiveness;
 - the commercial importance of individual streets and the location of the prime pitch;
 - the significance of key retailers and shop clusters within streets;
 - pedestrian links across the centre.

- 3.89 When compared over a period of years, pedestrian surveys provide a good indicator of pedestrian growth or decline within a centre. They also allow more detailed analysis of the changes in flows in particular streets and consideration of what action can be taken to increase flows.
- 3.90 Historical pedestrian survey counts for Ipswich's central area are available for 1997. These have been compared to the counts specifically commissioned for this study, which took place in May 2005 (full data can be seen in Appendix 5). However, care needs to be taken when interpreting the survey results as significant variations can arise in footfall as highlighted in Figure 3.14 below.

Figure 3.14: Pedestrian Flowcounts at Key Locations in Ipswich in 1997 and 2005



Source: Pedestrian Market Research Services Limited 1997 & 2005.

- 3.91 There has been a decline in average weekly pedestrian flows in Ipswich town centre between 1997 and 2005 by approximately 7,000 people. The main reason for this decline is due to the fact that the count locations changed in 2005 to include more peripheral areas of the town centre to provide a more comprehensive view of the wider town centre area. In addition, the count distances recorded by the researchers changed from 20 feet in 1997 to the full width in 2005. Other reasons that can account for decline in centres include increased competition from neighbouring towns, weather conditions, school holidays and one-off events in the survey or neighbouring towns.
- 3.92 Although the average weekly pedestrian flows have declined between 1997 and 2005, Figure 3.14 shows that the majority of the location points which were used in both the 1997 and 2005 surveys had higher pedestrian flows in 2005 than in 1997. The only locations with lower flows in 2005 were Stead and Simpson and Partners, both in the Tower Ramparts Shopping Centre and TK Maxx in the Buttermarket Shopping Centre.

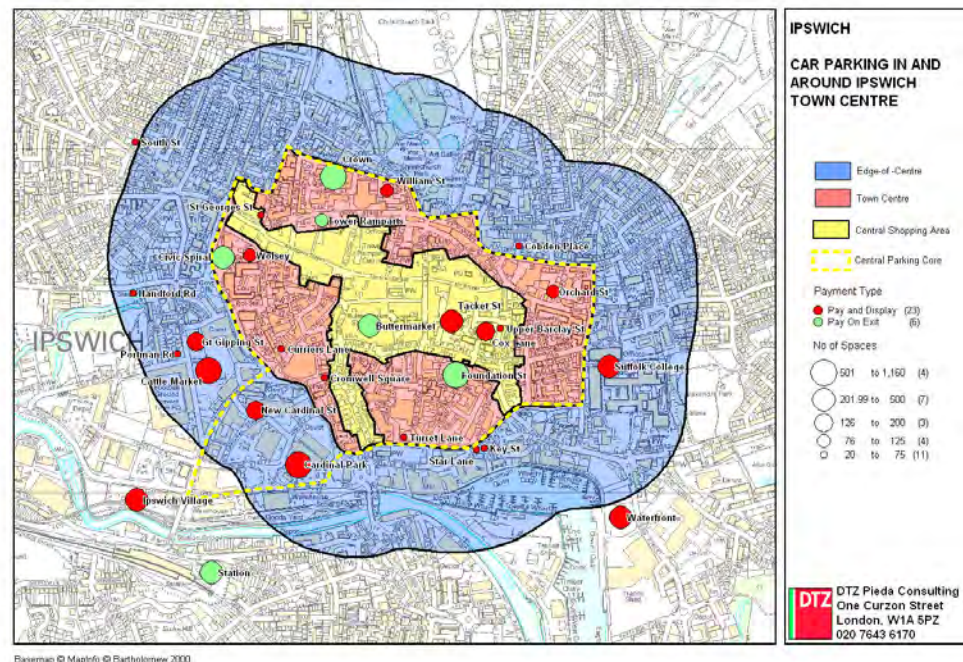
- 3.93 In 1997 Debenhams experienced the strongest flows and in 2005 it had the second highest concentration of pedestrian activity, after HMV. Weekly pedestrian flows for Debenhams increased from 104,000 in 1997 to 128,000 in 2005 and weekly flows around HMV increased from 89,000 to 128,000. Debenhams and HMV are both located on Tavern Street, which is the prime retail pitch and is an attractive location for national chains and other outlets. Many of the other locations along Tavern Street also experienced a rise in flows between 1997 and 2005, including McDonalds and Millets. The area to the west of Tavern Street, beyond Next, experienced a slight decline in pedestrian numbers since 1997.
- 3.94 Low flows tend to be recorded in peripheral areas, characterised by vacant outlets. The area with the lowest flows in 1997 and 2005 was Upper Orwell Street. In 2005, the number of pedestrians at the east end of Carr Street had also declined. Pedestrian numbers have declined in this area of the town centre, which suggests that the area is losing its popularity with shoppers and is not as attractive to retailers.
- 3.95 Between 1997 and 2005 pedestrian flows declined within the Tower Ramparts Shopping Centre. The Buttermarket Shopping Centre also exhibited similar patterns of pedestrian movement between 1997 and 2005. For example pedestrian flows at TK Maxx in the Buttermarket Shopping Centre declined from 35,000 in 1997 to 20,000 in 2005. The decline of flows in these two centres reflects the lack of quality retailers within the two centres. In the case of the Buttermarket, the centre under went reconfiguration to accommodation TK Maxx whilst the Alders store, a major trip generator to the centre closed down.
- 3.96 The 2005 survey included count points along Princes Street on the western periphery of the town centre. A weekly count of approximately 8,500 pedestrians was recorded at these locations in 2005, which is higher than the counts along Upper Orwell Street (c.3,500). This reflects the number of businesses in this area and the fact that Princes Street is one of the main routes linking larger offices, the Ipswich Village Area and the Railway Station to the prime shopping area.
- 3.97 In 2005, pedestrian flows were also recorded in St Nicholas Street and a weekly count of 10,000 was recorded. This area is also a gateway to the south of the core shopping area providing links between the Waterfront, Cardinal Leisure Park and also a number of small and medium offices. The street is also a key eating and drinking location within the town.
- 3.98 Overall flows are higher in the primary shopping areas of Westgate Street and Tavern Street. Within the central shopping area flows are lowest in the Carr Street and Upper Orwell Street areas. These patterns mirror those seen in the 1997 survey. Despite the decline in average weekly flows of some 7,000 people, DTZ believe that this decline is not significant and does not show that the town centre is in decline itself. If pedestrian surveys were to be undertaken using exactly the same points as the 1997 survey, it is likely that the total and average flows would be higher in 2005 than in 1997.

Accessibility

- 3.99 There are several public transport hubs in and near Ipswich Town Centre. The two bus stations are both within the town centre boundary and are adjacent to the core retail area. The station adjacent to the Tower Ramparts Shopping Centre serves buses running within the Ipswich urban area. The station adjacent to the Buttermarket Shopping Centre serves buses from across the County.

- 3.100 Ipswich railway station lies outside both the core retail area and the town centre boundary. The station is however within walking distance of the town centre, and is also ideally situated to serve the significant number of offices that lie in the Ipswich Village area and between the station and core retail area. Frequent buses also run between the station and the town centre.
- 3.101 There are nearly 30 car parks in and around Ipswich town centre. Map 3.4 shows the location of these car parks in relation to the core retail area, town centre boundary, 300m edge of centre buffer zone and the central parking area.

Map 3.4 Car Parking Provision



- 3.102 There are five car parks lying within the core retail area, the largest of which is the Buttermarket car park with over 430 spaces. There are a further combined 450 spaces in the Tacket Street, Cox Lane and Upper Barclay Street car parks in the east of the town centre (Mint Quarter opportunity site). These spaces may however be lost when development of this site takes place (though any development may have car parking incorporated).
- 3.103 Currently the parking provision is weighted towards the western side of town (west of Northgate Street/Upper Brook Street), with 19 car parks serving this area compared to 10 on the eastern side of the town. Of the 29 total car parks, 11 are outside the central parking area, and are perhaps less suited for short stay / shopping visits.
- 3.104 Overall there are over 4000 spaces within the central parking area, in addition to any on-street parking available. There are a further 2,400 spaces in other car parks adjoining the central parking area. In addition to the car parks Ipswich also has 3 park and ride schemes, one serving each of 3 main routes into the town centre. Each has over 500 parking spaces, and provides regular bus services that link well with the core retail area.

- 3.105 The park and ride schemes serve to create a sustainable transport system within Ipswich, and help to reduce the number of cars entering the town centre. Other bus services, such as the County Hall free shuttle bus also reduce the need for car use within the town centre and surrounding area.
- 3.106 In order to maintain a sustainable transport system within the town, the number of new car parks should be monitored, though if and when significant retail development takes place within the town centre, additional parking may be needed. Any new car parks (within the central parking area) should only be short stay to discourage those who work within the town centre area using car parks all day.
- 3.107 Restrictions on new parking facilities should also be enforced for new employment/leisure developments in the town, with only spaces needed for necessary operational use to be included as part of the development.
- 3.108 The central parking area currently covers the town centre area and extends to include Cardinal Park. This area should be maintained in order to aid control of car parking development within the area, as the town centre develops and grows.

Out-Of-Centre Retailing

- 3.109 Table 3.4 and Figure 3.15 show the extent of out-of-centre retailing in Ipswich and the benchmark centres. In Ipswich, 66% of total retail warehousing floorspace is on retail parks, which take the form of traditional retail park formats.
- 3.110 The majority of retail warehouse floorspace is within or immediately adjoining the built-up area. The exception to this is the Beardmore 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.
- Retail warehousing provision to the north of Ipswich was boosted in 2000 with the opening of the **Anglia Retail Park**. This benefits from good accessibility and planning permission restricts the extent of bulky goods floorspace on the park.
 - 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.
 - 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 is thus dated in appearance. The park benefits from good access and has modest car parking provision.
 - The units at **Commercial Road** are within the inner area of the town centre.
 - The **Interchange Retail Park** opened in 1997 and is situated at Copdock Interchange and is very accessible from the A12 and the A14. There is a Tesco superstore and two stand-alone retail warehouse units on a site adjacent to the park.

- 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.

Table 3.4 Out-of –Centre Retail Warehouse Provision in Ipswich		
Location	Floorspace (gross sq.m)	Key Retailers
Anglia Retail Park	19,323	B&Q Warehouse, Burger King, Carpetright, Comet, Klaussner, Land of Leather, Mamas & Papas, Pizza Hut, The Carphone Warehouse
Interchange Retail Park	5,635	Currys, Multyork, PC World, Pizza Hut
Orwell Retail Park	14,074	Courts, Gala Bingo, Mercedes, Pets at Home
Suffolk Retail Park	9,337	Brantano, Dunelm Millshop, Halfords, The Range
Beardmore (Martlesham Heath Retail Park)	9,913	Bennetts, Focus, Jewson, Little Chef, Chris Ling, Conway Pine, Glasswells, Seapets, Topps Tiles
Euro Retail Park	19,695	Allied Carpets, Arbuckles, B&Q Warehouse, Burger King, Carpetright, Dreams, Halfords, Harveys, Highes, JJB Sports, MFI
Units on Commerical Road	5,337	Former B&Q – now vacant, Fabric Warehouse
Warren Heath	10,962	Homebase, Sainsburys

Figure 3.15: Retail Warehouse Provision in Ipswich and the surrounding area

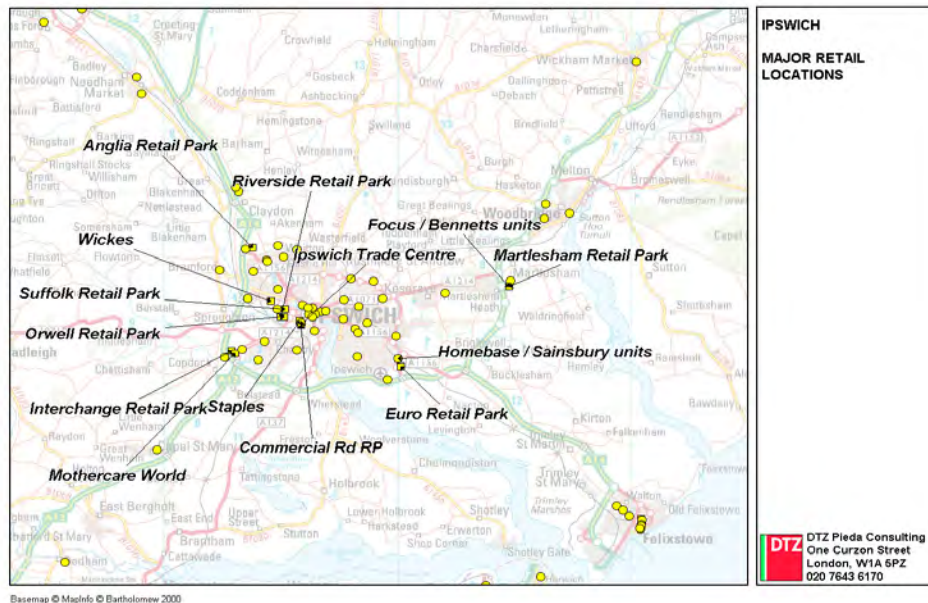
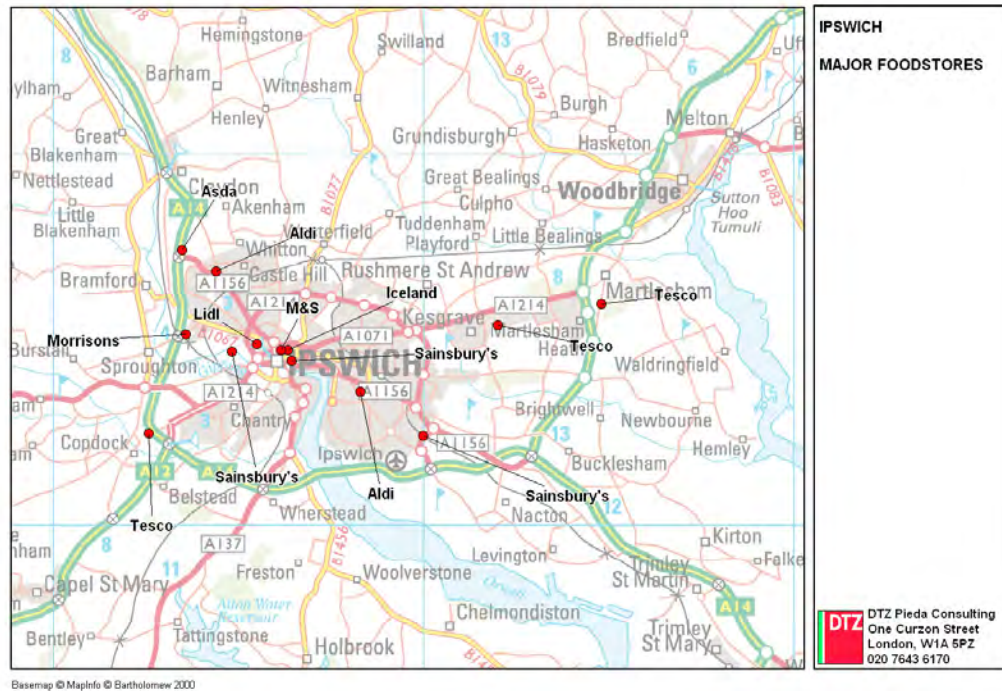


Figure 3.16: Food stores in Ipswich and the surrounding area



3.111 Figure 3.16 shows the provision of food stores in Ipswich and the surrounding area. There are a variety of stores of different sizes and fascias across the area. Our research indicates that there is approximately 23,000 sq.m of superstore and supermarket floorspace in out-of-centre locations within the Ipswich area. Details of these stores can be seen in Table 3.5.

Table 3.5 Out-of -Centre Foodstores			
Fascia	Floorspace (gross sq.m)	Location	Adjoining / Nearby Retail Space
Asda	3,598	Whitehouse Rd	Anglia Retail Park
Aldi	7,600	Merdith Road	Meredith Rd District Centre
Aldi	7,000	Felixstowe Road	Felixstowe Road District Centre
Sainsburys	3,333	Hadleigh Rd	Orwell Retail Park / Suffolk Retail Park
Sainsburys	3,661	Warren Heath	Homebase / Euro Retail Park
Morrisons	3,275	Sproughton Rd	N/A
Tesco	4,814	Copdock	Interchange Retail Park
Tesco	811	Kesgrave	N/A
Tesco	3,138	Martlesham Heath	Beardmore Park
Lidl	732	Handford Road	Suffolk Retail Park / Orwell Retail Park

- 3.112 There is a good spread of supermarket provision across the Ipswich area, which is further supplemented with the large number of smaller stores in the Ipswich district and local centres. The only area that has an under-provision of stores is within the area north of the town centre (between Henley Road and Tuddenham Road). This area lacks both large superstores and smaller stores / local centres. The proposed northern fringe residential development area (in the Westerfield Road area) may counteract this if a district/local centre is located here.

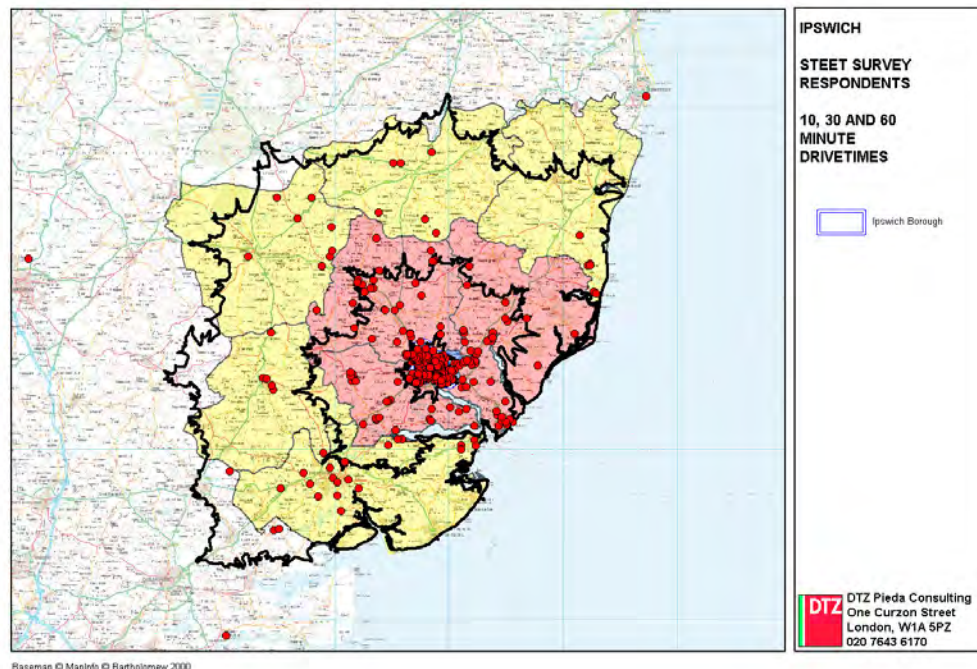
Summary

- 3.113 The healthcheck reveals that Ipswich is already a strong sub-regional centre, and is one of the top 40 centres within the UK. The centre has shown signs of steady growth over the last five years in terms of the retail and leisure provision, rental levels, market demand and overall status. The centre benefits from its rural surround and distance from its nearest large competing centres.
- 3.114 The street and household surveys (sections 4 and 5) illustrate the wide catchment area from which Ipswich attracts shoppers. However, these shoppers can (and do) shop in other major centres in the East Anglia region.
- 3.115 These competing centres are continuing to grow and evolve into higher status centres and are increasing the levels of competition, for example Bury St Edmunds, Cambridge and Norwich all have major schemes in the pipeline. Upon completion these centres will become more attractive to shoppers living in the rural areas between Ipswich and the selected centres, and thus may reduce the size of Ipswich's overall catchment.

4 Street Surveys and Stakeholder Workshops

- 4.01 This section reviews the results of the centre surveys and stakeholder workshops. It provides a robust and comprehensive picture of people's perceptions of the current strengths/opportunities and weaknesses/threats facing Ipswich.
- 4.02 Q2A Research and Marketing conducted some 500 street interview surveys between Saturday 12th March and Saturday 9th April 2004 (the Easter school holiday weeks were excluded to avoid any distortion of results). Interviewers were positioned in eleven locations across the town centre to ensure that a good cross-section of people were interviewed.
- 4.03 The main headline findings of the street survey are set out below and the detailed tabulations are contained in Appendix 6.
- 4.04 Figure 4.1 shows the home locations of all respondents interviewed in the street survey. The respondents have been overlaid on to the household survey zones and 10, 30 and 60-minute drive times.

Figure 4.1 – Respondent Home Locations



- 4.05 Ipswich draws respondents from a wide area, the household survey zones, and drive times indicate Ipswich's wider catchment area. Table 4.1 shows the proportions of respondents living within each of the different drive time bands.

Table 4.1 Distribution of Respondents

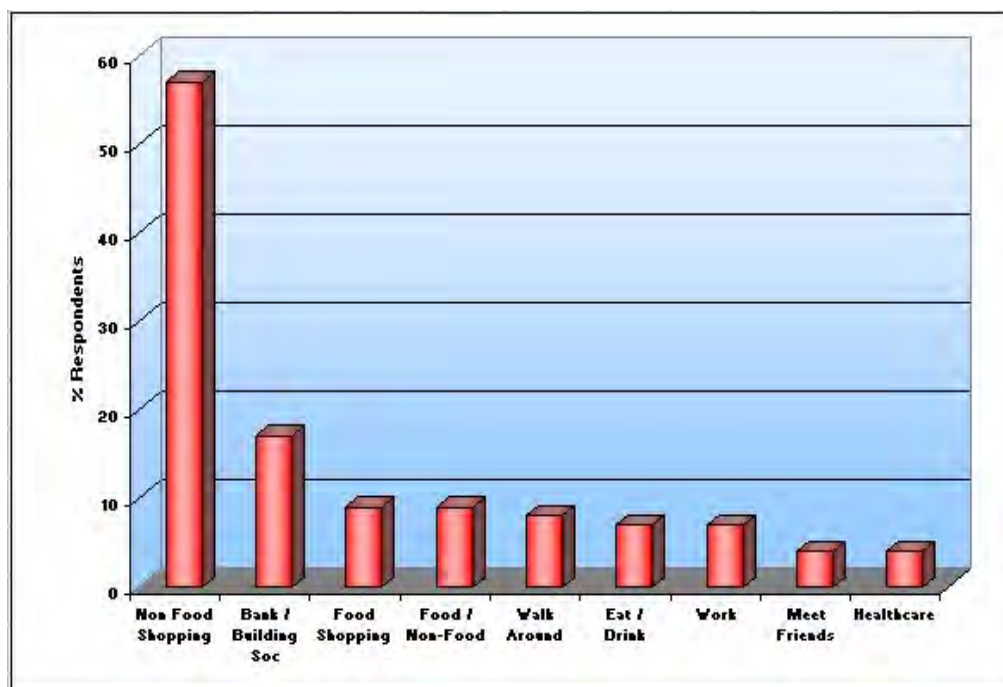
Drive Time Band	No of Respondents
0-10 Mins	62%
11-30 Mins	24%
31 –60 Mins	11%
Outside	2%
Total	100%

(i) Reasons for Visiting Ipswich

4.06 Respondents were asked what was their main reason for visiting Ipswich on the day of the interview. Figure 4.2 illustrates the key responses. The headline results are briefly described below:

- 57% of all respondents stated that they were visiting Ipswich for non-food shopping.
- 17% of respondents stated that they intended to visit the bank / building society during their visit.
- Meeting friends and visiting healthcare facilities were the least popular responses with only 4% of respondents.

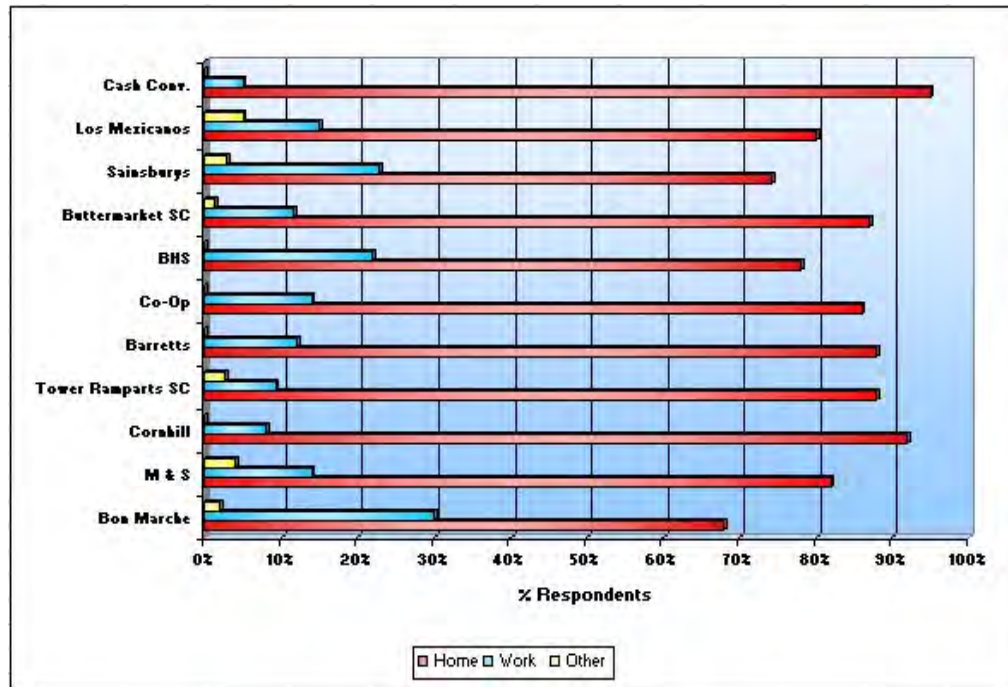
Figure 4.2: Why People Come to Ipswich - Retail



(ii) Mode of Travel and Frequency of Visits

4.07 The survey results indicate that the majority of respondents (83%) travelled to Ipswich from home, with the remainder travelling from work (or college) or a friend's house. These figures are typical of most centres. Figure 4.3 breaks this information down to show where people have come from at the different survey locations.

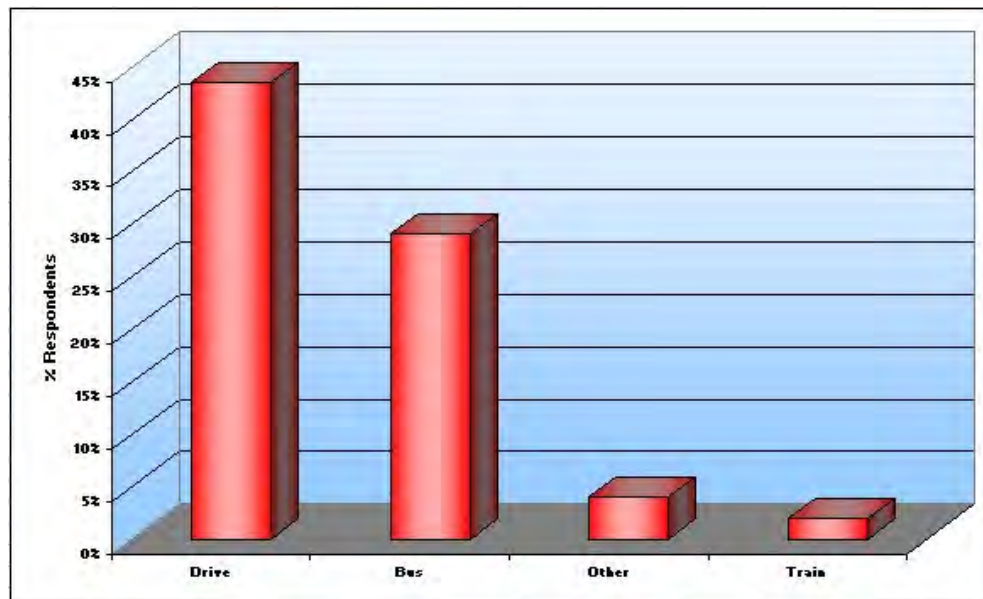
Figure 4.3: Where do People come from to visit Ipswich



4.08 Some 44% of respondents travelled to Ipswich by car, whether as a driver or passenger (Figure 4.4). This highlights the accessibility of the town centre. Although this 44% indicates that the town centre is accessible by car, this figure is below that seen in other similar centres / surveys. Typically over 55% of respondents within a town centre have travelled by car.

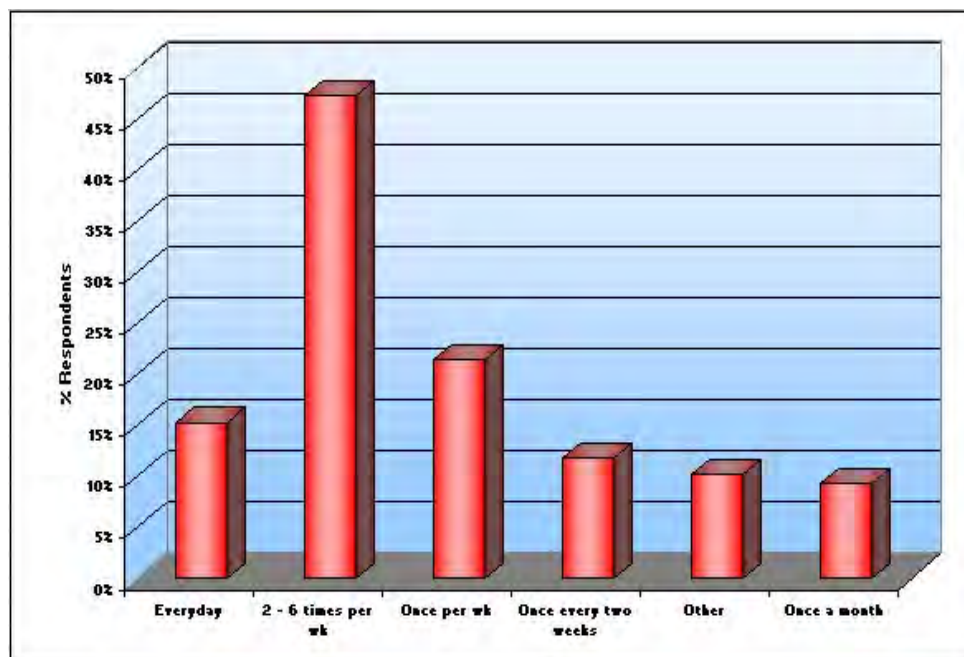
4.09 The proportion of people travelling by bus is conversely above the levels seen in other surveys. 29% of respondents travelled by bus, and 2% travelled by train to Ipswich on the day of the interview. It is likely that the key reason for fewer people travelling by car and more people by bus is the good park and ride provision within Ipswich. There are three park and ride sites, with over 1500 parking spaces between them.

Figure 4.4: How do People Travel to Ipswich



4.10 Figure 4.5 shows that nearly 84% of respondents visit Ipswich once a week or more often, indicating that Ipswich has a high proportion of regular loyal shoppers. Only 9% of respondents shopped once a month or less. Shoppers visit Ipswich more frequently than can be seen in other surveys. This is due to the limited competition that is faced by the town centre. Many centres across the country have significant sized centres nearby, meaning that shoppers therefore have a greater choice of where they are able to visit on a regular basis.

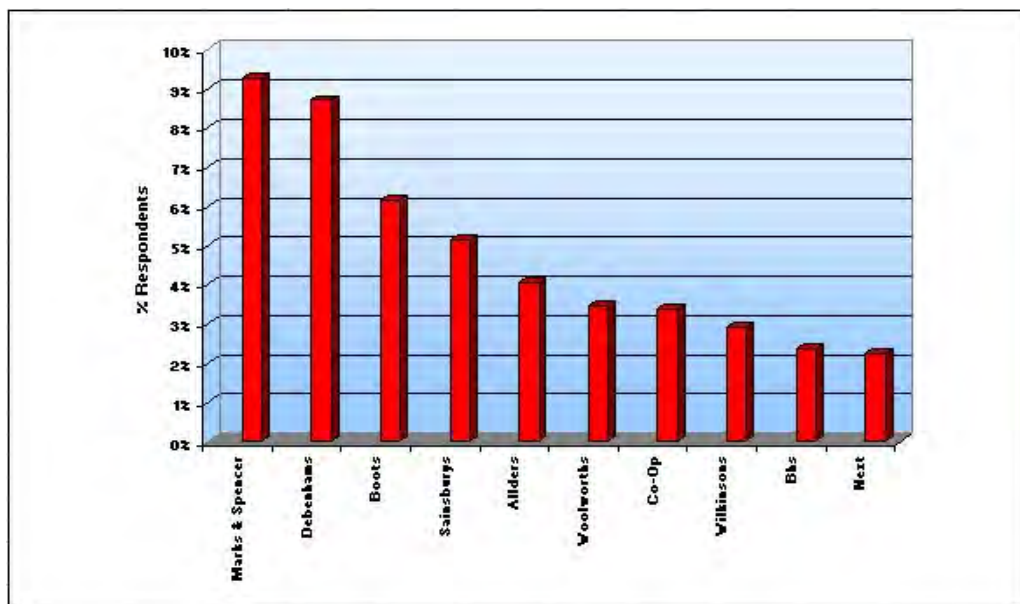
Figure 4.5: How often do People Visit Ipswich



(iii) Ipswich as a Shopping Destination

- 4.11 Marks and Spencer and Debenhams are the most popular stores within the town centre. Figure 4.6 shows that 9% of all respondents stated they had visited (or intended to visit) these stores on the day of the interview. DTZ would normally expect Marks and Spencer to be more popular within a town centre. Typical street surveys conducted by DTZ indicate that between 10% and 20% of survey respondents normally name Marks and Spencer as the most popular store (the main store they intend to visit).
- 4.12 Boots (6%), Sainsbury's (5%) and the former Alders store (4%) were also popular stores.

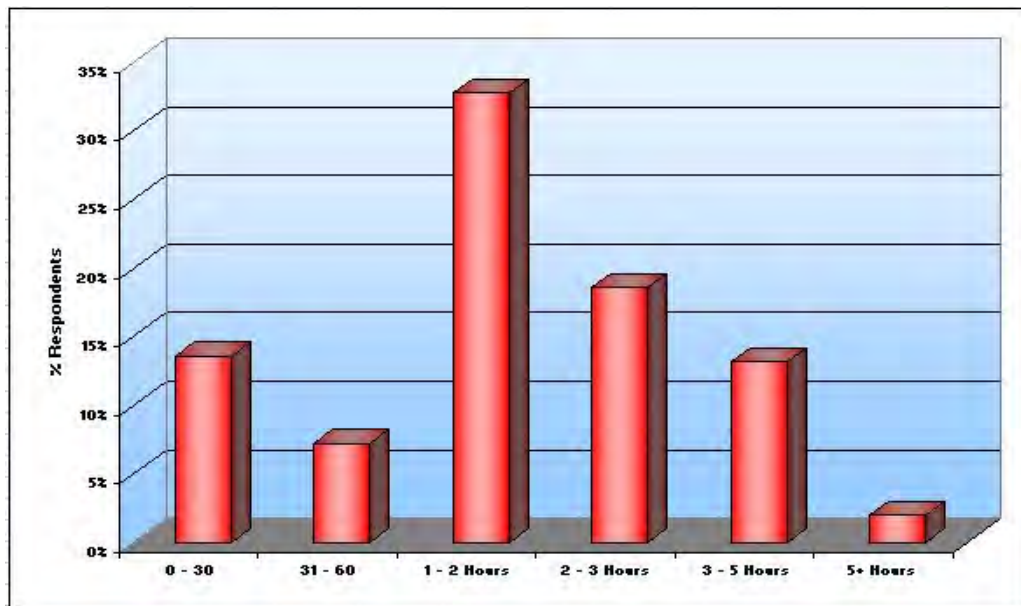
Figure 4.6: Most Popular Stores



(iv) Length of Visit

- 4.13 Dwell times within Ipswich town centre are moderate. Figure 4.7 shows that 21% of people intended to spend less than one hour shopping in the town. A further 33% stated they would spend between one and two hours, whilst 34% intended to spend over two hours in the centre. We believe dwell times are however lower when compared to other higher order centres. Dwell times will increase as the all round retail and leisure offer improves.
- 4.14 Dwell times for Ipswich could be increased with the addition of more shops and services and the introduction of pay-on-exit car parking. The surveys and workshops have shown that Ipswich would also benefit from additional, bars and restaurants.
- 4.15 Currently the town centre lacks quality places to eat and drink. Such venues would encourage more people to visit the town centre, and also encourage those who are already in the town centre to stay longer.

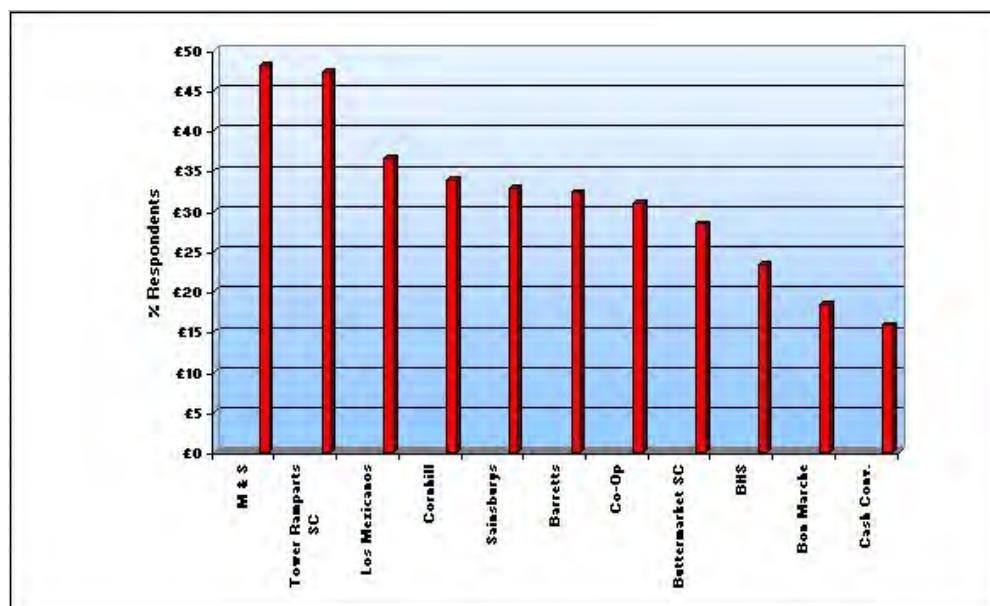
Figure 4.7: Dwell Times



(v) Expenditure

4.16 Figure 4.8 shows how much people spend on non-food goods in Ipswich by the location of the interviews. Respondents interviewed at Marks and Spencer and in the Tower Ramparts Shopping Centre spend the largest amounts.

Figure 4.8: Amount Spent



(vi) Eating and Drinking

- 4.17 The survey results indicate that just under half of all respondents (46%) said they had stopped (or intended to stop) for something to eat / drink during their visit to Ipswich. Figure 4.9 shows that respondents interviewed outside Debenhams in Westgate St/Cornhill were the most likely to stop to eat / drink (68%), whereas those interviewed in Westgate Street were the least likely to stop (34%).
- 4.18 Of those people who said they would be having something to eat or drink, the most popular destination was McDonalds (8%), followed by Debenhams (6%), Burger King (5%) and the Marks and Spencer Café (5%). Costa, Café Nero and Starbucks account for 10% of respondents. The survey results appear to confirm that Ipswich town centre has an under-representation of quality cafés, restaurants and bars that help to generate longer dwell times both during the day and evenings.
- 4.19 DTZ consider that a greater provision of quality restaurants, cafés and bars within the heart of the town's shopping area would help to increase dwell times.

Figure 4.9: Where Respondents are most likely to stop to Eat / Drink

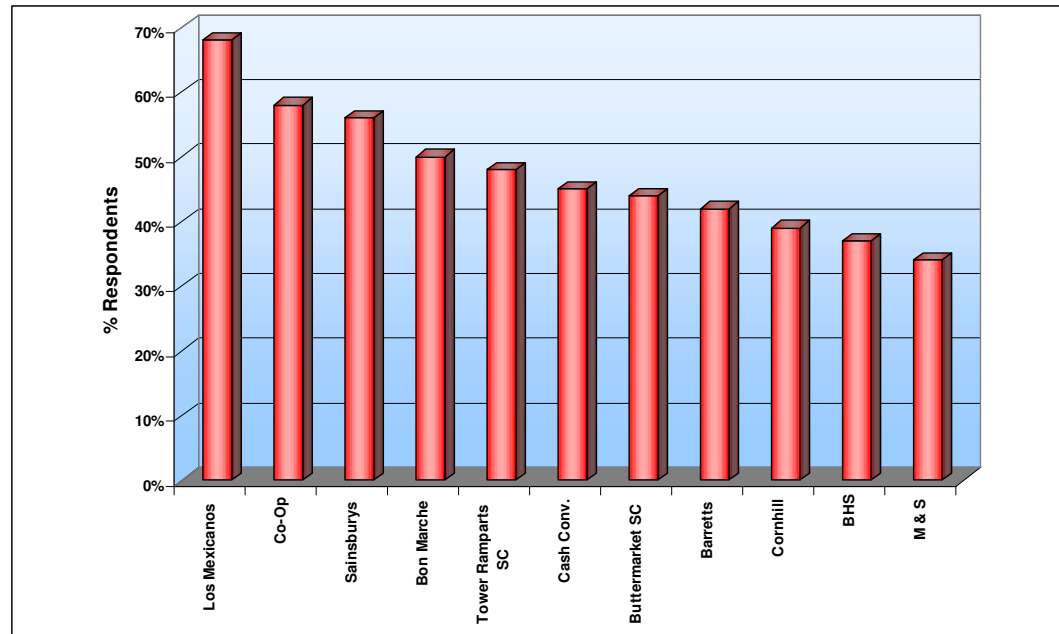
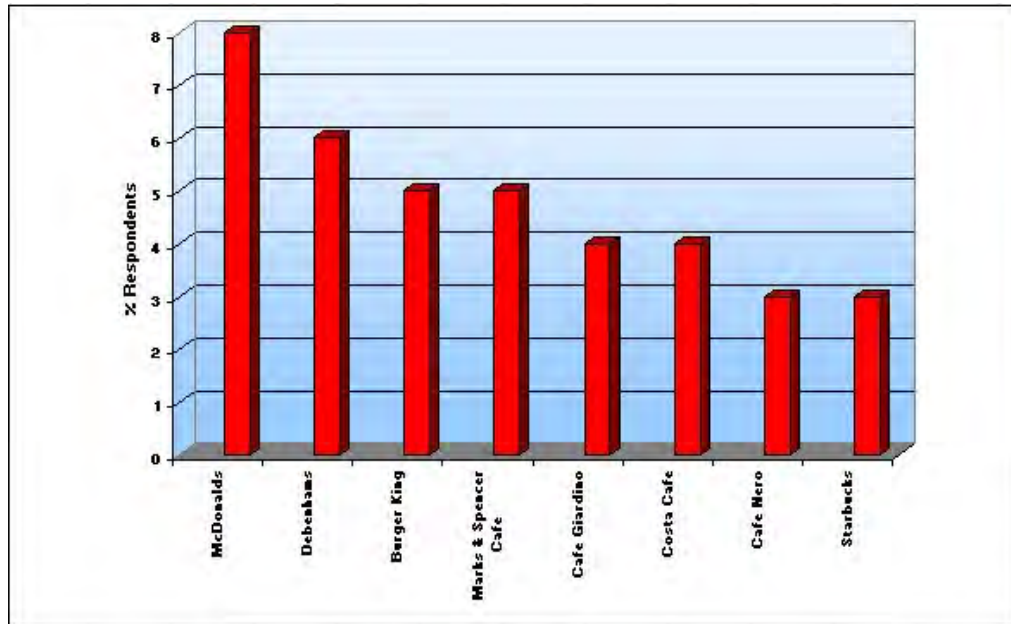
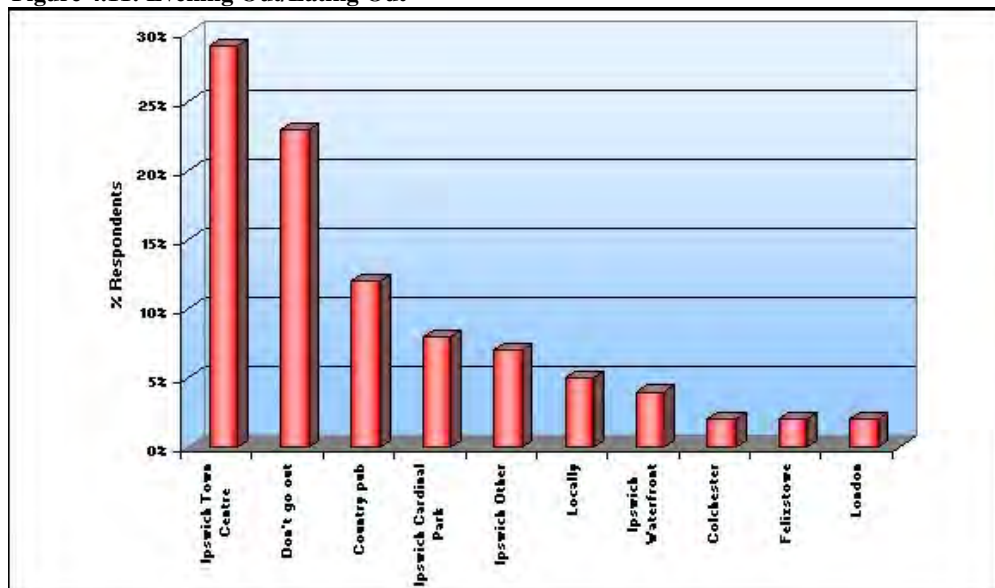


Figure 4.10: Places to Eat/Drink



- 4.20 Respondents were also asked where they go for a night out/meals out in Ipswich. Figure 4.11 shows that Ipswich town centre is the most popular destination for people who like to eat out in Ipswich attracting nearly one third of all respondents. The town centre is more popular than Ipswich Waterfront which only attracts 4% of respondents.
- 4.21 23% of respondents stated that they did not go for an evening out. Of those who did, other popular choices were country pubs (12%) and Cardinal Park (8%). A further 12% of respondents also went out locally or to other places in Ipswich. This could include visits to district centres where local restaurants and pubs are present.

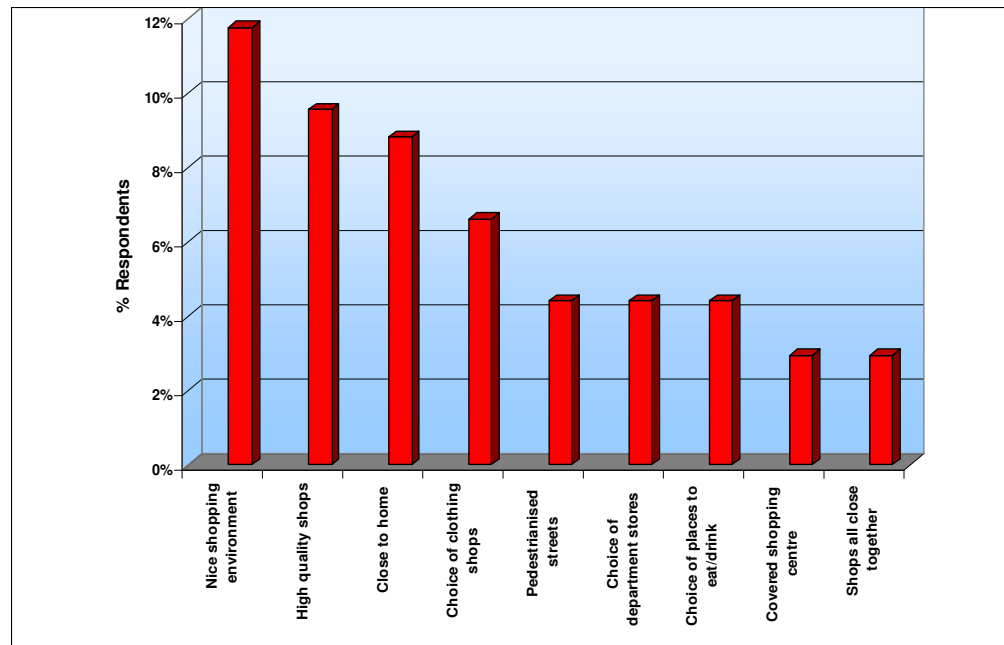
Figure 4.11: Evening Out/Eating Out



(vii) Why Shop in Ipswich?

- 4.22 Figure 4.12 shows that Ipswich's attractive shopping environment is the primary reason for shopping in Ipswich (12%). This highlights the relative compactness of the town and the provision of relatively modern covered shopping centres
- 4.23 Other popular responses were high quality shops (10%), close to home (8%) and the choice of clothing shops (7%).

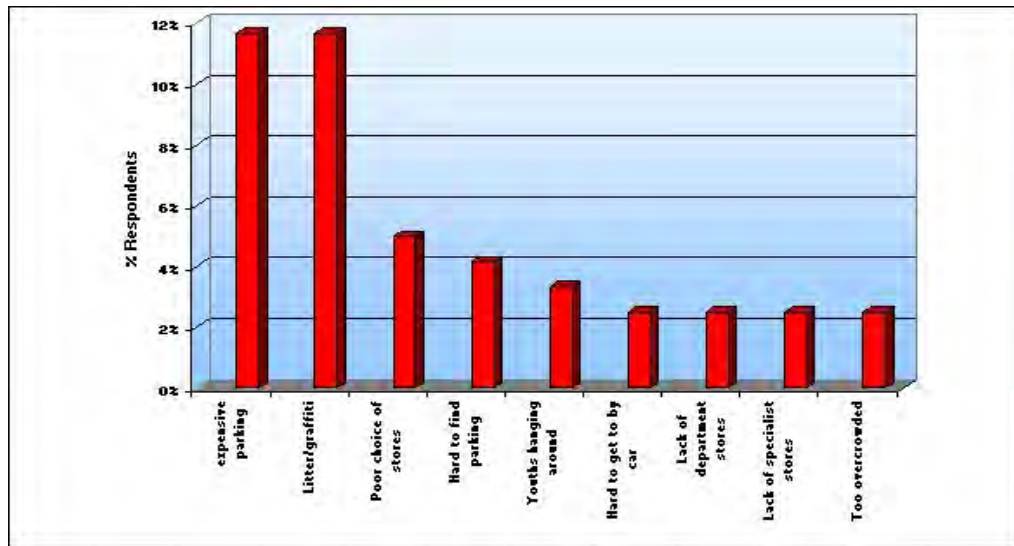
Figure 4.12: Why shop in Ipswich?



(viii) Weaknesses

- 4.24 When questioned as to what the main weaknesses were in Ipswich Town Centre, expensive car parking and litter/graffiti were the most popular responses (see figure 4.13). The range of responses all match those found in similar surveys.

Figure 4.13: Weaknesses



- 4.25 When compared directly, there are a larger proportion of people citing that parking is too expensive when compared to other comparable towns. Typically responses for 'expensive parking' are between 4% and 7%. Ipswich does however fare better than other comparable towns in the availability of parking spaces. Within the Ipswich survey 4% stated that it is hard to find parking spaces, however, responses in similar surveys typically show this figure to be higher.
- 4.26 In terms of litter and graffiti, the response rate in Ipswich is lower than that found in similar surveys. Response rates in other towns have reached up to 21%. It should be reiterated that questions regarding weaknesses and improvements are all subjective and purely based on shopper perceptions rather than facts about which shops they have been to and whether they will eat or drink.

(ix) Improvements

- 4.27 Figure 4.14 shows the additional stores that people would like to see in Ipswich. Department stores are the most popular response (12%). Other popular responses include clothes and accessory shops (6%), larger stores (5%), designer shops (4%), high street names (4%) and more independent shops (4%).
- 4.28 Ipswich's clothing and fashion offer is primarily aimed at the mid-value end of the market. The survey, stakeholder workshop and healthchecks all identified a need for additional quality fashion retailing.

Figure 4.14: Additional Stores

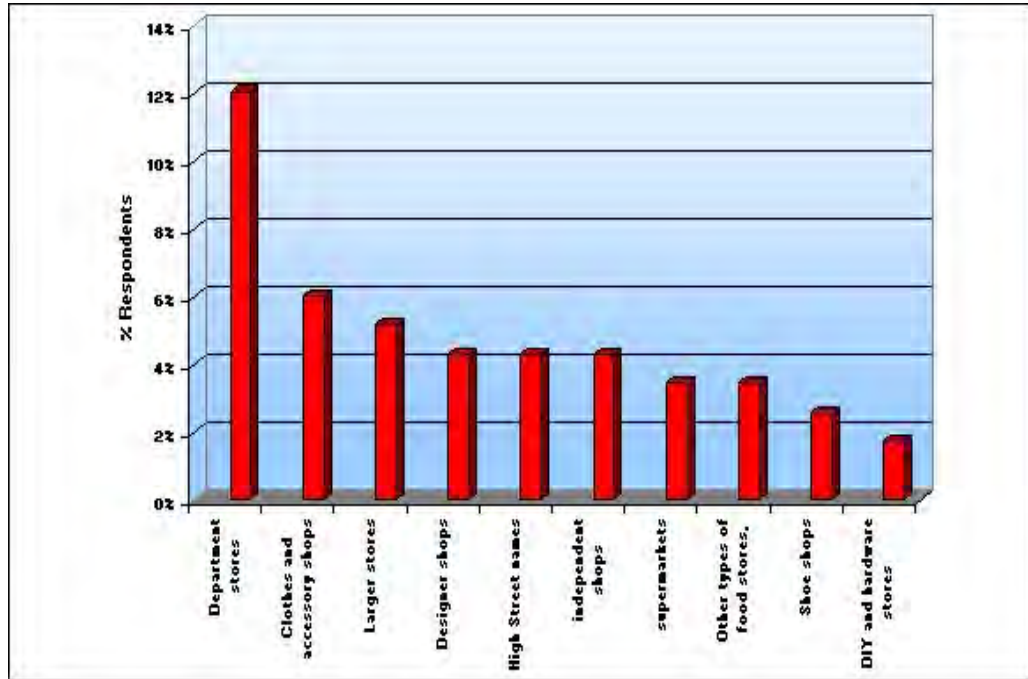
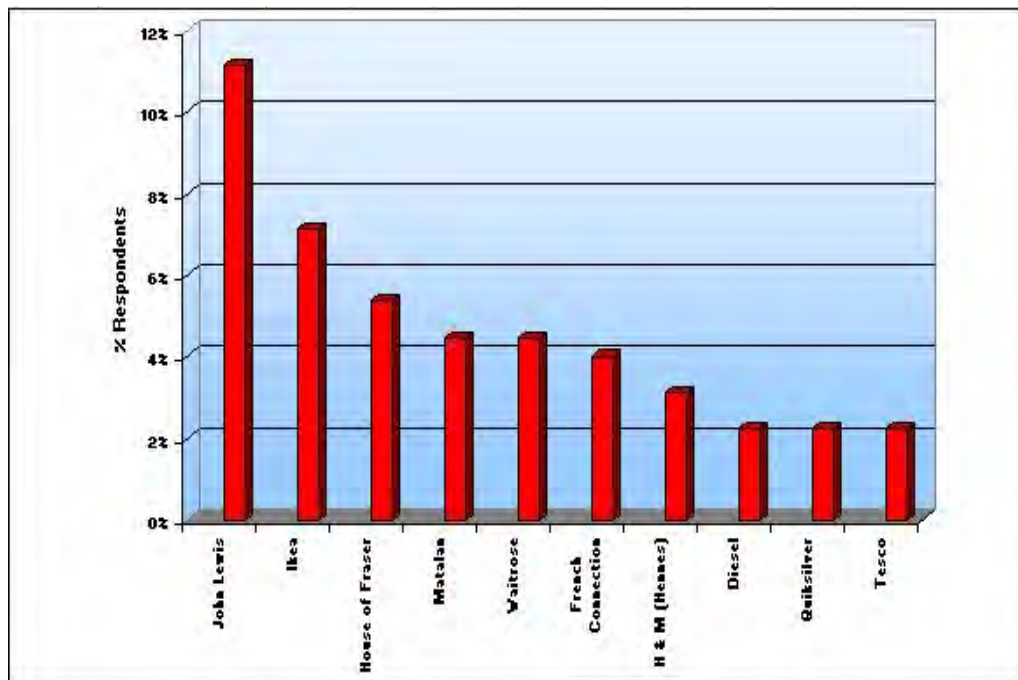


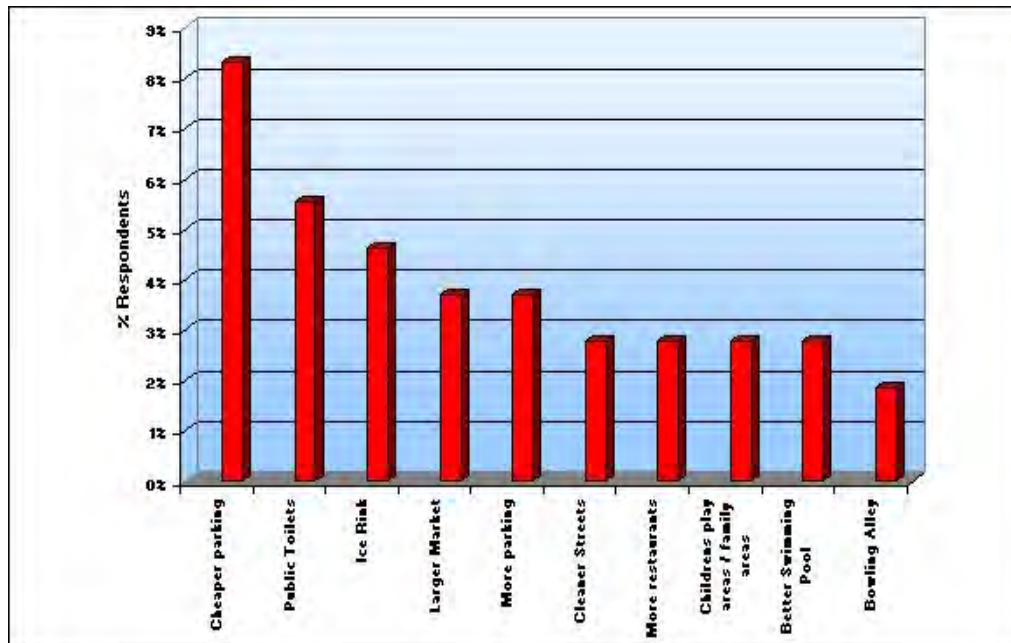
Figure 4.15: Named Retailers



4.29 Respondents were also asked specifically which stores they would like to see in Ipswich. John Lewis was the most popular response (11%), followed by Ikea (7%) and House of Fraser (5%). Waitrose, Matalan and French Connection were also popular stores that

people would like to see in Ipswich each attracting 4% of respondents. The addition of many of these stores would significantly raise the status and attraction of the town, and thus increase Ipswich's market share in the surrounding area. The most significant increase would be through the addition of a department store. This would also attract other retailers to the centre and the potential capacity and demand for a new department store is considered in more detail in the rest of this study.

Figure 4.16: Other Facilities



4.30 Respondents were also asked what other facilities they would like in Ipswich (see figure 4.16).

4.31 Approximately half of the respondents were unable to think of any new additions or improvements that they would like to see in Ipswich. Of the responses received, cheaper parking was the most popular improvement (8%). Respondents would also like to see public toilets (5%), an ice rink (4%), a larger market (3%) and more parking (3%).

4.32 Comparisons with other surveys shows that more department stores, more quality stores and cheaper car parking are all improvements that respondents wish to see, regardless of the centre the question refers to.

4.33 These survey results, along with the household results and healthcheck findings were presented to key stakeholders within Ipswich in a short stakeholder workshop. The key findings are as follows:

(x) Stakeholder workshop

4.34 Understanding the issues which are of most importance to local stakeholders is an important part of this study. Formal interviewing through household and centre surveys is important but, by its random nature, cannot allow all those who have particular issues about the town centre and its role a voice. To this end, DTZ, in conjunction with the Council and the Ipswich Partnership arranged a Stakeholder consultation event.

- 4.35 The event took place on the morning of the 26th June and over 150 invitations were sent out to local retailers, ‘umbrella’ organisations (such as the Chamber of Commerce), local authority members and officers and other key organisations, such as the Police. Attendance was about 17% of total invitees, which, given our experience in undertaking such events is a good turnout. Furthermore, there was an excellent cross-section of stakeholders with those present representing:
- Local retailers
 - The Police
 - The local newspaper
 - The local football club
 - The County Council
 - The Borough Council
 - The two covered shopping centres
 - The local Bus company
 - Chamber of Commerce
 - Tourist Board
- 4.36 DTZ introduced the purpose of the study and this particular consultation event, the main aim of the morning being to listen to what local people considered the principle issues affecting Ipswich. This was facilitated through a SWOT analysis. After almost half an hour of vigorous debate DTZ then revealed some of the emerging findings from their primary research. Much of this tallied with that discussed by local stakeholders earlier. The outcome of the SWOT analysis is depicted overleaf.
- 4.37 We have already reviewed a consultation exercise carried out by the Council in 1999. Although dated, the results of this survey general accord with many of the points revised during the most recent consultation exercise undertaken by DTZ.

IPSWICH TOWN CENTRE SWOT	
<p>Strengths</p> <ul style="list-style-type: none"> • Key town centre sites available for development. • Public realm enhancements including a new lighting scheme, benches and railings – co-ordinated approach to use of materials and street furniture • Changing perceptions – Waterfront development. • Planning policy worked to protect town centre • Good mix of bars and restaurants. • Alternative destinations. e.g Cardinal Park • New ‘Zones’ – Village, waterfront, education • New attractions creating economic growth e.g use of football stadia as concert venue. • Ipswich’s image improving • Park and Ride facilities • Fastest growing town in the East of England • Other attractions such as Christchurch Park 	<p>Weaknesses.</p> <ul style="list-style-type: none"> • Lack of welcoming ‘gateways’ into the town centre. • Lack of adequate links between the town centre, key activity areas and town attractions. • High levels of traffic around the ring road. • Too much mid-market retail • Lack of larger, quality stores (e.g John Lewis, House of Fraser) • Size and availability of shop units poor • Competing centres have better offer • Market too small – not much of an attraction
<p>Opportunities</p> <ul style="list-style-type: none"> • Consider town centre in wider context – improve connections with key attractions and activity areas. • Develop gateway features at the entrance to the town to enhance first impressions and the image • New sites for development • Waterfront – unique. Norwich and Colchester do not have. • Education Quarter • Marketing the town to retailer and consumers • Internet – branding, advertising and merchandising • More repeat visits. • Snoasis • Improve offer and scale of market 	<p>Threats</p> <ul style="list-style-type: none"> • Internet and e-commerce • Negative images and perceptions of the town • Car parking issues – price and optimum location • Negative perceptions of security and crime

(xi) Summary

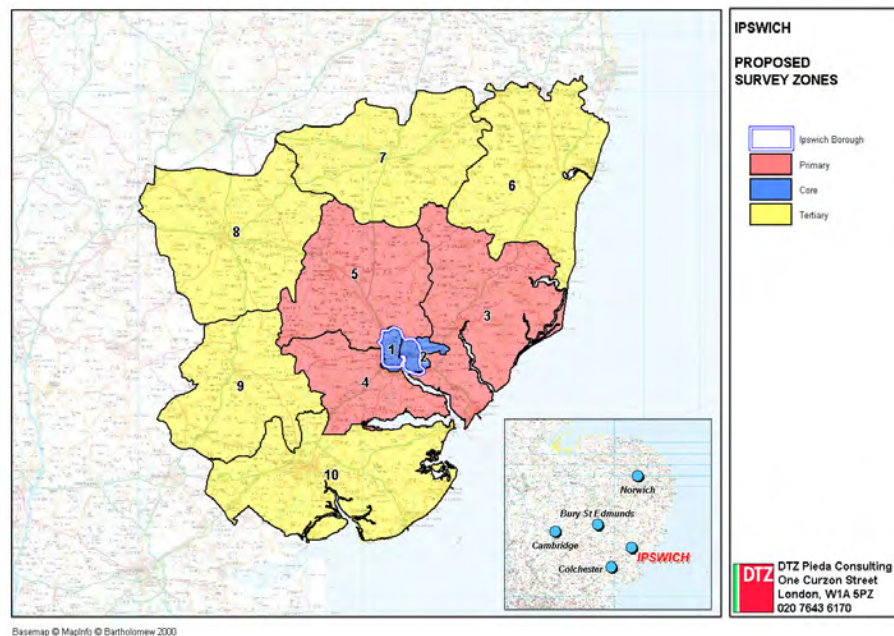
- 4.38 The survey backs up the results of the healthcheck that show that Ipswich town centre is already a popular centre. Both the survey results and the healthcheck show that the town needs continuing development and improvement to maintain and improve its current status.
- 4.39 Improvements to the quality and mix of provision are needed within the centre particularly in the department store and convenience retail sectors.

- 4.40 Improvements to the convenience sector will help to draw people from within the core area, back into Ipswich town centre. Currently most respondents do not shop in the town centre for food items.
- 4.41 Department stores and other large stores are one of the main attractors to town centres. In Ipswich this is reiterated by the results that show Debenhams and Marks and Spencer are the two stores that attracted the most respondents to Ipswich town centre. Improvements or additions in these sectors will help to encourage shoppers from a wide area to visit the town.
- 4.42 Improvements to the provision of cafes and restaurants within the core town centre area are also needed. These establishments would also help to encourage people to spend longer in the centre. The eating and drinking offer within Ipswich as a whole has improved over the last 2-3 years. However many of the new additions to this sector are on the edge or outside the town centre.
- 4.43 The results show that very few people visit the three main areas of Cardinal Park, St Nicholas / Peter's Streets and The Waterfront as part of their visits to the town centre. This suggests that the linkages between these areas needs significant improvement to encourage visits.
- 4.44 The stakeholder workshop also reiterates the positive results that have emerged from this survey. There are many opportunities for Ipswich to increase in both size and quality. This however will only be able to take place with careful management and planning to avoid diluting the offer of the town centre and the surrounding areas.

5 Household Surveys

- 5.01 The methodology and headline findings of the household telephone interview surveys are set out below. Detailed tabulations are contained in Appendix 7.
- 5.02 The household surveys took place across ten zones between 12th March and 24th March 2005. The zones cover the majority of Suffolk and extend to south Norfolk and North Essex (see Figure 5.1).
- 5.03 The outer zones are included to help determine the extent to which Ipswich and the study centres draw trade from outside their own immediate catchment areas and the District. It also helps to determine the relative impact of neighbouring centres on the market shares of Ipswich. The individual survey zones were determined by the population distribution across the whole survey area, in combination with other critical factors, such as transport, access and district boundaries.
- 5.04 The 1,000 interviews were split equally between each zone. The results of the surveys have subsequently been weighted by Q2A to reflect the size and characteristics of the underlying population, details of which are set out in Table 5.1.

Figure 5.1: Household Survey Zones



- 5.05 For the purpose of our analysis, Zones 1-2 are defined as the ‘core’ zone, as these broadly cover the Ipswich Borough area. It should be noted however that due to the fact that the Zones are based on postal geographies, the individual (and amalgamated) zones do not exactly match any Borough boundaries. Figure 5.1 also shows how the Ipswich Borough boundary compares with the survey zones. Zones 3-5 are defined as the ‘secondary’ zone and zones 6-10 are the ‘outer’ zone.

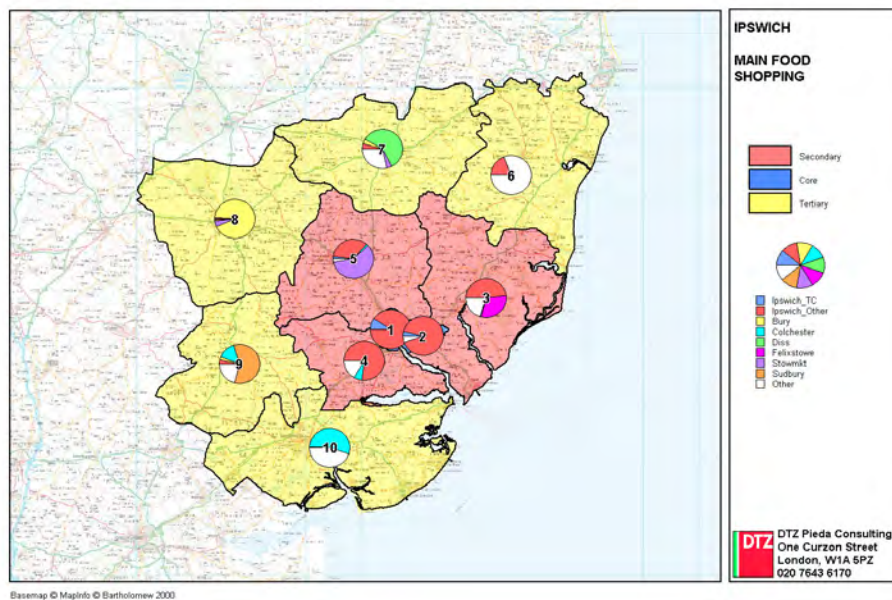
Table 5.1: Household Survey Zone Populations			
Zone	Population 2001	Unweighted	Weighted
1 – Ipswich West	64,618	100	75
2 – Ipswich East	74,333	100	87
3 – East Suffolk	75,483	100	90
4 – Babergh East	39,160	100	46
5 – Mid Suffolk	57,709	100	68
6 – Waveney	46,360	100	56
7 – South Norfolk	43,813	100	53
8 – St Edmundsbury	82,315	100	98
9 – Babergh West / Braintree	73,206	100	87
10 – Colchester	286,158	100	342

Source MapInfo TargetPro / 2001 Census

Food Shopping

5.06 Figure 5.2 (and Table 5.2) confirm that Ipswich is the most popular overall destination for main food shopping across the entire survey area. The stores within the Ipswich urban area account for nearly 27% of main food shopping trips.

Figure 5.2: Where people go to carry out their food shopping



5.07 Other key trends for main food shopping are as follows:

- The Tesco stores at Martlesham (Ipswich) and Greenstead Rd (Colchester) are the two most popular stores across the entire survey area, each attracting 6% of the total market share.
- Within the 'core' area (Zones 1-2) the Sainsbury's store in Warren Heath achieves the highest market share (19%), followed by Asda (18%) and Morrisons (14%).
- Ipswich town centre attracts just 6% of people from within the 'core' zone for main food. This reflects the under-provision of convenience floorspace in the town centre.

- The out-of town Ipswich stores **account for 86% of the main food market shares in the core zone.** There is therefore little leakage of market share to centres outside Ipswich.
- Ipswich's convenience stores also account for a significant proportion of the market share within the 'secondary' catchment. **50% of the market share within this zone is attributed to the Ipswich out-of-town stores.** This high market share reflects the lack of larger food stores in the more rural secondary catchment.
- Ipswich only accounts for 3% of the market share within the outer area. **This reflects the fact that the majority of people undertake their food shopping close to where they live.**
- There are also several medium / large centres located within the outer catchment. **These centres (Bury St Edmunds, Colchester, Diss etc.) all account for significant market shares within this zone (15%, 31% and 5% respectively).**

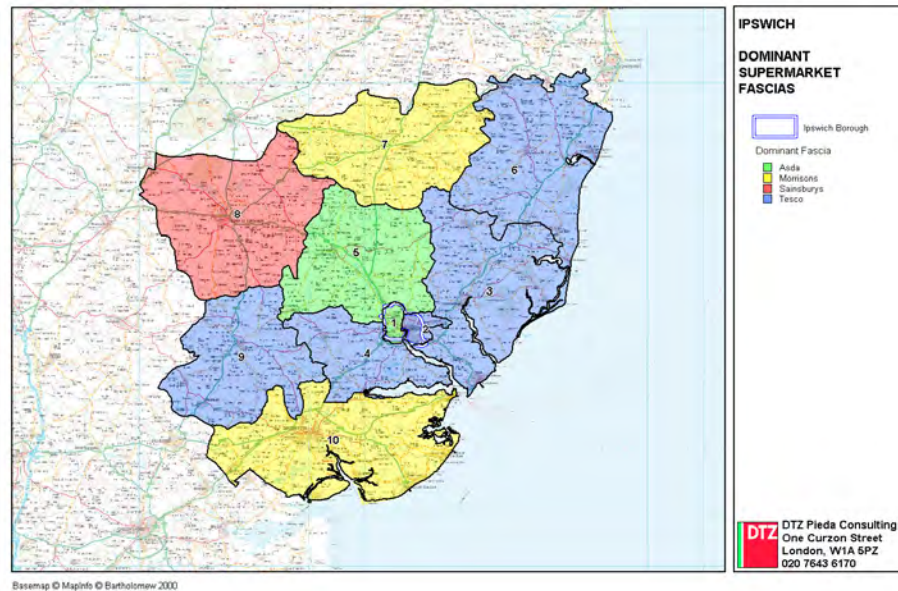
Table 5.2: Main Food shopping market shares by zone

	1	2	3	4	5	6	7	8	9	10
Ipswich TC	11%	2%	0%	0%	1%	0%	0%	0%	0%	0%
Ipswich OOT	87%	84%	48%	78%	33%	19%	4%	1%	3%	1%
Ipswich Other	3%	3%	0%	0%	0%	0%	0%	0%	0%	0%
Sub Total	100%	89%	48%	78%	34%	19%	4%	1%	3%	1%
Local Shops	0%	0%	1%	13%	1%	12%	3%	0%	0%	4%
Norwich	0%	0%	0%	0%	0%	2%	11%	0%	0%	0%
Bury	0%	0%	0%	0%	1%	0%	5%	93%	2%	0%
Colchester	0%	0%	0%	5%	1%	0%	0%	0%	15%	49%
Felixstowe	0%	0%	31%	0%	0%	0%	0%	0%	0%	0%
Stowmarket	0%	0%	1%	0%	60%	0%	5%	5%	0%	0%
Diss	0%	0%	0%	0%	1%	0%	56%	0%	0%	0%
Sudbury	0%	0%	0%	0%	0%	0%	0%	1%	60%	0%
Internet	0%	4%	0%	1%	0%	1%	7%	0%	0%	0%
Other	0%	7%	19%	4%	2%	66%	11%	1%	20%	46%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

- The healthcheck indicated that Ipswich has good representation from all the major foodstore operators, with the exception of Waitrose. In terms of market share, the town is dominated by Tesco and Sainsbury with both operators each achieving over 25% of the market share within the core zone.
- Morrisons and Asda, although they only have single stores in Ipswich, also account for significant market shares within the core zone (14% and 18% respectively).

5.08 **Figure 5.3 shows which stores are dominant in each of the individual survey zones.** In the 'core' zone the two dominant stores are Asda and Tesco.

Figure 5.3: Dominant Supermarket Fascias



‘Top-up’ Food Shopping

5.09 Table 5.3 shows that the majority of respondents tend to shop for top-up items in stores closer to where they live / work. The key findings are as follows:

- Ipswich town centre attracts higher market shares for top-up shopping compared to main food shopping. This is mainly due to the limited size and offer of the town centre stores and the fact that people generally shop in these stores during their working day, or as part of a shopping trip for other items.
- People tend to shop in one particular store for their main food shop, but often shop in many different convenience stores for their top-up shopping.

Table 5.3: Top-Up Food Shopping Destinations										
	1	2	3	4	5	6	7	8	9	10
Ipswich TC	16%	6%	0%	1%	3%	1%	0%	0%	0%	0%
Ipswich OOT	21%	41%	22%	11%	14%	15%	1%	0%	0%	0%
Ipswich Other	27%	20%	0%	0%	0%	0%	0%	0%	0%	0%
Sub Total	64%	67%	22%	12%	17%	15%	1%	0%	0%	0%
Local Shops	0%	0%	14%	49%	8%	15%	8%	3%	0%	0%
Norwich	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Bury	0%	0%	0%	0%	1%	0%	2%	46%	0%	0%
Colchester	1%	0%	0%	1%	0%	0%	0%	0%	12%	33%
Felixstowe	0%	0%	20%	0%	0%	0%	0%	0%	0%	0%
Stowmarket	0%	0%	0%	0%	31%	0%	6%	1%	0%	0%
Diss	0%	0%	0%	0%	0%	0%	31%	0%	0%	0%
Sudbury	0%	0%	1%	2%	0%	0%	0%	1%	40%	0%
Don't Buy	34%	32%	27%	27%	37%	41%	42%	49%	25%	21%
Other	0%	1%	16%	9%	7%	29%	9%	1%	23%	24%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Food Shopping – mode of travel

5.10 Respondents were asked how they travel for food shopping and how often they carry out main food shopping. The headline findings are as follows:

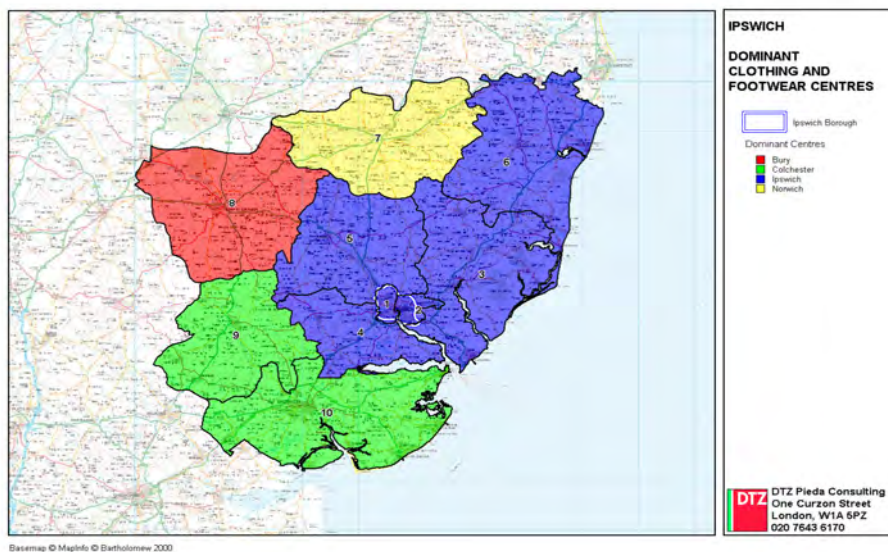
- The majority of respondents (over 50%) in each zone carry out their main food shop once a week. Respondents in the 'core' zone carry out their main food shop more often than those living in the outer zone. The survey shows that over 36% in the 'core' zone carry out their main food shop more than once a week, compared to 28% in the secondary and outer zones. This is explained by the fact that the bulk of stores are in the Ipswich area and are therefore more accessible to those living within Ipswich.
- Over 83% carry out their main food shop by car. Those living in Zones 1-3 and 9-10 are more likely to travel by foot/bus to carry out shopping.

Fashion Shopping

5.11 Colchester is the most popular destination for clothing and footwear shopping across all the survey zones. Colchester has emerged as the most popular centre due to the weighting of the data according to the population within each of the survey zones. The headline findings are as follows:

- Colchester accounts for 31% of the market share for clothing and footwear items across all the survey zones.
- Ipswich accounts for a total market share of over 29%.
- Figure 5.4 shows that Ipswich is the dominant clothing and footwear destination, in six of the ten zones. Colchester dominates two zones (9 and 10), whilst Bury St Edmunds and Norwich each dominate one zone.

Figure 5.4: Survey Zone Dominant Centres by Market Share



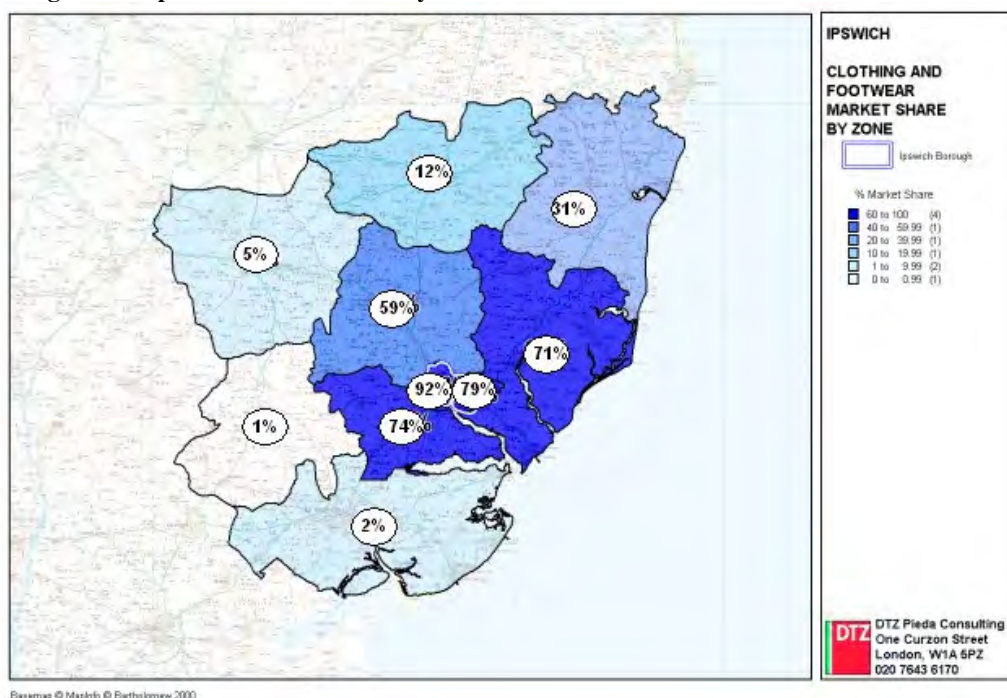
- Ipswich dominates market shares in the ‘core’ and ‘secondary’ zones. The town (centre) accounts for 85% of the market share in the core zone and 68% in the secondary zone.
- In the ‘outer’ zone Ipswich accounts for just 6% of the overall market share, although it has the highest share in Zone 6.

Table 5.4: Fashion Shopping Market Shares by Zone										
	1	2	3	4	5	6	7	8	9	10
Ipswich TC	84%	71%	67%	72%	59%	29%	12%	4%	0%	2%
Ipswich Other	8%	8%	4%	2%	0%	2%	0%	1%	1%	0%
Sub Total	92%	79%	71%	74%	59%	31%	12%	5%	1%	2%
Norwich	1%	2%	0%	0%	5%	20%	67%	6%	0%	0%
Bury	0%	0%	0%	0%	11%	0%	6%	68%	3%	0%
Colchester	3%	3%	0%	6%	3%	0%	0%	0%	40%	80%
Felixstowe	0%	5%	13%	0%	0%	2%	0%	0%	0%	0%
Stowmarket	0%	0%	0%	4%	17%	0%	0%	1%	0%	0%
Internet	3%	6%	1%	9%	6%	7%	2%	3%	6%	1%
Other	1%	5%	14%	6%	0%	40%	14%	16%	50%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

5.12 Table 5.4 shows the market shares by individual zones and Figure 5.5 illustrates Ipswich’s market share for clothing and fashion shopping by zone. The key headlines are as follows:

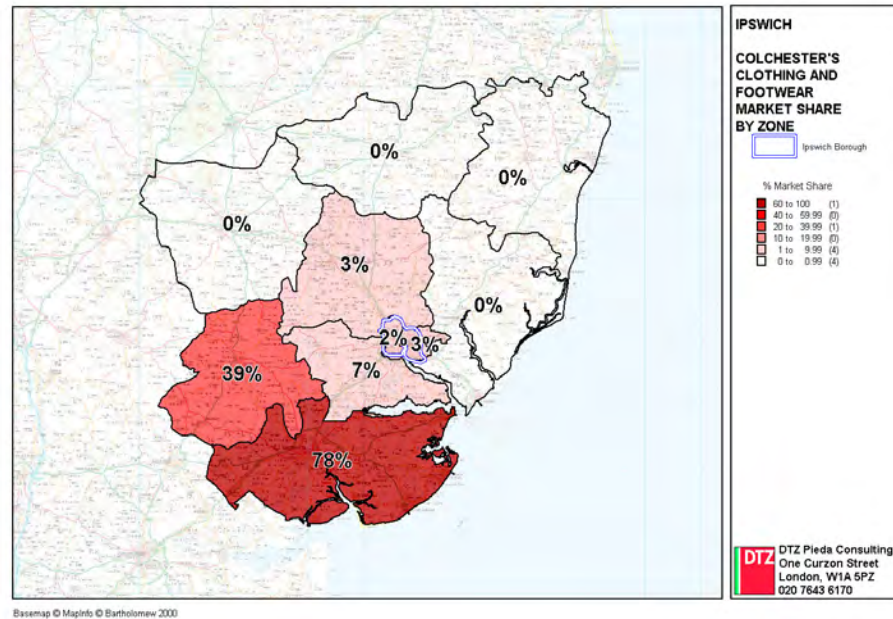
- **Ipswich attracts over 70% of the market share in zones 1-4.** Town centre stores account for the majority of this market share.

Figure 5.5: Ipswich’s market share by zone



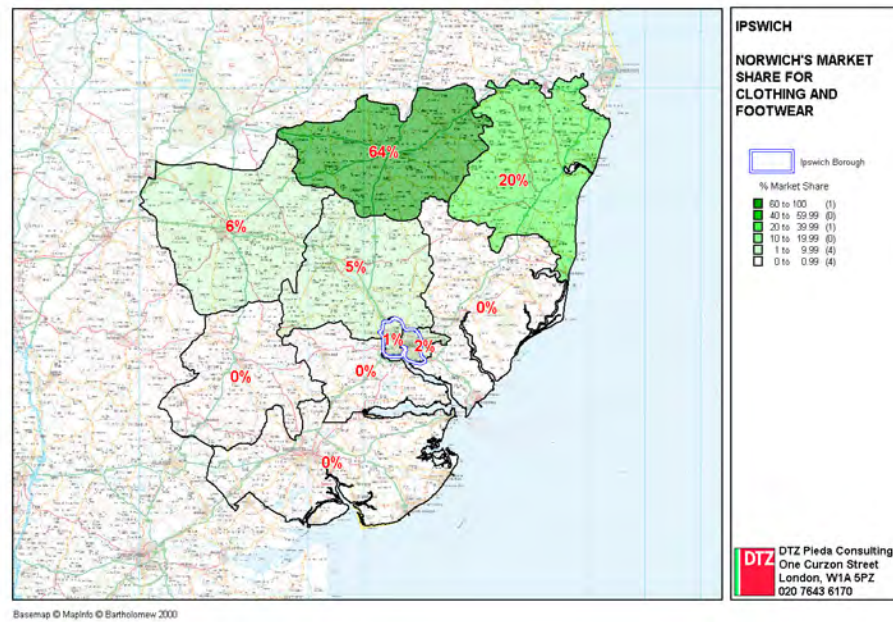
- The town centre's high market share is due to the lack of clothing and footwear the retail parks. Other smaller district and local centres do account for a small percentage of market shares within these zones.

Figure 5.6: Colchester's Market Share By Zone



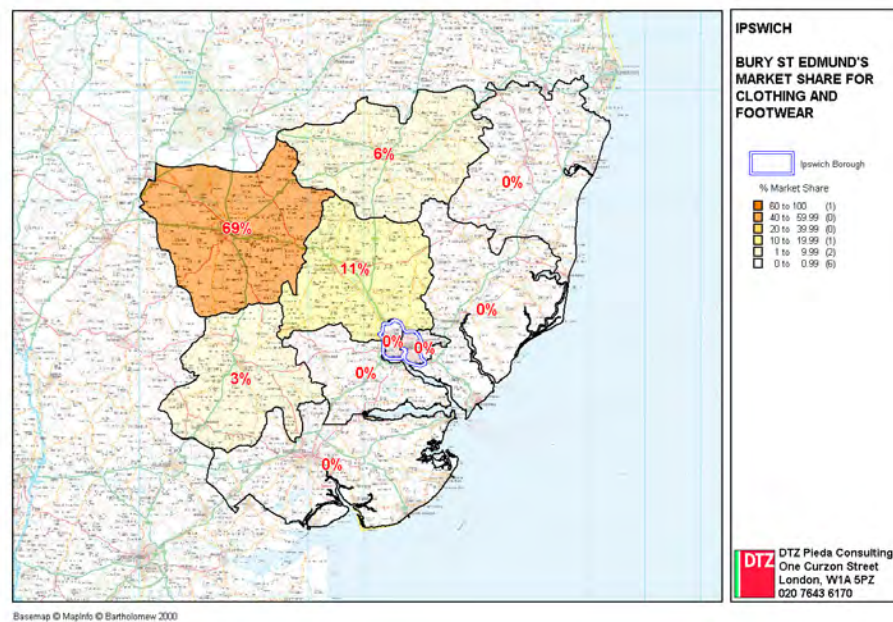
- 5.13 Colchester attracts limited market shares from zones 1 – 8 (Figure 5.6). The town attracts just 3% of the market share in the 'core' and 'secondary' zones.
- 5.14 Figure 5.7 shows that Norwich is achieving significant market shares to the north of Ipswich in Zone 6 (20%) and Zone 7 (64%) – despite its distance from the survey zones. Its wide catchment is explained by the quantity and quality of its retail offer, and the limited competition in East Anglia.

Figure 5.7: Norwich's Market Share By Zone



5.15 Figure 5.8 shows that Bury St Edmunds is also achieving a significant market share in Zone 8 (69%). Although a lower order centre, the town has a good mix of multiple and niche independent stores.

Figure 5.8: Bury St Edmunds' Market Share By Zone

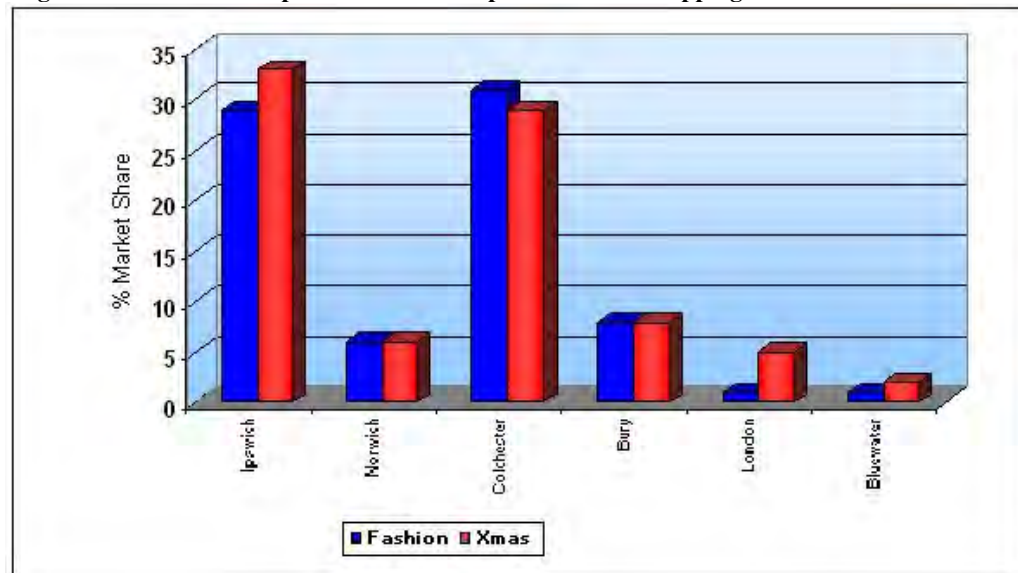


- 5.16 The research evidence confirms that Ipswich is a popular and successful centre. It is retaining high market shares within its 'core' catchment area and is also attracting a significant number of people from outside the 'core' zone. The centre also benefits from its rural location and the lack of nearby major competition. However the competition from other centres in the region (both higher and lower order), will increase following new retail investment and development, and this will inevitably impact on Ipswich's catchment and market share. Ipswich should therefore aim to continue to develop its retail offer both in terms of quality and size (although size is subject to capacity for additional floorspace).

Christmas And Special Occasion Shopping

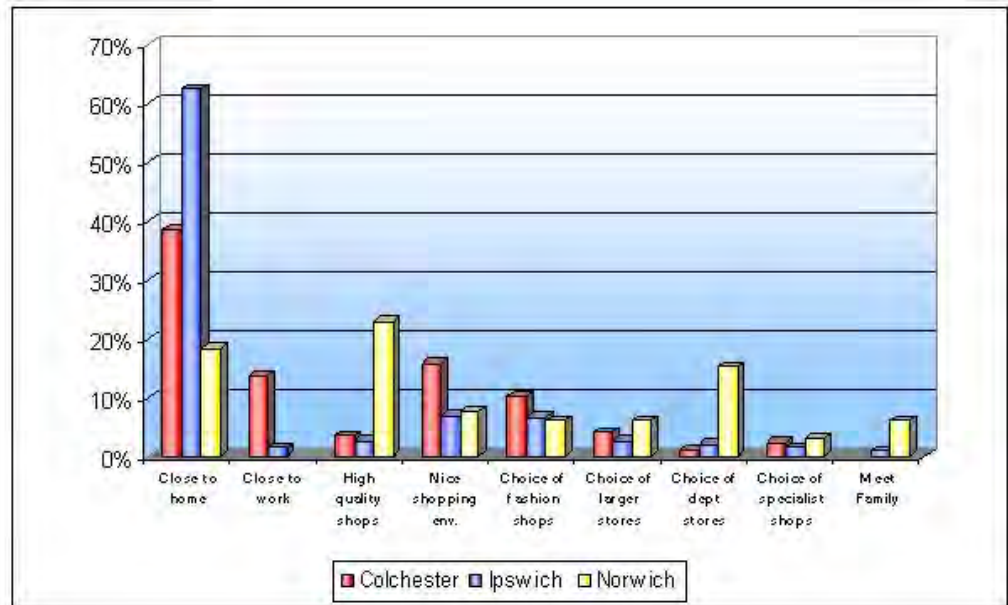
- 5.17 Shopping trips at Christmas and for special occasion purchases often differ from 'normal' shopping patterns. Shoppers are more likely to travel further to higher order, more attractive centres for higher value special purchases. Figure 5.9 shows where people in each survey zone shop for Christmas and special occasion items.
- 5.18 The headline results show that Ipswich is the most popular destination for Christmas and special occasion items attracting 33% of the overall market share, compared to 29% for fashion items. Conversely Colchester attracts 29% of the overall market share (compared to 31% for fashion).

Figure 5.9: Christmas / Special Occasion Trips Vs Fashion Shopping



- 5.19 Due to its status as a higher order centre Norwich's market increases (slightly), but Bury's remains the same. Significant increases are shown for both Bluewater and London. Both centres attract 1% of the market share for fashion shopping, however London's market share for special occasion items rises to nearly 5%, whilst Bluewater's share doubles to 2%. These increases reflect the attraction of these major regional shopping destinations. Both centres are also easily accessed from the East Anglia region.

Figure 5.10: Why people visit centres for christmas shopping



- 5.20 Figure 5.10 shows that most respondents visit Ipswich because it is close to home or work. A significant proportion of respondents also state that they visit Ipswich due to the nice shopping environment and the choice of clothing and fashion shops (7% in both cases).
- 5.21 However Norwich is popular because of its high quality stores and choice of department stores. Other destinations (such as Bluewater and Lakeside) are also popular due to their mix of larger stores, choice of fashion stores and specialist stores under 'one roof'.

Out-of-Town Retailing

- 5.22 Respondents were asked where they buy larger items such as furniture, carpets, DIY and electrical goods, all of which are predominantly purchased in out-of-town (centre) locations. Figure 5.11 shows that Ipswich Town centre only accounts for relatively small market shares (on average for all larger items). Within the 'core' zone, for example, only 7% of respondents shop in the town centre for such items.
- 5.23 The following provides a headline analysis of shopping patterns for the different types of 'bulky' goods:

Figure 5.11: Ipswich Town Centre Market Shares

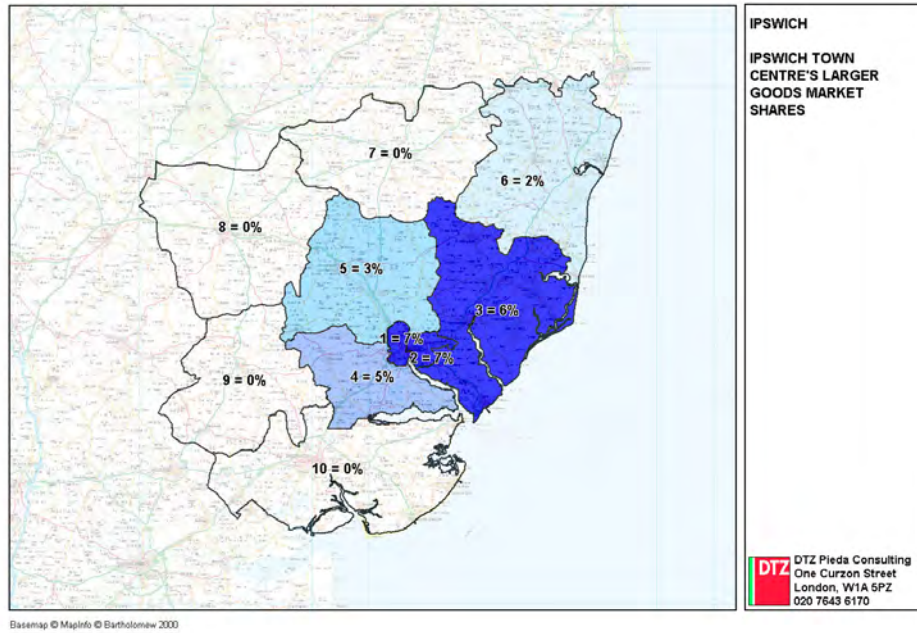
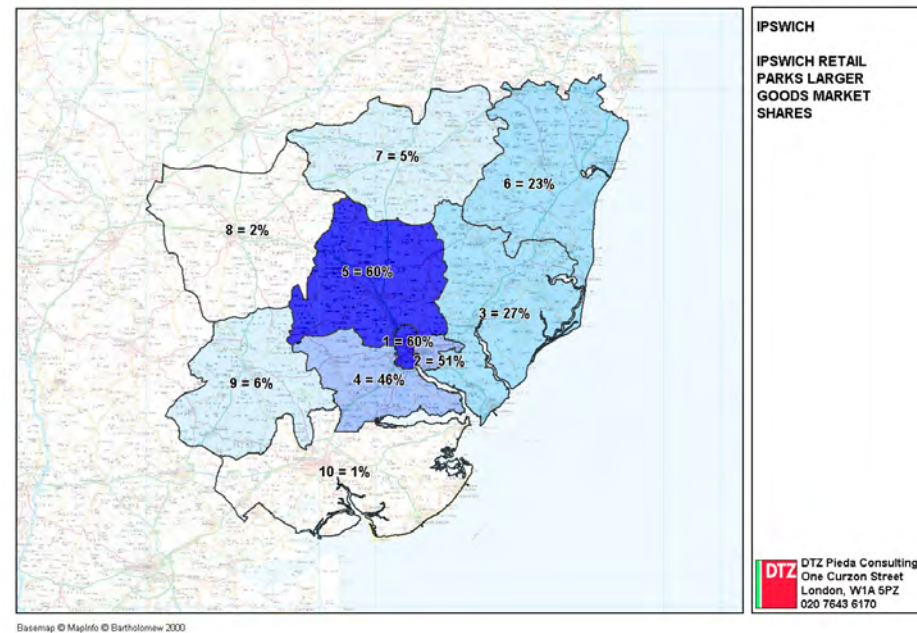


Figure 5.11: Ipswich Out-Of-Town Market Shares



(i) *Furniture and Carpets*

- Colchester, with its variety of retail parks, warehouse units and town centre provision is the most popular destination for furniture and carpet items across the whole survey area. Stores in the Colchester area account for 25% of the overall

market share. This high market share for the entire zone is explained by the weighting of the data according to the population

- Zone by zone analysis shows that Ipswich accounts for significant market shares within the individual and amalgamated ('core', 'secondary' and 'outer') zones.
- Ipswich retains nearly 70% of the market share within the 'core' zone for furniture and carpet items. Over 85% of these shares can be attributed to Ipswich's out-of – centre stores. This is due to the good provision of furniture and carpet retailers within the Ipswich retail parks, and a lack of provision within the town centre.

Table 5.5: Furniture and Carpet Shopping Market Shares by Zone										
	1	2	3	4	5	6	7	8	9	10
Ipswich TC	13%	7%	7%	9%	2%	0%	0%	0%	0%	0%
Ipswich OOT	51%	38%	13%	40%	30%	14%	0%	0%	12%	0%
Ipswich Other	13%	16%	0%	0%	0%	0%	0%	0%	0%	0%
Sub Total	77%	61%	20%	49%	32%	14%	0%	0%	12%	0%
Norwich	3%	0%	0%	0%	0%	9%	6%	0%	0%	2%
Bury	0%	1%	0%	0%	18%	0%	4%	67%	3%	0%
Colchester	6%	3%	0%	13%	5%	0%	0%	3%	38%	58%
Felixstowe	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Internet	1%	4%	5%	2%	0%	5%	6%	0%	1%	1%
Other	3%	6%	24%	18%	23%	47%	59%	9%	32%	24%
Don't know/Buy	10%	25%	49%	18%	23%	26%	25%	21%	13%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

- The most popular retail parks within Ipswich are Anglia Retail Park and Euro Retail Park. Collectively the parks account for 34% of the market share in the core zone, 29% in the secondary and 2% in the outer.
- The two retail parks are the most modern retail parks within the town and are the locations of the majority of branded furniture and carpet retailers. Anglia Retail Park hosts Carpetright, Land of Leather and Klausnner, whilst Allied Carpets, Carpetright, Dreams, Harveys and MFI are located at Euro Retail Park.
- Within the town centre, Co-Op attracts the highest market shares, (3% from core / secondary areas). Brett's and Allders also attract approximately 1% of respondents from the core and secondary areas.
- These figures reflect the fact that at the time of the surveys Allders was still trading. Respondents were also asked where they *last* bought furniture and carpet items. The fact that the store may have closed since the purchase was made would then be irrelevant to the respondent
- Other Ipswich locations also attract significant market shares (18% in the Core), this takes into account the number of small / medium sized independent stores within local / district centres and other solus locations within Ipswich as a whole. The fact that these stores are away from the town centre and retail parks is reflective of the fact that they do not draw market shares from outside the core zone

(ii) *Electrical Goods*

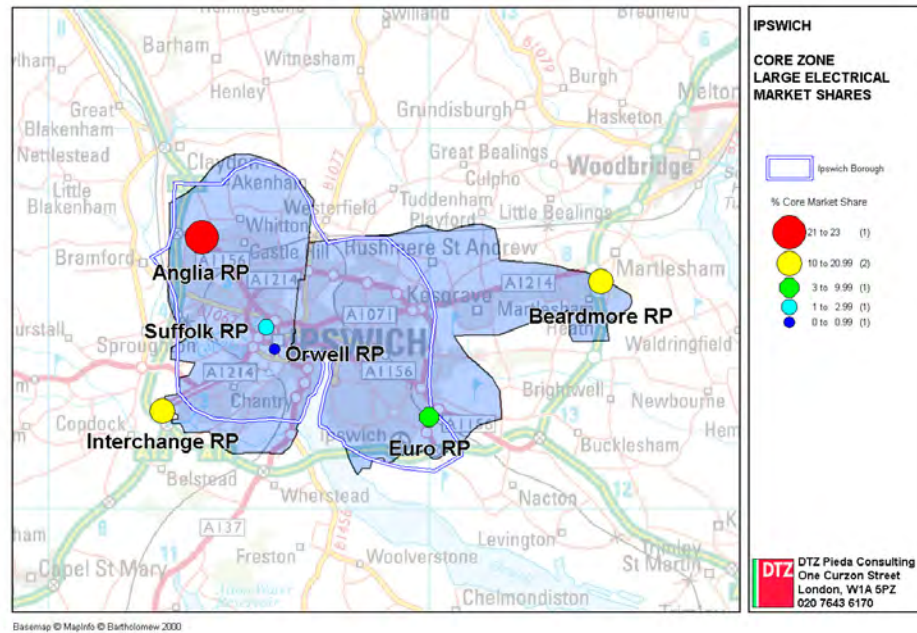
5.24 Table 5.6 shows that electrical stores in Ipswich attract higher market shares than furniture stores in the town.

- 5.25 **Ipswich's stores retain 91% of the market share from the core area for large electrical goods and 90% for small items.** Only a limited proportion of respondents from the core area travel to stores outside Ipswich for such items (4% large items / 5% small items), these figures differ slightly from Table 5.6 due to the responses don't know/don't buy being removed.

Table 5.6: Large Electrical Shopping Market Shares by Zone										
	1	2	3	4	5	6	7	8	9	10
Ipswich TC	8%	11%	8%	4%	1%	4%	0%	1%	0%	0%
Ipswich OOT	57%	53%	22%	45%	69%	23%	4%	3%	10%	1%
Ipswich Other	21%	13%	3%	0%	0%	0%	0%	0%	0%	0%
Sub Total	86%	77%	33%	49%	71%	26%	4%	4%	10%	1%
Norwich	3%	0%	0%	0%	0%	12%	18%	0%	0%	0%
Bury	0%	0%	0%	0%	9%	0%	2%	84%	3%	0%
Colchester	0%	1%	0%	13%	1%	0%	0%	0%	44%	55%
Felixstowe	0%	1%	4%	0%	0%	0%	0%	0%	0%	0%
Internet	3%	6%	3%	6%	0%	11%	4%	1%	3%	5%
Other	1%	2%	21%	17%	9%	40%	57%	3%	38%	28%
Don't know/Buy	8%	13%	38%	15%	10%	11%	16%	8%	1%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

- 5.26 **The remaining respondents within the core area shop on the internet for electrical items (5% for both types of goods).** Internet shopping for electrical items is more popular than for other larger items such as furniture and carpets due to consumers not needing to 'try' items before purchase as is necessary for many furniture type items.
- 5.27 Figure 5.13 shows that Anglia Retail Park is the dominant location for large (and small) electrical items. **The park accounts for 20% of the market shares within both the core and secondary zones.**
- In terms of individual stores, **Comet (Anglia RP) is the most popular store within the core zone**, accounting for over 18% of the electrical goods market share.
 - **Comet is the largest, and newest electrical store within the town as a whole, which accounts for its popularity.** However Currys (Interchange RP) also attracts significant market shares (13%).

Figure 5.13: Retail Park Market shares (Large Electrical Goods)



5.28 Table 5.7 shows that market share patterns for small electrical goods are similar to those for larger items. **Surprisingly the market share for Ipswich Town centre is slightly lower for small items.** Usually the opposite would be expected due to the fact that smaller items are more readily available in the town centre at stores such as Dixons. Stores such as the Co-Op, Argos and Allders (when it was trading) all sell larger items, as such, this may account for the higher shares.

Table 5.7: Small Electrical Shopping Market Shares by Zone										
	1	2	3	4	5	6	7	8	9	10
Ipswich TC	8%	9%	10%	8%	2%	2%	0%	0%	0%	0%
Ipswich OOT	51%	53%	38%	40%	74%	21%	2%	5%	10%	1%
Ipswich Other	29%	14%	3%	2%	0%	0%	0%	0%	0%	0%
Sub Total	88%	76%	52%	50%	75%	22%	2%	5%	10%	1%
Norwich	3%	0%	0%	0%	0%	9%	18%	0%	0%	0%
Bury	0%	0%	0%	0%	6%	0%	2%	82%	3%	0%
Colchester	0%	1%	0%	10%	2%	0%	0%	0%	44%	52%
Felixstowe	0%	1%	6%	0%	0%	0%	0%	0%	0%	0%
Internet	3%	7%	6%	4%	0%	12%	4%	1%	3%	11%
Other	1%	2%	13%	19%	11%	45%	62%	4%	37%	30%
Don't know/Buy	5%	12%	24%	17%	6%	12%	12%	8%	2%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

(iii) **DIY Goods**

- Within the core area, Ipswich retains 98% of the market share for DIY Goods (after removing those respondents who don't buy such items).
- The vast majority (88%) can be attributed to the Retail Parks (all in out-of-town locations), whilst 10% is attributed to the local / district centres. Ipswich Town Centre does not attract any respondents for such items.

- Retail parks in Ipswich also attract over 70% of respondents from the Secondary zone and 5% from the outer zone.
- In terms of fascia, B&Q dominates Ipswich's market shares. The Warehouse store on Anglia Retail Park is the most popular (accounting for 38% of the market share in the core zone). The newer warehouse store on Euro Retail Park attracts 12% of the market share.
- The Euro Retail Park store does however attract a higher share (16%) from the secondary zone, due to its location on the edge of the core zone and thus the proximity and access from the secondary zone.
- Homebase (Warren Heath) and Focus (Orwell Retail Park) account for smaller market shares, (both 3% in the Core zone). This is due to the fact that they are smaller stores, and also the fact that Focus is located on a now declining retail park, whilst Homebase is located very close to the new B&Q (Euro RP).

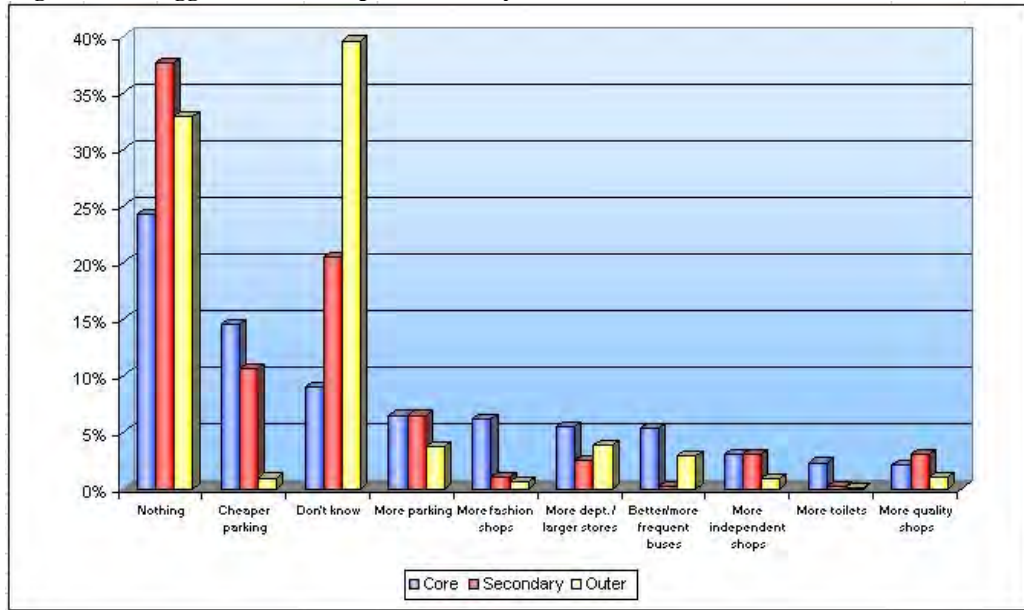
Table 5.8: DIY Shopping Market Shares by Zone

	1	2	3	4	5	6	7	8	9	10
Ipswich TC	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Ipswich OOT	79%	61%	43%	59%	66%	33%	14%	0%	4%	0%
Ipswich Other	9%	7%	0%	0%	0%	0%	0%	0%	0%	0%
Sub Total	88%	68%	43%	59%	66%	33%	14%	0%	4%	0%
Norwich	0%	0%	0%	0%	0%	2%	12%	0%	0%	0%
Bury	0%	0%	0%	0%	12%	0%	6%	77%	4%	0%
Colchester	0%	0%	0%	7%	3%	0%	0%	0%	37%	65%
Felixstowe	0%	2%	10%	0%	3%	0%	0%	0%	0%	0%
Internet	0%	0%	0%	13%	0%	2%	2%	0%	0%	0%
Other	0%	0%	8%	9%	7%	28%	39%	4%	47%	26%
Don't know/Buy	12%	29%	39%	13%	9%	35%	27%	19%	7%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

(iv) Improvements to Ipswich

- 5.29 When asked what improvements could be made to the town to encourage them to visit more often than they currently do, many respondents (36%) stated that nothing could be done / is needed, or did not know what could be done (28%).
- 5.30 Those respondents within the Core zone were more able to name improvements they would like to see; due to the fact that they live nearer the town centre and thus visit more frequently. Only 33% of respondents were not able to name an improvement compared to the all zone (weighted) average of 63%.
- 5.31 Within the Core zone, respondents wanted to see cheaper parking and increased parking provision (21% of responses). In terms of retail provision Core respondents would like to see more clothing and fashion stores (6%) and more or better department stores (6%). Again with the Ipswich survey, the range of responses broadly match those found in similar surveys. In terms of car parking the response rate is slightly higher than the average response rate across all comparable surveys (circa 16%), however in some areas response rates for more / cheaper parking have been as high as 31%.

Figure 5.14: Suggested Retail Improvements by Centre



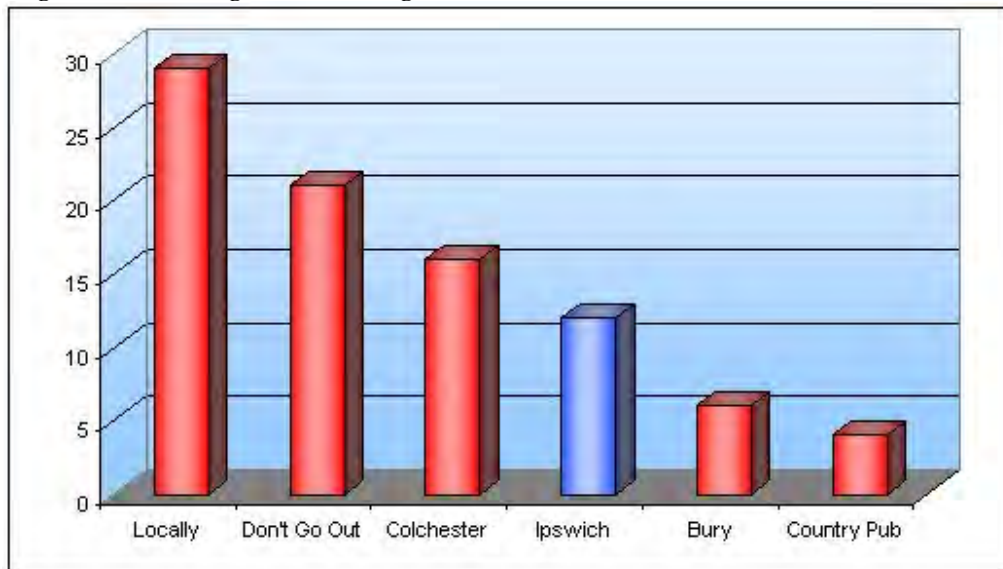
- 5.32 The need / wish for more department stores will be further increased with the closure of Allders since the time of the survey (though the store was in administration at the time of the survey and many respondents would have been aware of the forthcoming closure).
- 5.33 Department stores and major variety stores act as major attractors to centres. This is reflected within the analysis of the results. These show that in terms of retail improvements to the centre, more department stores is the most popular improvement to Ipswich stated by respondents living in either the secondary or outer zones.
- 5.34 This is further reflected by respondents naming John Lewis as a store they would like to see locate in Ipswich. The centre survey results also identified John Lewis as a store they would like to see in the town.
- 5.35 Other key improvements to Ipswich suggested are:
- Better / more frequent buses (5% Core 0% secondary / 3% outer);
 - More independent shops (3% Core / 3% secondary / 1% outer);
 - Improving the provision of quality stores. All of these suggestions were identified in both the healthcheck and street surveys. Figure 5.14 shows a breakdown of suggested improvements to the centre.
- 5.36 All of the suggested improvements would help to create a higher quality, more attractive centre and would thus increase the ranking of Ipswich, in turn increasing demand for space in the centre from retailers and a desire to visit the centre by consumers.

(v) *Evenings Out*

5.37 Assessing the quality and quantity of commercial leisure provision (section 4) can be aided by determining where people go for evenings out to eat or drink, or where people visit the cinema.

5.38 Figure 5.15 shows the destinations of respondents for evenings out (across all zones), whilst Figure 5.16 shows the most popular cinemas in Ipswich and the surrounding area. The key results for both evening out and cinema destinations are as follows:

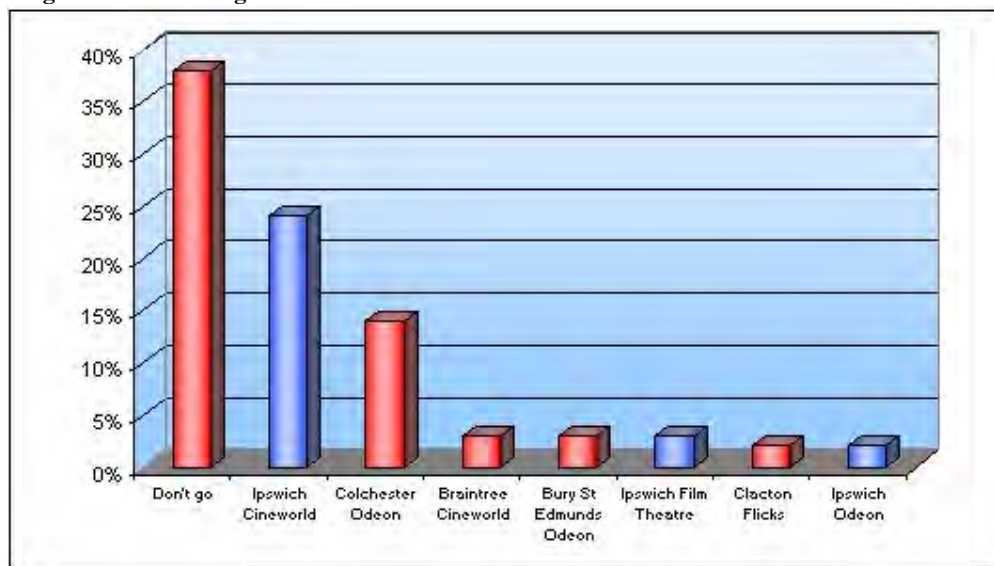
Figure 5.15: Where go for an evening out.



- Over 29% of respondents overall, state that they go out locally, this figure rises to 35% within the core area. This reflects the range of locally based pubs and restaurants within the Ipswich area. A high number of the 46 district and local centres have pubs, or independent restaurant provision.
- Colchester emerges as the most popular town to go out in the evening due to the weighting of the data, which reflects the higher population in the Colchester zone. The town attracts some 16% of overall respondents across the entire survey area.
- Ipswich is also a popular destination, with the town centre attracting 26% of respondents from the 'core' zone, 20% from the 'secondary' and 2% from the 'outer'.
- Ipswich also benefits from two other key leisure destinations, both of which can be defined as edge of centre. Cardinal Park is a modern leisure park and contains a variety of restaurants and take-aways, a nightclub, gym and cinema. The waterfront is the focus for more upmarket independent restaurants.
- Cardinal Park attracts over 3% of respondents from within the core zone, though very few from the secondary or outer zones. The Waterfront attracts approximately 2% of respondents from both the core and Secondary zones.

- When asked specifically if they ever visited Cardinal Park or the Waterfront, 80% of respondents from all zones stated that they do not visit either location. Of those who did only 4% visited more frequently than once a month.
- Respondents in the Core zone, were however more likely to visit both locations. 40% of respondents visit the Waterfront at least once a month, whilst 50% visit Cardinal Park. Respondents in the core zone are also twice as likely to visit Cardinal Park at least once a week (5.5%) compared to the Waterfront (2.5%)
- Due to the upmarket nature of many of the restaurants in the Waterfront area, these are likely to be more expensive and would explain why individuals visit them less frequently.

Figure 5.16: Where go to the cinema.



- As stated Cardinal Park is also the location of Ipswich's largest cinema – The Cineworld, formerly Virgin.
- This cinema is the most popular cinema across all zones, attracting 24% of all respondents. (Over 38% of respondents state that they do not go to the cinema). Within the core zone over 53% of respondents state that the UGC cinema is the cinema they last visited.
- Ipswich's other cinemas attract significantly smaller market shares. The Odeon cinema attracts 2% of overall respondents, but 5% in the Core zone. The single screen Ipswich Film Theatre attracts 3% of overall respondents and just over 3% in the Core zone.
- Aside from being older / smaller cinemas, the market shares for these two venues may also be affected by the lack of parking facilities within the immediate vicinity compared to Cardinal Park which has a large amount of parking within the complex itself, it is also possible to park for no charge (in the evening) at Cardinal Park.
- The low market share of the Odeon Cinema has now been reflected by the recent closure of the venue.

(vi) Summary

- 5.39 The household (and street) survey shows that Ipswich is a popular destination. It retains the majority of the market share for all types of goods within the core zone (Ipswich area) and also attracts significant market shares from the secondary zone.
- 5.40 Respondents have identified weaknesses with the town centre and also improvements they feel should be made. These back up the findings of the healthcheck (section 3) that conclude that Ipswich, despite being a successful centre, needs further improvements.
- 5.41 These improvements will help to raise the status of Ipswich and continue to allow the town to compete with development in the surrounding centres.
- 5.42 Further significant development may enable Ipswich to increase its market share in the secondary zone, where it is already a dominant centre, but also in the outer zone.
- 5.43 The surveys show that there is very little in Ipswich in terms of retail (or leisure) provision that attracts people from the outer zone (or further afield). Increasing the quality and mix of retail within Ipswich would be likely to encourage more people to visit from these outer areas.

6 Retail Futures: Capacity Assessment

- 6.01 This section sets out the headline findings of our broad quantitative retail capacity assessment. We have modelled the potential residual spend and floorspace capacity for new convenience and comparison goods retailing up to 2011, 2016 and 2021.
- 6.02 In the context of PPS6 '*Planning for Town Centres*' (March 2005), and specifically the sequential approach, we have assumed that all the forecast residual growth in convenience and comparison goods spend (and therefore new floorspace capacity) should be developed in town centres first. Only if there are no suitable and viable sites available in existing centres, should edge-of-centre locations be considered, followed then by out-of-centre sites.

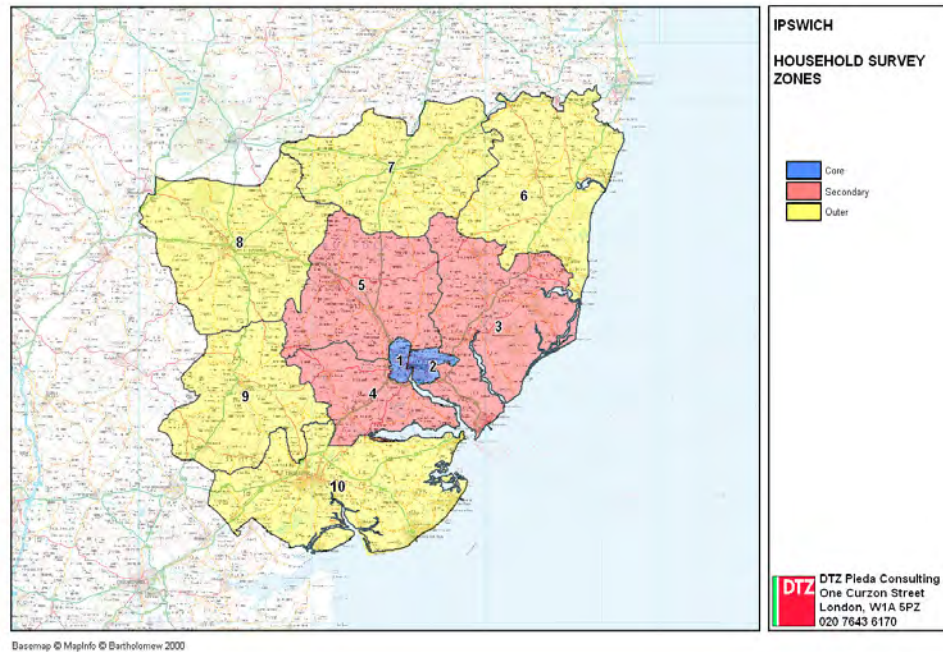
DTZ *Re:Map* Retail Capacity Assessment – Scenario Testing

- 6.03 We have specifically developed the *Re:Map* model over a number of years to forecast the potential capacity for (and impact of) new retail and leisure floorspace. DTZ *Re:Map* is based on a conventional manual step-by-step approach and is both transparent and robust, in accordance with policy advice. Its main advantage over other approaches is that the sensitivity of the key inputs and forecasts in the model can be tested at all stages in the analysis.
- 6.04 The key inputs are **market share**¹ (Stage 3 of DTZ *Re:Map*) and **trade draw**² (Stage 4) estimates. In this case our assumptions are informed by the findings of the household and centre surveys. These surveys provide a robust starting point for analysing the broad pattern of convenience and comparison goods shopping and spending across the study area and beyond. Nevertheless adjustments to these market share and trade draw levels are often necessary to provide reasonable and realistic turnover levels at the base year (Stages 5 & 6 of DTZ *Re:Map*).
- 6.05 The key assumptions underpinning the *Re:Map* model include the following (please note that all monetary estimates and forecasts are expressed in constant 2001 prices and do not, therefore, include inflation):
- **Study area** - The study (or 'catchment') area is based on the household survey zones (see Appendix 4). For our capacity assessment we have aggregated these zones to form three broad 'catchment' areas (see Figure 6.1). The 'core' area comprises survey zones 1-2. It is slightly larger than the Ipswich Borough Council area and therefore includes neighbouring retail facilities that are impacting on shopping patterns in the Borough. The 'secondary' area comprises zones 3-5 and the 'tertiary' area comprises zones 6-10. These outer areas help to identify and model the potential 'inflow'/'outflow' of shoppers and spend to (and from) the Borough area.

¹ Market share is defined as the proportion of available comparison and convenience goods spending in a catchment area that is attracted to existing centres and stores

² Trade draw represents the proportion of turnover derived by individual centres and stores from outside the defined catchment area

Figure 6.1: The ‘core’, ‘secondary’ and ‘tertiary’ catchment areas



- **Constant market share and trade draw levels** – Our growth and capacity scenarios assume that the market shares of all the centres and stores modelled will remain constant over the forecast period from 2005 – 2021. We nevertheless accept that significant new investment and development in some centres (specifically Ipswich town centre) could increase market share and trade draw levels over a period of time. This could therefore, generate more potential residual spend and capacity up to 2021.
- **Population growth** – Based on local authority advice, we have tested two different potential population growth scenarios. The first is the *‘policy-led’* population projections provided by the local authority, as set out in the draft East of England Plan (please note that this could be subject to further revision). These result in a total population growth across the whole study area of +10.1% between 2005 and 2021, with particularly strong forecast growth for the Ipswich Borough area. The second scenario draws on the 2003 ONS *‘past trends’* population projections. Although they result in higher growth across the whole study area of +11.7%, the population growth for the Ipswich Borough area is lower (see Table 6.2 below).
- **‘Equilibrium’ trading conditions** – We necessarily assume that all existing floorspace and retail businesses are trading at ‘equilibrium’ at the base year. In other words, existing centres and stores are assumed to be achieving average turnover to floorspace levels in line with the national company and centre averages. We believe this is a reasonable and robust baseline assumption, as there is no published information on the changing turnover performance of Britain’s cities and towns over time, or individual foodstores and shops. As a result we are unable to accurately identify whether businesses are ‘under-trading’ or ‘over-trading’. In this context, we therefore necessarily assume that there is no residual (‘pent-up’) convenience or comparison goods expenditure available to support new floorspace in 2005. However, we do recognise that some centres and stores in Ipswich may be ‘over-trading’ (or

‘under-trading’) and we therefore do set out our high level view as to whether stores and centres in the core area are broadly in ‘equilibrium’ at 2005.

- **Turnover ‘efficiency’ growth** – We assume a proportion of the forecast growth in average spend will be allocated to existing floorspace and businesses to allow for their increased turnover ‘efficiency’ in order to maintain and enhance the overall vitality and viability of existing centres. This is a standard approach used in retail planning studies and is supported by the revised PPS6 which advocates the use of a “...*realistic assessment of forecast improvements in productivity in the use of floorspace*” (paragraph 2.34). This ‘efficiency’ or ‘productivity’ growth represents the ability of retailers to absorb real increases in their costs (e.g. rents) by increasing their turnover to floorspace ratios. However, PPS6 does not provide specific guidance on what are realistic and robust growth rates for food and non-food retailing. Therefore, for comparison goods retailing we test a ‘higher’ and ‘lower’ annual floorspace ‘efficiency’ growth rate of +1.5% and +2.5% respectively. For convenience goods retailing, we assume an annual efficiency growth rate of +0.3% for the higher convenience goods spend forecast (+0.9% per annum) and 0.1% efficiency growth for the lower average spend forecast (+0.3% per annum).

6.06 In order to test the sensitivity of the outputs of the *Re:Map* model to critical changes in the key inputs (such as population, expenditure, market shares, trade draw and turnover ‘efficiency’ growth rates), we have modelled different growth scenarios for both convenience and comparison goods retailing (see Table 6.1 below).

Table 6.1 Retail capacity assessments, 2005 – 2021 Scenario Testing – Key Assumptions				
	Annual Spend Growth	Population Growth 2005 - 2021	Annual ‘Efficiency’ Growth	Constant Market Shares
CONVENIENCE GOODS:				
Scenario 1 / 1(a):	0.3%	10.1 - 11.7%	0.1%	✓
Scenario 2 / 2(a):	0.9%	10.1 - 11.7%	0.3%	✓
COMPARISON GOODS:				
Scenario 1 / 1(a):	4.4%	10.1 - 11.7%	1.5%	✓
Scenario 2 / 2(a):	4.4%	10.1 - 11.7%	2.5%	✓
Notes: (1) The total population growth of +10.1% is derived from the Local Authority’s ‘Policy-based’ forecasts. (2) The total population growth of +11.7% is derived from the ONS projections.				

6.07 For CONVENIENCE GOODS retailing we have tested the following scenarios:

- **Scenario 1: ‘Baseline’ growth** – Is based on the Local Authority ‘policy-led’ population projections, and tests ‘lower’ annual spend and turnover ‘efficiency’ growth rates of +0.3% and +0.1% respectively (see Appendix 9).
- **Scenario 1(a): ‘Baseline’ growth** – Tests the impact of the ONS population projections on the sensitivity of the overall capacity forecasts, assuming the same spend and ‘efficiency’ growth rates as for Scenario 1 (see Appendix 9).

- **Scenarios 2 and 2(a): ‘High’ spend growth and turnover efficiency** – Tests the two different population projections as for Scenarios 1 and 1a, but assumes a higher annual ‘efficiency’ growth rate of +0.3% and a ‘higher’ annual expenditure growth of +0.9% (see Appendix 10).

6.08 For **COMPARISON GOODS** retailing, we have modelled the following scenarios:

- **Scenarios 1 and 1(a): ‘Baseline’ growth** – Scenario 1 tests the ‘policy-led’ population projections, along with an annual expenditure growth rate of +4.4% and turnover ‘efficiency’ growth of +1.5% per annum. Scenario 1(a) tests the impact of the ONS population projections on the sensitivity of the overall capacity forecasts (see Appendix 11).
- **Scenarios 2 and 2(a): ‘Higher ‘efficiency’ growth** – Tests the same population and spend growth assumptions as Scenarios 1 and (1a), but assumes a higher ‘efficiency’ growth rate of +2.5% per annum (see Appendix 12).

6.09 The remainder of this section briefly describes the key stages in the *Re:Map* capacity assessment and the critical assumptions underpinning our analysis.

STAGE 1: Population and Spend Forecasts

6.10 Population and spend growth forecasts are key drivers of the retail capacity assessment. Our key assumptions are set out below.

(i) Population growth

6.11 The base year population estimates have been derived in-house using the MapInfo Geographic Information System (GIS). This runs the *TargetPro* demographic and spending datasets, based on the 2001 Census results. According to this dataset the total resident population in the study area at 2001 was 843,585, of which approximately 16% lived in the ‘core’ area.

6.12 Table 6.2 sets out the impact of the Local Authority ‘*policy-led*’ and ONS ‘*past trends*’ population projections on the growth in the study area population up to 2021. It shows that although the 2003 ONS population projections result in a higher population growth over the forecast period of +11.7%, the projected growth for the Ipswich Borough area (+6.4%) is lower than for the local authority projections (+18.3%).

Table 6.2 Population projections (2005 – 2021)					
	Year				Growth (%)
	2005	2011	2016	2021	2005 – 2021
LOCAL AUTHORITY PROJECTIONS:					
Core Area	145,758	155,780	164,132	172,484	18.3%
Secondary Area	175,917	181,212	185,625	189,935	8.0%
Tertiary Area	543,790	561,295	575,881	590,468	8.6%
TOTAL:	865,466	898,287	925,638	952,887	10.1%
ONS PROJECTIONS:					
Core Area	140,265	143,091	146,084	149,172	6.4%
Secondary Area	177,920	186,366	193,767	200,961	13.0%
Tertiary Area	548,473	574,130	593,950	617,776	12.6%
TOTAL:	866,657	903,587	933,801	967,909	11.7%
Source: DTZ <i>Re:Map</i> (Stage 1); Appendices 9-12					

6.13 The local authority ‘policy-based’ population projections are based on the projected new housing figures in the draft East of England Plan³ and take into account:

- the spatial development framework
- the Regional Economic Strategy targets
- Government policy set out in the Sustainable Communities Plan
- the potential for new housing to be accommodated on previously-developed land or by re-use of existing buildings
- the potential for increasing housing densities to avoid the inefficient use of land
- existing development plan allocations and commitments
- means of making the best use of existing housing stock and the need to reduce the present level of vacancy
- the need for more houses that are affordable, in both urban and rural areas
- environmental and other policy considerations

6.14 The forecast growth of over 18% in Ipswich’s population arising from the local authority projections up to 2021 is significant. This has a substantial impact on the residual expenditure and floorspace capacity forecasts set out in Stage 8. We therefore advise the Council to monitor any potential revisions to the population projections as part of the on-going update to the East of England Plan and to revise the capacity forecasts if necessary.

(ii) Spend growth

6.15 We have used a ‘goods-based’ approach (rather than the ‘business-based’ approach) to determine average spend levels at the base year and forecast growth up to 2021. This approach is in accordance with the advice set out in PPS6 (*para.* 3.10). We also test the following spend growth rates:

- **Convenience goods retailing** - We test the impact of a ‘lower’ (+0.3% per annum) and ‘higher’ (+0.9% per annum) spend projection on the sensitivity of the capacity

³ Prepared by Anglia Polytechnic University

forecasts. These are respectively based on the ‘long term’ and ‘short term’ historical growth trends, as set out in MapInfo Brief 04/02 “*Goods based retail expenditure estimates and price indices*” (April 2004). Although we understand that higher spend growth rates are being tested by other planning consultants, we question whether projections based on ‘short term’ historical trends are sustainable over the long term. This is because national and regional economies are subject to cycles of growth and decline (“boom and bust”) and this will inevitably impact on consumer confidence and spending.

- **Comparison goods retailing** – We test a growth rate of +4.4% per annum, which we believe represents a ‘best fit’ estimate based on the long term historical trend derived from MapInfo Brief 04/02 and Experian’s “*Retail Planner Briefing Note 1.2*” (November 2003).

6.16 Table 6.3 sets out the forecast growth in available spend for both comparison and convenience goods. However, please note that our projections are subject to increasing uncertainty over time. Thus, the variations in projected and actual growth at 2021 could be significant.

Table 6.3 Forecast growth in total available spend (2005 – 2021) <i>Core, secondary and tertiary catchments (in constant 2001 prices)</i>					
	Total Available Spend (£ million)				Growth (%)
	2005	2011	2016	2021	2005 - 2021
<u>CONVENIENCE GOODS</u>					
Scenario 1:	1,322.1	1,396.9	1,461.0	1,526.5	15.5%
Scenario 1a:	1,324.2	1,405.9	1,474.9	1,552.0	17.2%
Scenario 2:	1,354.0	1,482.7	1,597.7	1,719.8	27.0%
Scenario 2a:	1,356.2	1,492.3	1,612.9	1,748.6	28.9%
<u>COMPARISON GOODS</u>					
Scenario 1 & 2:	2,601.5	3,495.4	4,466.3	5,701.3	119.2%
Scenario 1a & 2a:	2,605.9	3,518.4	4,509.9	5,798.3	122.5%
Source: DTZ <i>Re:Map</i> (Stage 1); Appendices 9-12					

6.17 Assuming an annual convenience expenditure growth rate of +0.3%, the table shows that the forecast growth in total available spend ranges from +15.5% (applying the ‘policy-led’ population projections) to +17.2% (based on the ONS ‘past trends’ population projections). Applying a higher annual expenditure growth rate of +0.9% results in significantly higher total convenience spend growth of between 27% - 29% between 2005-2021.

6.18 The forecast growth for comparison goods is significantly higher, ranging from +119.2% (based on the ‘policy-led’ population projections) to +123% (using the ONS ‘past trends’ population projections).

6.19 The substantial forecast growth in the comparison goods retail expenditure compared to convenience goods retailing will impact on the broad capacity forecasts for new retail development. It effectively means that there is more limited potential for new foodstore and convenience goods floorspace in the ‘core’ (Borough) area up to 2021.

STAGE 2: Ipswich Floorspace Stock and Commitments

- 6.20 This stage in the analysis sets out our estimates of existing non-food and food retail floorspace in Ipswich and the rest of the ‘core’ area. We have drawn on the Experian Goad national dataset to derive the baseline floorspace data for Ipswich town centre, with our own estimates of floorspace for the district/local centres and IGD/Council data for supermarkets and retail warehousing (see the footnotes to *Re:Map* Stage 2 for more detail). Please note that these floorspace estimates have been checked and verified by the local authority.
- 6.21 In 2005, we therefore estimate that there is:
- Some 156,600 sq.m net of **comparison goods retailing** in the core area, of which some 71,500 sq.m net represents retail provision in out-of-centre locations.
 - Some 45,100 sq.m net of **convenience goods retailing**, of which some 23,400 sq m net relates to supermarkets in out-of-centre locations. The main out-of-centre foodstores are listed in *Re:Map* Stage 2a.
- 6.22 The list of major new comparison and convenience goods floorspace **planning commitments** and proposals identified by the Borough Council are set out in Stage 2 of *Re:Map*. Mixed use proposals along the Waterfront comprise the majority of the floorspace commitments. In the absence of detailed breakdowns of the floorspace in the pipeline, we have necessarily made judgements as to the mix of convenience and comparison goods retailing. We have also assumed that all the commitments will be developed and trading by 2011.

STAGE 3: Market Share Estimates

- 6.23 Our estimates of the market shares of centres and stores within the core, secondary and tertiary catchment areas are set out in Stage 3 of the *Re:Map* model. Market shares are normally based on judgements as to the relative attraction of centres and stores, based on the ‘critical mass’ (i.e. scale) and quality of their retail offer and shopping environment. They are also influenced, to varying degrees, by other factors, such as accessibility and parking.
- 6.24 To help inform our market share judgments we have necessarily drawn on the results of the market research. For example, the household survey specifically asked respondents where they shop for convenience goods (both for main ‘bulk’ and ‘top-up’ food purchases) and comparison goods (for clothing & footwear, furniture/carpets, large and small electrical goods and DIY goods).
- 6.25 Although the household survey provides a matrix to help identify shopper preferences and patterns across the study area (and thereby spending flows), the derived market shares can only provide a broad indication as to how much total potential spend is being attracted to centres and shops at the base year. This is because the questions in the household survey do not allow us to accurately prescribe market shares for a number of reasons:
- First, the surveys only ask people where they shop for different types of goods and not how much they spend per trip; and

- second, the responses to the surveys tend to over-estimate the attraction and market shares of larger centres and stores which people visit less frequently, whereas they under-estimate the day-to-day draw of smaller centres and stores.
- 6.26 We have therefore tested the robustness of the survey-based market share assumptions against the outputs of the *Re:Map* model. In this case the derived ‘potential’ average sales densities (Stage 6) are benchmarked against the company averages for foodstores (as published by Mintel Research) and our own informed judgements as to the potential turnover of Ipswich’s main centres and stores. Where adjustments are necessary (either upwards or downwards), then by a process of iteration we are able to arrive at what we consider to be more robust and realistic market share levels.
- 6.27 The tables in Stage 3 of *Re:Map* show the ‘unadjusted’ market shares for Ipswich, together with other centres, in the core, secondary and tertiary catchment areas derived directly from the household survey. It also shows the adjustments that we have made to produce, in our professional judgement, more realistic average turnover to floorspace ratios (see Stages 5 and 6 below).
- 6.28 The ‘adjusted’ and ‘unadjusted’ market shares confirm the relative strength and attraction of Ipswich Borough’s shopping facilities in the core and secondary catchment areas. There is more limited market penetration in the tertiary catchment. The headline results are briefly described below.
- 6.29 For **comparison goods** retailing the ‘unadjusted’ market share estimates derived from the household survey indicate that centres and shops in Ipswich are attracting c.87% of shopper ‘trips’ (and therefore available spend) from the ‘core’ area. We have subsequently adjusted this downward to 84% to take account of the potentially higher proportion of spend on special forms of trading, and specifically the internet, based on national averages. The adjusted market shares in the secondary and tertiary areas are 63% and 5% respectively.
- 6.30 Based on the survey evidence, we estimate that **Ipswich town centre** is achieving a 45% market share of non-food spend in its ‘core’ catchment and c.38% in the ‘secondary’ area. In comparison, out-of-centre floorspace is achieving a market share of c.27.5% and 23.5% respectively.
- 6.31 For **convenience goods** spend the ‘unadjusted’ market shares indicate that Ipswich’s centres and stores are achieving a market share of 97% from the core area (adjusted to 96%). The adjusted market shares in the secondary and tertiary areas are c.44% and c.3% respectively. The higher retention level for convenience goods shopping in the ‘core area’ reflects the fact that people generally travel shorter distances for their main ‘bulk’ and ‘top-up’ food purchases. More detailed analysis indicates that the town centre is only achieving a market share in its ‘core’ area of c.8%, whereas out-of-centre foodstores account for a c.75% market share. This reflects the relative quantum and quality of convenience goods floorspace in out-of-centre locations.
- 6.32 The relatively high market shares and retention levels achieved by the Borough’s centres and stores in the ‘core’ and, to a lesser extent, the ‘secondary’ areas confirm the role, status and attraction of its retail offer. This is further reinforced by the fact that its main competitors are located some distance away.
- 6.33 Nevertheless, Ipswich needs to respond to the new investment and development planned for competing centres by maintaining and enhancing its retail offer. In our capacity assessments we have assumed that the base year market shares will remain constant over

the forecast period, but we accept that new investment and development in existing centres (and specifically the town centre) could increase market shares over the forecast period and, therefore, increase the overall capacity potential for new retailing.

STAGE 4: Trade Draw Estimates

- 6.34 The trade draw of a centre or store from within its defined catchment area (i.e. the ‘core’ and ‘secondary’ areas) is an output of the market share estimates (at Stage 3). Dependent on their size, location, accessibility and quality of shopping provision, we normally assume that a certain proportion of the total estimated turnover of a centre/store will also be derived from beyond the study area (in this case from beyond the ‘tertiary’ area).
- 6.35 The street interviews conducted in Ipswich town centre provide a broad indication of the origins of respondents (and their expenditure) from beyond the tertiary catchment. The results indicate a 3% trade draw for comparison shopping and negligible draw for convenience shopping. The trade draw estimates are set out in detail in *Re:Map* Stage 4 and are summarised in Table 6.4 below.

Table 6.4					
Trade draw estimates at 2005 (%)					TOTAL
	% of trade drawn from the catchments shown				
	Core Area	Secondary	Tertiary	Elsewhere	
Comparison Goods					
Ipswich TC	42	44	11	3	100
District/Local Centres	78	15	8	0	100
Other shopping facilities	42	45	13	0	100
Convenience Goods					
Ipswich TC	94	6	0	0	100
District/Local Centres	88	12	0	0	100
Other shopping facilities	54	38	7	0	100
Source: DTZ Re:Map (Stage 4): Appendices 9-12					
Notes: Draws for core/secondary/tertiary areas are derived from 'adjusted' market shares estimates (Stage 3) and the trade draw from elsewhere is informed by the street surveys.					

- 6.36 The table shows that Ipswich is achieving a relatively wide trade draw for comparison shopping, which reflects the strength of its offer relative to other local and competing centres. The tighter trade draw for convenience goods retailing reflects national shopping habits. For example, national research indicates that shoppers generally tend not to travel more than a ten minute drive to carry out their main ‘bulk’ shopping purchases. Mintel’s 1994 *Food Retailing* report stated, for example, that: “... significant incentives are likely to be needed to make shoppers drive more than 15-20 minutes from their homes on a regular basis”. Nevertheless, there are some exceptions where people do make choices based on price, convenience to place of work, quality of offer and brands. In the case of Ipswich’s convenience offer, we consider that some of the supermarkets are achieving wider trade draws than national averages, due to their accessibility and quality of offer.

STAGES 5 & 6: ‘Potential’ Turnover Forecasts and Average Sales Densities

- 6.37 The ‘potential’ turnover forecasts (Stage 5) and average turnover to floorspace ratios (Stage 6) are key outputs of Stages 3 (market share assumptions) and 4 (trade draw assumptions). These derived turnover estimates are used to test whether the key market share and trade draw assumptions are realistic.
- 6.38 The table below sets out the ‘unadjusted’ average sales densities for the existing comparison and convenience goods floorspace in Ipswich, based on the market shares derived directly from the household survey. It also shows the adjustments we have made to the market shares to produce (in our judgement) more realistic and robust average turnover levels for Scenario 1 only. We comment later in this section as to the possible reasons for the relatively low turnover levels for town centre convenience goods stores.

Table 6.5 Average Turnover to Floorspace Ratios at 2005				
£ per sq.metre (@ constant 2001 prices)	Comparison Goods		Convenience Goods	
	Unadjusted ⁽¹⁾	Adjusted ⁽²⁾	Unadjusted ⁽¹⁾	Adjusted ⁽²⁾
Ipswich town centre	£6,595	£6,379	£4,196	£4,106
District and local centres	£4,437	£4,301	£1,866	£1,840
Other (out-of-centre) shopping facilities ⁽³⁾	£3,995	£3,869	£13,001	£12,723
Source: DTZ Re:Map Scenario 1 Baseline (Stage 6): Appendices 9-12 Notes: (1) Based on market shares derived from the household survey. (2) Adjusted by DTZ to increase the market share of smaller centres and stores, as well as Internet retailing (3) Refers to foodstores, supermarkets and retail parks in out-of-centre locations				

STAGES 7 & 8: Retail Capacity Assessment

- 6.39 These final two stages set out our ‘global’ capacity estimates at 2011, 2016 and 2021⁽⁴⁾, assuming constant market shares over the forecast period. In this case the residual spend and floorspace capacity forecasts are a function of the difference between the ‘**derived**’ and ‘**potential**’ turnover of existing centres and stores. By constraining the growth of existing retail floorspace through the application of turnover ‘efficiency’ (‘productivity’) growth rates, the model produces a lower ‘derived’ turnover than the ‘potential’ turnover calculated at Stage 5 (based on constant market shares).
- 6.40 The difference between the ‘derived’ and ‘potential’ turnover produces the ‘**residual**’ expenditure for Ipswich town centre, as well as other centres and stores (Stage 7). This represents surplus expenditure over and above that required by existing floorspace to remain both vital and viable. At Stage 8 we take account of the existing retail planning commitments, to produce revised residual expenditure capacities at 2011, 2016 and 2021 (Stage 8b). For the purpose of this assessment we assume that all the existing commitments will be open and trading by 2011. This revised residual spend is then converted into net retail floorspace capacity at Stage 8c using reasonable and robust estimates of average sales densities for new businesses.

⁴ Please note that all our forecasts are expressed in constant 2001 prices and exclude inflation.

- 6.41 The results of the different retail capacity scenarios for comparison and convenience goods retailing are described below.

(i) Convenience goods retail capacity assessment

- 6.42 The ‘global’ (i.e. borough-wide) residual convenience goods expenditure forecasts (based on constant market shares) are set out in Table 6.6⁽⁵⁾ below. The table shows that there are significant differences in the projected capacity over the forecast period depending on the population, spend and ‘efficiency’ growth assumptions tested.

Table 6.6			
Revised convenience goods residual spend forecasts, 2011 – 2021 (£ million)			
<i>Minus the estimated turnover potential of new planning commitments</i>			
£ millions	<u>2011</u>	<u>2016</u>	<u>2021</u>
Scenario 1	£7.9	£27.5	£47.7
Scenario 1a	-£0.1	£13.8	£28.4
Scenario 2	£18.0	£47.6	£79.7
Scenario 2a	£9.4	£32.3	£57.5
Source: DTZ <i>Re:Map</i> (Stage 8b): Appendices 9-12			

- 6.43 For the purpose of our analysis we have selected the ‘low spend/ONS population projections’ (Scenario 1a) and ‘high spend/Local Authority population projections’ (Scenario 2) to demonstrate the potential range of convenience goods floorspace capacity over the forecast period. It is important to restate that these capacity forecast ranges are sensitive to the different population projections tested. We therefore recommend that the Council monitors the emerging population projections in the East of England Plan and, if necessary, revises the capacity forecasts in order to reduce the risk of potential over-provision or under-provision of new convenience floorspace.
- 6.44 Table 6.7 sets out the residual expenditure forecasts, converted to equivalent net convenience retail floorspace capacity. For the purpose of our assessment we have tested two different average sales densities to derive floorspace capacity. The first sales density of £5,000/sq.m broadly represents the national average trading performance of discount food operators. The second sales density of £10,000/sq.m is broadly equivalent to the national trading performance of major multiple foodstore operators.
- 6.45 These average turnover ratios are based on the company average sales densities for the top national supermarket operators as published by Mintel Research in ‘*Retail Rankings*’. This indicates that the average performance of the major multiple foodstore operators is c.£10,300 per sq.m, although this ranges from £7,250 for Safeway (now Morrison) to £11,580 for ASDA in 2003/04⁽⁶⁾. For the discount/value food retailers the national average sales density is approaching £5,000 per sq.m. Mintel Research shows that Somerfield is trading close to this ratio and other discount foodstore operators (such as Aldi and Lidl) are achieving average sales of c.£4,500 per sq.m.

⁵ These ‘global’ residual spend estimates comprise the forecast growth for both town and district centres in Ipswich, as well as existing non-central floorspace.

⁶ Adjusted by DTZ to discount petrol sales and include Vat.

Table 6.7 Convenience goods floorspace capacity 2011 – 2021 (square metres net) Scenario 1 (lower forecast) & Scenario 2 (higher forecast)						
	2011		2016		2021	
	Scenario 1a	Scenario 2	Scenario 1a	Scenario 2	Scenario 1a	Scenario 2
Residual expenditure (£ millions)	- £0.1m	£18.0m	£13.8m	£47.6m	£28.4m	£79.7m
Net convenience floorspace equivalent:						
Discount stores trading @ c.£5,000/sq m	0	3,530	2,700	9,200	5,600	15,200
Superstores trading @ c.£10,000/sq m	0	1,800	1,400	4,600	2,800	7,600
Source: DTZ <i>Re:Map</i> (Stage 8c): Appendices 9-12						

- 6.46 The table shows that based on the lower spend and population growth scenarios there is no forecast capacity for new convenience goods retail floorspace at 2011. Thereafter, the floorspace capacity ranges are 1,400 – 2,700 sq.m net at 2016, rising to 2,800 – 5,600 sq.m net by 2021 depending on whether the residual spend is taken up by discount or superstore operators.
- 6.47 However, despite our reservations about the use of higher spend growth rates for convenience goods retailing (as set out earlier in this section), we do acknowledge that the growth rate of +0.3% per annum could be on the low side. We therefore advise that Scenario 2 (based on the higher spend growth of +0.9% per annum and projected population growth of +18% in the ‘core’ area between 2005 - 2021) broadly represents our view as to the maximum capacity for new convenience goods floorspace over the forecast period. As the table shows, the capacity increases from 1,800 – 5,300 sq.m net in 2011, to 4,600 – 9,300 sq.m net by 2016. There is capacity at 2021 for c.7,600 – 15,200 sq.m net, but we advise caution in the use and interpretation of these capacity estimates due to the uncertainties associated with forecasts over this extended time period.
- 6.48 Based on the survey evidence it is also our high level view that the Borough’s convenience retail market is not necessarily in ‘equilibrium’ at the base year. Specifically the market shares derived from the household survey appear to indicate that convenience goods retailing in Ipswich town centre, as well as some of the district and local centres are performing below national averages. We believe this reflects the relatively small quantum and quality of the convenience goods offer in existing centres, particularly the town centre, as well as the increased competition from out-of-centre foodstores both within and on the edge of the Borough.
- 6.49 We do not provide a breakdown as to the potential location of this new retail floorspace on a centre-by-centre basis as we believe this is overly prescriptive. We also accept that the Council may decide to allow convenience goods floorspace in excess of the residual spend and capacity forecasts. In the context of PPS6 (paragraphs 1.3 – 1.5) and the Government’s key objectives, this will be subject to the Council being satisfied that the impact of any new floorspace will not undermine the vitality and viability of existing towns and local centres and that the proposed store(s) will:
- enhance consumer choice
 - improve accessibility
 - promote social inclusion
 - encourage investment in deprived areas

- promote economic growth
- deliver more sustainable patterns of development
- promote high quality and inclusive design

6.50 DTZ advise the Council that any new foodstore developments should be located in, or on the edge of existing centres, and have strong pedestrian linkages to the prime shopping area (see PPS6: Annex A, Table 2). This will help increase the range and choice of food shopping to the local population in the most sustainable and inclusive manner. If non-town centre retailing is the only option to satisfy forecast demand and capacity, then the Council will need to consider the use of planning conditions to minimise the potential impact on high street retailing, possibly by introducing new and attractive linkages to the town centre and limiting the range of non-food goods to be sold (see PPS6, paragraphs 3.31 – 3.32).

(ii) Comparison goods retail capacity assessment

6.51 The ‘global’ (i.e. borough-wide) residual comparison goods expenditure forecasts (based on constant market shares) are set out in Table 6.8 below. The table shows that there will be significant residual spend available for new comparison goods retailing under all the scenarios over the forecast period (over and above that needed to sustain existing floorspace and commitments).

Table 6.8			
Revised comparison goods residual spend forecasts, 2011 – 2021 (£ million)			
<i>Minus the estimated turnover potential of new planning commitments</i>			
£ millions	<u>2011</u>	<u>2016</u>	<u>2021</u>
Scenario 1	£183.5m	£422.9m	£742.8m
Scenario 1a	£168.3m	£391.8m	£690.8m
Scenario 2	£129.7m	£314.0m	£567.8m
Scenario 2a	£115.0m	£284.1m	£517.7m
Source: DTZ <i>Re:Map</i> (Stage 8b): Appendices 9-12			

6.52 For the purpose of our analysis we have selected Scenario 1 (based on the Local Authority population projections and a turnover ‘efficiency’ growth rate of +1.5% per annum) and Scenario 2a (based on the ONS population projections a turnover ‘efficiency’ growth rate of +2.5% per annum) to illustrate the potential range of comparison goods floorspace capacity over the forecast period. As for convenience goods retailing, these capacity forecast ranges are sensitive to the different population projections tested. We therefore recommend that the Council monitors the emerging population projections in the East of England Plan and, if necessary, revises the capacity forecasts in order to reduce the risk of potential over-provision or under-provision of new floorspace.

6.53 We have applied average sales densities for new comparison goods retailing of £4,000 per sq.m and £6,000 per sq.m to forecast the potential net comparison retail floorspace capacity. These broad trading levels are informed by the latest Verdict Research report - ‘*Verdict on the High Street 2004*’. This research indicates that high street locations are achieving broad average sales densities of up to £4,200 per sq.m. The latest research by Mintel also indicates that a number of retailers trading on the high street are achieving average sales of c.£5,000 per sq.m (see Table 6.9).

Table 6.9		
Average Sales for high street retailers		
Retail Business	Average Company Sales Density (£/sq m)	
	Average 1997 – 2003/04	Average 2000 – 2003/04
Dixons	£9,623	£10,108
John Lewis Plc	£5,113	£5,316
Laura Ashley UK	£3,685	£3,778
Marks & Spencer (non-food)	£4,736	£4,468
Ottakar's Plc	£3,290	£3,440
The Pier Retail Group Ltd	£3,027	£3,186
ALL RETAILER AVERAGE:	£4,912	£5,049
Source: Mintel Interactive 2005		

6.54 Based on these assumptions, Table 6.10 sets out the capacity for new comparison goods retail floorspace over the forecast period.

Table 6.10						
Comparison goods floorspace capacity 2011 – 2021 (square metres net)						
Scenario 1 (higher forecast) & Scenario 2a (lower forecast)						
	2011		2016		2021	
	Scenario 1	Scenario 2a	Scenario 1	Scenario 2a	Scenario 1	Scenario 2a
Residual expenditure (£ millions)	£183.5m	£115.0m	£422.9m	£284.1m	£742.8m	£517.7m
Net floorspace equivalent:						
@ c.£4,000/sq m	41,900	24,800	89,800	54,100	146,300	87,200
@ c.£6,000/sq m	28,000	16,500	59,800	36,100	97,600	58,100
Source: DTZ <i>Re:Map</i> (Stage 8c): Appendices 9-12						

6.55 In the absence of detailed guidance in the revised PPS6, it is our broad view that the turnover 'efficiency' growth rate of +2.5% per annum tested by Scenarios 2 and 2a is probably on the high side and that a growth rate of +1.5% per annum (excluding inflation) should be sufficient for existing businesses to maintain and enhance their overall vitality and viability.

6.56 At this stage we therefore advise the Council that Scenarios 1 and 1a (based on constant market shares) probably represent the most robust range of capacity forecasts (subject to any possible future revisions to population projections). The forecast ranges of 25,600 – 41,900 sq.m net of new comparison goods retailing at 2011, rising to 55,400 – 89,800 sq.m net by 2016 indicate the significant potential for new floorspace in the Borough's existing centres. There is a total forecast capacity for c.90,700 – 146,300 sq.m net at 2021, but we advise caution in the use and interpretation of these forecasts due to the uncertainties associated with forecasts over this extended time period.

6.57 In the context of PPS6 we advise the Council that this new floorspace should be accommodated in Ipswich town centre in the first instance. Only where sequentially preferable opportunity sites are not available, suitable or viable in the town centre will it then be necessary for the Council to consider edge-of-centre, following by out-of-centre locations.

6.58 It is important to restate that our capacity forecasts are based on market shares being held constant over the forecast period. We do accept that this will not necessarily reflect commercial reality, as new investment and development in the town centre for example could result in increased market shares across its 'core', 'secondary' and 'tertiary' catchments and, therefore, increased floorspace capacity.

Summary

6.59 Our retail capacity assessment has tested a range of residual spend and floorspace forecasts based on different assumptions of population, spend and turnover 'efficiency' (or floorspace 'productivity') growth.

6.60 Based on holding baseline market shares constant over the forecast period, we estimate that there is significant capacity for new comparison goods retailing up to 2011 and 2016, but more limited potential for new convenience goods retailing. Our capacity forecasts indicate the following potential ranges for new floorspace in the Borough at 2011:

- 25,600 – 41,900 sq.m net of new comparison goods retailing; and
- 1,800 – 5,300 sq.m net of new convenience goods retailing.

6.61 In the context of PPS6, and the urban renaissance agenda, we strongly recommend that all the identified new floorspace capacity up to 2011 is located in Ipswich town centre first, unless sequentially suitable and viable sites are not available. We consider the availability and suitability of town centre opportunity sites in more detail in Section 8.

6.62 We therefore advise the Council that permissions for new non-town centre floorspace (including extensions) should be resisted as they could have a potentially detrimental impact on any new retail (mixed-use) investment and development planned and/or proposed for the town centre. Any new out-of-centre convenience and comparison floorspace proposals will therefore need to be carefully considered against the key criteria set out in PPS6 for determining planning applications (Chapter 3; paragraph 3.4).

7 Prospects For Retail: Market Demand

- 7.01 This section sets out our assessment of the current requirements for new retail space in Ipswich, based on our in-house data sets and our knowledge of the retail market on both a local and national basis. This is supported by the national *Focus* list of retailer requirements produced for over 1,200 centres and the *PIP* data system, which covers over 500 centres across the UK. To provide the context for our market demand and capacity assessments we also briefly describe some of the key trends that are driving changes in the retail industry and specifically how this is being manifested, in terms of the scale, quality and location of new retail investment.

Market Demand: The Context for Growth

- 7.02 The retail sector is one of the most dynamic sectors of the UK economy and is subject to constant change. The rising affluence of households, combined with changes in lifestyle and demographics, are changing the shape of consumer demand. At the same time operators and investors increasingly have to roll out more flexible and exciting retail formats and concepts to capture market share.
- 7.03 There is growing evidence that consumer confidence and spending is slowing. The latest official figures show a slowdown in retail sales growth and footfall. This slowdown, which is leading to more difficult trading conditions for retailers, is partially attributed to growing concerns over household debt which has risen significantly over the recent past as a result of low interest rates, low unemployment and relatively high house price inflation. This debt burden and the increase in savings which is expected as a result, is likely to mean that private consumption will be less buoyant over the short term. This will be further exacerbated by the cooling housing market that is expected to deter the large volume of mortgage equity withdrawal that has helped to underpin the consumer market. Notwithstanding this relative slowdown, household expenditure growth is expected to remain positive over the medium term.
- 7.04 The retailer requirements list compiled by DTZ, informed by the 'Focus' datasets, and PIP services indicates that there are over **100 stated retailer requirements** for the town centre and Borough area, which is broadly equivalent to c.67,500-115,000 sq.m gross of new and/or replacement floorspace. This includes traditional shops, restaurants, bars, car showrooms and hotels. In addition there are a number of key retailers who we understand are considering representation in the town, but who do not currently have published requirements.
- 7.05 The main property market trends driving demand in the convenience and comparison goods sectors across the UK are briefly reviewed below, with each review followed by an assessment of local demand.

Convenience Goods Retailing

- 7.06 The opportunities for major increases in the quantum of convenience goods floorspace in the future appear limited. This is due to the more restrictive planning policy climate and the fact that spending on food represents a shrinking proportion of total household expenditure. The forecast growth in grocery spending is also minimal, meaning that there is less consumer demand for food at the national and local level.
- 7.07 Nevertheless, the major grocery retailers are still aggressively seeking to increase market share through a variety of business strategies to help drive up profit margins and sustain

long-term growth in the highly competitive grocery sector. Some of the key initiatives adopted include the following:

- price differentiation and discounting
- new store openings and extensions
- take-overs and mergers
- a return to the high street
- growth of convenience ('c-store') formats
- product diversification and specifically the expansion of non-food retail space
- Increased commitment to Internet shopping.

- 7.08 The major grocery retailers are continuing with new store openings and extensions, albeit on a smaller scale than before. However, the main thrust of business strategies over recent years has been to try and differentiate themselves from their competitors and to open up new markets, particularly in the higher margin fashion, electrical and homeware sectors. The need for greater flexibility, a key requirement of the sequential test, has also resulted in new smaller store formats. Examples include Tesco 'Express', which is generally linked to petrol filling stations, as well as a return to the high street through the Tesco 'Metro' and Sainsbury's 'Local' formats. It is likely that these smaller store formats will be rolled out to smaller and medium-sized centres in the future, particularly following the move by Tesco (and other operators) into the 'c-store' (convenience store) format following its purchase of T&S stores.
- 7.09 The UK grocery sector is currently entering a period of consolidation, as illustrated by the recent "battle for Safeway", which has opened the door for WM Morrison (and other operators, including Tesco, Waitrose and Sainsburys) to expand its UK coverage and market share. Moreover, there are a number of major foreign grocery operators who are not currently represented in what is Europe's third largest food market, and this may lead to further consolidation in the future.
- 7.10 These trends seem to indicate that the major demand over the next 5–10 years will be for extensions to existing stores to carry a wider range of non-food goods. At the other end of the scale, there is likely to be increased demand from smaller convenience ('c-store') operators and discounters as they seek to extend their representation in smaller and medium-sized towns. This trend could benefit smaller centres in the Borough, as it could lead to high profile retailers such as Tesco and Sainsbury (or even M&S Simply Food) targeting centres that they would not have previously considered.
- 7.11 In addition, over the last 10-15 years, there has also been the growth of the discount food retailers. European food operators (particularly Aldi, Lidl and Netto) along with Kwik Save, are (to varying degrees) seeking opportunities to expand their network of centres and market share in the competitive grocery sector.
- 7.12 The retailer requirements list compiled by DTZ indicates that there is **limited demand from convenience goods operators** for space in Ipswich as a result of the existing retail offer. Only **Farmfoods** (465 - 650 sq.m) have a stated requirement. However many of the key retailers in this sector do not publish their requirements. We are aware from our healthcheck and benchmarking analysis that the convenience sector is under-represented in the town centre. Informal discussions have revealed that:
- **Waitrose** could be looking for representation in the Borough.

- The US based retailer, **Whole Foods** are looking to expand across the UK and Ipswich is a potential target location.

High Street Retailing

7.13 Retailer demand for space in prime town centre locations remains relatively strong, even in the context of the recent economic downturn. The following key national trends are driving retailer requirements at the strategic and local level over the medium term:

- Modern retailers are demanding larger unit sizes, as this allows them to be more flexible with their space and display a wider range of goods in a more customer-friendly environment.
- Conversely we are seeing a trend amongst some of the department store / variety store operators for smaller store formats. This is as a result of a lack of supply of suitable department store opportunities, which is frustrating the expansion of some brands. Examples include Debenhams, who are trialling a new 1,394 – 1,858 sq.m concept trading under the name Debenhams Woman, and BhS who are rumoured to be seeking similar sized stores in smaller market towns.
- The increased polarisation in the retail market between value retailers at one end of the spectrum and the more expensive brands at the other is also set to continue. Research shows that the value-fashion retailers (such as Matalan and TK Maxx) have doubled their market share of the clothing sector between 1995 – 2001, and strong growth is forecast up to 2006. Matalan, which had previously concentrated on out-of-centre locations, is now targeting town centre sites and the smaller value-fashion specialists (such as New Look, Primark and Peacocks) are also looking at low-cost city centre sites, market towns and secondary shopping centres in large urban areas, where overheads are relatively low.

7.14 There is no published requirement from a department store seeking representation in Ipswich. However we understand that large department store operators have been interested in locating in Ipswich for some time and are examining suitable locations.

7.15 Our review of retailer requirements indicates that there is good spread of demand from fashion retailers for representation in Ipswich. Requirements range in size and nature covering the value, mass market and aspirational sectors. Recorded requirements include:

- **D2** (186 – 232 sq.m);
- **Uniqlo** (372 – 557 sq.m);
- **USC** (372 – 557 sq.m);
- **Zara** (994 – 1,500 sq.m);
- **TK Maxx** (1,858 – 2,787 sq.m); and
- **Matalan** (2,787 – 3,716 sq.m).

7.16 This broad range highlights the towns vitality and diversity of offer and catchment.

The Evening and Leisure Economy

7.17 The importance of town centres as a leisure/recreation destination has been recognised for some time and this is reflected by the advice set out in PPS6; the changes to the Use Classes Order and licensing regimes; and the significant growth in leisure activities and spend.

- 7.18 Ipswich is an attractive and popular environment with a buoyant evening economy, although this is mainly concentrated outside the primary shopping area at Cardinal Park (a purpose-built leisure park). The profile of the Waterfront area as a quality dining and eating destination is also increasing.
- 7.19 Despite the strong existing representation of restaurants, take-away's coffee shops, bars and pubs, our review of retailer requirements indicates that there is still strong demand from operators in this sector. Around 15 - 20% of all stated requirements are from operators in these fields. Examples include **Harry Ramsdens, La Tasca, Starbucks, Regent Inns, Subway** and **Pizza Hut**. In addition there is a stated requirement for a 1,858 sq.m **Travel Lodge** and **Kew Green Hotels** have requirement for up to 6,503 sq.m. Although **Esporta** (health and fitness) have a stated requirement, its size (4,645 – 7,432 sq.m) indicates an out-of-centre location is preferred.

Retail Warehouses

- 7.20 Retail warehouse expenditure growth is forecast to rise to over the short term. Over the medium term, expenditure is expected to continue to outperform total consumer spending. Market demand in the more traditional 'bulky goods' retail warehouse sector remains strong, driven by significant activity amongst the DIY, furniture, carpets and electrical goods retailers. Despite the tighter planning restrictions, developers are still pushing ahead with applications and development to try and meet the high levels of demand.

(i) DIY and Hardware

- 7.21 This has been the best performing sector over recent years and analysts predict that growth will remain strong through 2005, as it is argued that falling confidence in the housing market will result in fewer transactions and more people investing in their homes. This is also the most consolidated 'out-of-centre' sector and is dominated by just four key players – B&Q, Focus, Wickes and Homebase. All four are rolling out larger 'category-killer' stores, as well as smaller stores, targeted at edge-of-centre and even town centre locations. They are also introducing 'mezzanine' floors in some stores as a means of extending the floorspace, often without the need for planning permission.
- 7.22 In addition to Tiles R Us (465 – 697 sq.m) , there is currently little other demand from DIY and hardware retailers in town, reflecting strong existing representation either in the Borough, or in easily accessible locations just outside the Borough area.

(ii) Electrical Goods Sector

- 7.23 The constant stream of new products, innovations and technology has fuelled the growth of this sector over recent years. Until recently, all the major electrical retailers were looking to expand their representation, although their main requirement is for larger more modern stores to display their wide range of products. The announcement by Dixons last year that it would close over 100 of its smaller High Street stores, whilst pushing forward with the development of its large store format, further underlines this trend. In Ipswich, for example, Dixons has taken a unit in The Buttermarket, but the company spent several months deciding on the most appropriate and suitable 'brand' from which to trade. The smaller players in the market, particularly in the computer and mobile phone sectors, have also been hit by more difficult trading conditions over recent years, which could lead to increased consolidation. However, we consider that demand should be stimulated by new product developments, such as digital television and the growing demand for widescreen sets. It is expected that PC demand will also increase with the wide usage of broadband

and digital photography. The mobile phone market is also expected to pick up with the increased take-up of 'third generation' phones and of picture messaging. Nevertheless, it is a highly competitive market and Powerhouse – the UK's third biggest electrical retailer has closed almost half of its 223 stores in the last two years. The company's downturn has been explained by its smaller stores and the fact that it did not break in to the fast growing PC sector.

- 7.24 There are currently no stated requirements from major household electrical goods retailers. This reflects strong existing representation at out of town locations. **Carphone Warehouse** and **Bang and Olufsen** represent more specialist electrical retailer requirements, that could be accommodated in the town centre.

(iii) Furniture and Carpets Sector

- 7.25 Analysts also predict strong growth for this sector over the next five years. However the market leaders – MFI, IKEA and DFS – will face increased competition from other retailers, particularly department and variety stores, leading to increased consolidation across the sector. Both MFI and IKEA are looking to expand their out-of-town store portfolio, although IKEA is also considering edge-of-centre sites and trading on several levels because of the tighter planning restrictions. Our market demand assessment shows that IKEA do have a requirement for a 'mega' store of up to 27,900 sq.m gross in the Ipswich area. In the context of PPS6, we recommend that IKEA should be directed to the town centre first to examine whether its new format can be accommodated on existing (or emerging) opportunity sites. Allied Carpets is also planning a return to the high street and has targeted 20 locations across the UK. This sector is one of the most cyclical of all and, with consumer spending growth slowing, it may experience more difficult trading conditions in the short term.
- 7.26 A new wave of high street retailers are also looking to expand out-of-town in order to reach new customers and increase market share. These include Early Learning Centre, Argos, Borders, HMV, Boots the Arcadia Group and Clinton Cards. Many of these high street retailers have requirements for smaller units, which is leading to the sub-division of standard retail warehouse units where there are no planning conditions in place. The major department and variety stores are also actively targeting out-of-centre locations. For example Next is pressing ahead with plans to open more larger out-of-centre stores in order to satisfy their requirements for total floorspace in a given region. This is often at the expense of town centre space. If these or other high street retailers are looking to trade from larger units within the Ipswich area, considerations must be made as to how these larger units can effectively be accommodated within the town centre area.
- 7.27 The strength of demand from retailers for space in out-of-town locations, coupled with a continuing shortage of new supply, has resulted in above average rental growth in the retail warehouse sector. This, in turn, has placed pressure on other sectors of the market that have been unable to generate the turnover and profits required to sustain these higher rents. Recent casualties include value/discount retailers such as Brunswick Shoes and What Everyone Wants. At the other end of the scale, Alders and Courts, have also gone into administration. Whilst Bhs, Primark and Debenhams purchased many of the former Alders units, the unit in the Buttermarket was not considered appropriate and remains vacant.

(iv) E-Commerce – Potential Impact on Market Demand

- 7.28 Over the last five years the growth of the Internet has had a significant impact on the way people live, work and shop. Not surprisingly there are many different views and forecasts

as to the potential impact of the Internet and ‘e-commerce’ (or ‘e-tailing’) on shopping and leisure patterns. In broad terms recent research indicates that:

- the UK has the largest number of active adult Internet users in Europe.
- The IMRG (Interactive Media in Retail Group) forecast some 24 million people are expected to shop online in Britain during 2005, spending some £19.6bn. Internet shopping accounted for just £300m of retail sales in 1999, by 2004 consumers were spending £14.5bn online according to IMRG.
- Christmas 2004 was forecast to be the best ever for online retailers with predictions from Verdict and IMRG¹ anticipating a year-on-year increase in sales of 40%.
- Electrical and clothing goods were experiencing strong growth online, with more than £2bn of electrical goods sold over the Internet last year. Dixons, the high street electrical retailer, expects its online sales – currently at £170m – to hit £1bn in the next five years. Meanwhile clothing is another big expansion area, with sales growing 37% to £644m in 2004².

7.29 Although it is clear that Internet-based shopping will increasingly impact upon town centres, it is difficult to forecast the likely scale and focus of this impact on Britain’s high street. The research evidence seems to indicate that, over the short to medium term, the future of the high street is not under significant pressure. The reasoning is that the Internet cannot fulfil the leisure and social needs of retailing and therefore its impact is unlikely to threaten the future of town centres.

7.30 Nevertheless, in a rapidly changing marketplace it is increasingly important to plan for potential change in the retail and leisure sectors. Thus the better managed and marketed the centre is, the less vulnerable it will be to the growth of the Internet. The best way to ensure against any impact is to offer a range of complementary, non-retail attractions. Smaller and medium-sized centres, that offer a high level of convenient shopping facilities, supported by niche goods, leisure and tourist attractions are likely to be more resilient to these technological changes. Inevitably, there will be increasing polarisation of prime and secondary property within centres and between towns. Therefore centres need to diversify their role in order to be resilient to changing future circumstances.

7.31 In conclusion, it is hard to accurately forecast the extent to which ‘e-commerce’ will impact on the high street and market demand. Nevertheless, it has already impacted on the business strategies of key retailers and sectors, and in certain cases this has manifested itself on the high street by speeding up the trend towards the closure of banks, travel agencies and post offices. For example, over the last decade Britain has lost over one-quarter of its high street bank branches, due principally to the rise of telephone and Internet banking, along with the increase in ATMs (and branch-less banks). The closure of banks and post offices in smaller urban and rural centres can have an adverse impact on their overall vitality and viability, as they are significant generators of day-to-day footfall leading to ‘spin-off’ benefits for other shops and facilities.

7.32 Planning and managing change on the high street due to the impact of the Internet and new technological advances represents a major challenge to all centres in the future. The role of town centre management will become ever important, as it will be necessary to build even closer partnerships between key stakeholders to meet the challenges ahead and to

¹ The Guardian: 06/01/05

² Financial Times: 06/03/05

identify opportunities for using the new technology to promote and market centres in more innovative ways.

Summary

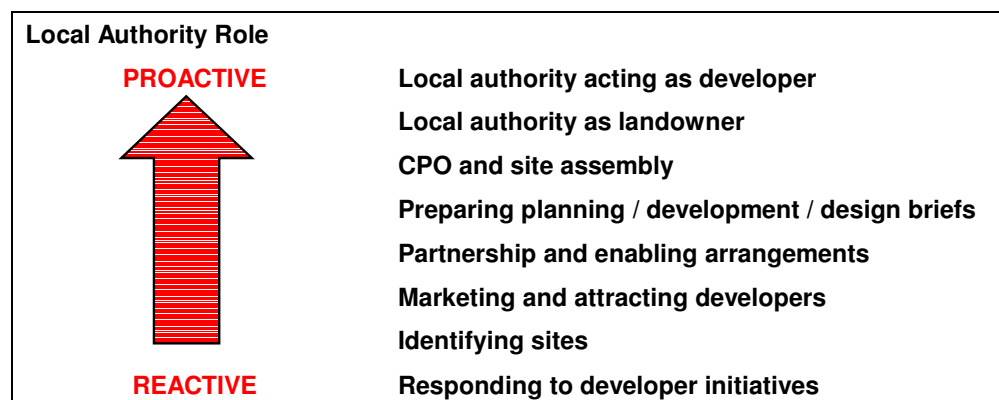
- 7.33 Our **market demand assessment** indicates that there are currently recorded requirements from approximately 100 retail, service, leisure and hotel operators for representation in Ipswich town centre and the wider Borough area (i.e. for either town centre and/or out-of-centre locations). This is broadly equivalent to c.67,500 – 115,000 sq.m gross of new and/or replacement floorspace. Moreover, the interest and demand from operators is growing, as there were only 61 requirements in 2000. More detailed analysis reveals that:
- There is demand from approximately sixty comparison goods retailers, which is broadly equivalent to c.19,000 sq.m – 42,000 sq.m gross of new and/or replacement space. This demand includes a number of major space users (such as TJ Hughes, TK Maxx, Matalan, Zara, George, Uniqlo, Peacocks and Argos) and quality retailers (such as Ecco Shoes, Fat Face, Lush and Bang & Olufsen).
 - There is also current demand from retailers more normally associated with larger ‘big box’ units in edge, or out-of-centre locations. This demand is broadly equivalent to 30,000 – 45,000 sq.m of new space and is dominated by Ikea, along with Costco, Pets at Home and Tiles R Us.
 - Demand from convenience goods retailers is limited to Farmfoods and Greggs. This is because the major foodstore operators do not explicitly reveal their requirements, although we have identified the fact that Waitrose is not represented in the Borough.
 - There is also strong demand from a number of major food and drink operators, which is broadly equivalent to 5,500 – 12,000 sq.m. Some of the key brands with listed requirements for new and/or additional outlets include Bagel Nation, Frankie & Benny’s, Nandos, Pizza Hut, Starbucks and Walkabout Inns.
 - In terms of other leisure and hotel operators, there are also stated requirements from Esporta, Kew Green Hotels and Travelodge.
- 7.34 Demand is growing on the back of new investment and growing interest in the centre, but there is currently a limited supply of large and modern shop units to meet the requirements of the major retail and leisure operators. This lack of new modern floorspace will lead to increased pressures for out-of-centre retailing, unless suitable and viable town centre sites can be identified to accommodate the significant and growing demand. The potential opportunity sites are considered in more detail in the next section.
- 7.35 The emergence of e-commerce over recent over recent years also represents a major challenge to the future vitality of the high street. Town centres will increasingly need to adapt and diversify their roles and activities to differentiate themselves from the ‘physical’ and ‘virtual’ competition. Although it is still too early to predict the potential implications for market demand, it is clear that it is impacting on a number of key sectors, such as books, music and travel agents.

³ The Guardian: 06/01/05

⁴ Financial Times: 06/03/05

8 Prospects For Retail: Key Opportunity Sites

- 8.01 In consultation with the Council, DTZ has examined a number of key town centre opportunity sites that may have potential for mixed use and/or retail-led development. In addition we have examined sites which are either subject to retail proposals, or may be in the near future.
- 8.02 The following provides a high level planning and market appraisal of the viability for new development on these sites and a broad view of the types of uses that could be accommodated. This analysis has been prepared in the context of the capacity and market demand assessments. It is important to state at the outset that DTZ has not carried out detailed discussions with all landowners, nor have we undertaken detailed financial appraisals/testing of the potential uses identified, or the need for land assembly.
- 8.03 DTZ strongly recommend that a more detailed appraisal be carried out to test the options for the sites and provide advice on critical issues, such as delivery, funding and phasing of new development. Thereafter, the Council will need to produce clear and flexible policy guidance on the planning, design and development of the opportunity sites, through tools such as Area Action Plans and/or planning and development briefs.
- 8.04 However, before we set out our broad appraisal of the opportunity sites, we believe it is important to highlight the advice in PPS6, which describes the important role that local authorities need to take in the planning and development of town centres and particularly the sequential approach to site selection and land assembly. PPS6 has clearly reinforced the Government's "town centre first" message. It states that: "...development should be focussed in existing centres in order to strengthen and, where appropriate, regenerate them" (para. 2.1).
- 8.05 Most local authorities have, to varying degrees, adopted a combination of approaches to help attract and deliver new retail-led and mixed-use development in their town centres. As the figure shows, this has ranged from the **reactive approach**, essentially responding to developer initiatives, through to the more **proactive approach** of identifying and assembling sites, or even acting as the developer.



Source: BCSC (2004) 'The Smaller Towns Report', page 19

- 8.06 At the heart of the "town centres first" message is the sequential approach. Although this approach to site selection has created significant debate and controversy in retail planning, development and investment circles since it was first introduced into the 1996 PPG6, it has

had a dramatic impact on the scale and location of new retail developments. It is the fundamental test for identifying opportunity sites for new development and requires that locations in existing centres, followed by edge-of-centre locations, are the first preference for new development, ahead of out-of-centre sites.

8.07 A past criticism of the sequential approach is that it has been largely negative, in that it did little to empower local authorities to assemble sites in town centres or edge-of-centre locations to help deliver new retail and mixed use developments. The new PPS6 is now clearer in its advice that local authorities should adopt a much more positive and proactive approach to planning for the future of all types of centres within their areas (para. 2.15). This involves identifying town centre and edge-of-centre sites for development, and using key tools such as Area Action Plans, Compulsory Purchase Order (CPO) powers and, where appropriate, preparing town centre strategies to address the key issues associated with the growth and management of centres (such as transport, land assembly and design).

8.08 PPS6 sets out guidelines for local authorities relating to the sequential approach to site selection and land assembly. Some of the more relevant advice is highlighted below:

- Local planning authorities should allocate sufficient sites to meet the identified need for at least the first five years from the adoption of their Development Plan documents, although for large town centre schemes a longer period may be appropriate to allow for site assembly (*para.2.52*).
- Sites should be capable of accommodating a range of business models (*para.2.45*). In planning terms the factors to be taken into account are: scale, format, car parking provision and the scope for disaggregation.
- When selecting and considering sites for allocation in the development plan document, local authorities should work closely with key businesses, stakeholders and the community (*para. 2.30*).
- In selecting suitable sites for development, the aim should be to locate the appropriate type and scale of development in the right type of centre, to ensure that it fits in to that centre and that it complements its role and function (*para. 2.41*).
- In considering alternative sequential sites with similar locational characteristics, local planning authorities should “ *give weight to those locations that best serve the needs of deprived areas*” (*para.2.44*).
- Local Authorities should have regard to whether the site is or will be accessible and well served by a choice of means of transport, as well as the impact on car use, traffic and congestion (*para. 2.49*).
- The local planning authority should also take account of the degree to which other considerations, including specific local circumstances, may be material to the choice of appropriate locations for development. This may include physical regeneration, employment, economic growth and social inclusion issues (*para. 2.51*).
- The distance thresholds used in applying the sequential approach and for searching for appropriate sites will differ for different types of development (PPS6: Annex A, Table 2). For example, edge-of-centre retail locations should be well connected to and within easy walking distance (i.e. up to 300 metres) of the primary shopping area, taking into account local topography, barriers to movement (e.g. roads) and the

attractiveness/safety of the route. All other main town centre uses should be within 300 metres of the town centre boundary, although office developments outside the town centre but within 500 metres of a public transport interchange in the urban area will be classified as edge-of-centre.

- Local planning authorities should consider setting an indicative upper limit for the scale of developments (usually defined in terms of gross floorspace) likely to be permissible in different types of centres (*para. 3.12*). Developments above these limits should be directed to centres higher up the town centre hierarchy (*para. 2.42*).
- Local planning authorities should, where appropriate, include policies and proposals in development plan documents for the phasing and release of development sites over the life of the plan to ensure that those sites in preferred locations within centres are developed ahead of less central locations (*para. 2.46*).
- Where growth cannot be accommodated in identified existing centres, local planning authorities should plan for the extension of the primary shopping area if there is a need for additional retail provision or, where appropriate, plan for the extension of the town centre to accommodate other main town centre uses (*para.2.5*).
- Where extensions are proposed, these should be carefully integrated with the existing centre both in terms of design and to allow easy access on foot (*para.2.6*). Where larger developments or larger stores need to be accommodated, *“local planning authorities should seek to identify, designate and assemble larger sites adjoining the primary shopping area”* (i.e. in edge of centre locations) (*para.2.6*).

8.09 PPS 6 also makes it clear that developers and operators should be able to demonstrate that they have been flexible about their proposed business models when applying the sequential approach for new planning applications (*para. 3.15*). They are required to demonstrate that they have examined all potential development options to reduce the size of their proposals; tested options for more innovative layouts and store configurations; and looking at reducing/reconfiguring car parking areas. This ‘business model’ approach is intended to explore the potential of *“...enabling the development to fit onto more central sites by reducing the footprint of the proposal”* (*para.3.16*). IKEA’s recent announcement that they are now considering multi-level stores in town centre locations is an example of this approach.

8.10 PPS6 also provides greater clarity with regard to the controversial and much debated issue of “disaggregation”. Although it states that it will *“...not be sufficient for an applicant to claim merely the class of goods proposed to be sold cannot be sold from the town centre”* (*para.3.16*), it does accept that local authorities will need to take into account evidence that demonstrates the retailer will end up providing a significantly reduced range of goods if its business model is operated from the sequentially preferable site. PPS6 adds that it is *“...not the intention of this policy to seek the arbitrary sub-division of proposals. Rather it is to ensure that consideration is given as to whether there are elements which could reasonably and successfully be located on a separate sequentially preferable site or sites”* (*para.3.18*). For example for retail park, leisure park or shopping centre proposals in edge or out-of-centre locations, the applicants should consider the degree to which the *“constituent units within the proposal could be accommodated on more centrally located sites”* (*para.3.17*).

- 8.11 Nevertheless, recent research for the National Retail Planning Forum¹ (NRPF) and DTZ's own research for the Department of Trade and Industry's (Dti) Retail Strategy Group² conclude that site selection, land assembly and the delivery of new town centre development is becoming increasingly complex, expensive and time-consuming. DTZ found, for example, that it takes on average eleven years and often longer to deliver town centre development from inception (site identification) to completion (opening). In turn this means that planning certainty, speed of delivery, managing of the total process and phasing the project to allow the town centre to function at all stages of the development cycle are even more critical to the success of the scheme.
- 8.12 There is also limited research evidence of local authorities assembling and marketing sites for new retail development in, or on the edge of secondary shopping centres and areas. This is not surprising, given the long-term national trend towards the location of new town centre retail development in the largest centres, and the low values in secondary shopping areas. It is also a reflection of the lack of suitable sites for substantial development in, or immediately adjacent to many secondary shopping centres and areas. The NRPF research concluded, for example, that most improvement in secondary shopping centres and areas has tended to be through cumulative small-scale changes over a longer period of time, rather than through large-scale development.
- 8.13 With these caveats in mind, the following sets out appraisal of the potential for new retail-led and mixed-use development on the identified opportunity sites in Ipswich.
- 8.14 DTZ has examined key opportunity sites/areas within and around the town centre which have potential for future redevelopment. For each site we have considered a range of options in order to suggest the best strategy for future development. We have also provided further comments in respect of the overall town centre retail offer, highlighting factors which we believe need to be considered in order to ensure the town maintains its vitality and status. Please note that plans for each site can be found in **Appendix 15**.

Westgate Quarter

Landowners	Ipswich Borough Council
Relevant Planning History (summary)	None
Location	Town Centre

- 8.15 The redevelopment of this site should be considered in tandem with The Mint Quarter (discussed below). Both are located at opposite ends of the existing retail pitch. The aim of development should be to produce a retail offer for both sites which complement each other, rather than compete for the same market. Equally the integration of both sites needs to be considered in the context of the overall town centre retail offer.
- 8.16 This site is located at the western end of the current retailing pitch just to the south of Westgate Street at its junction with Lady Lane. The site is bounded to the east by Blackhorse Walk and to the north by the rear of those retail units fronting Westgate Street. To the south there is residential accommodation whilst to the west the site borders the inner ring road. The site comprises an underground and a surface car park together with an office block that currently houses Ipswich Borough Council's main municipal offices.

¹ National Retail Planning Forum (NRPF, 2004) 'The Role and Vitality of Secondary Shopping – a New Direction', London.

² DTZ Pleda Consulting (February 2004) 'The Retail Development Process and Land Assembly'. The site comprises an underground and a surface car park providing together with an office block that currently houses the Ipswich Borough Council's main municipal offices.

- 8.17 It has limited prominence to the main retailing pitch as a result of its positioning, although there are currently two clear routes of access from Westgate Street, namely via Lady Lane and Black Horse Walk. The site does however have extensive frontage to the Civic Drive, ensuring it is highly visible and presenting excellent opportunities to create branding and signage as part of a future development strategy.
- 8.18 The site's location in relation to the existing town centre retail offer means that it is unlikely to attract demand from the traditional High Street market. Its overall size also means it cannot provide a development with enough critical mass to create a new retailing pitch and in the context of the town's overall retail offer this is not something that we would recommend promoting.
- 8.19 The historic nature of the centre means that many of its buildings will be Listed, poorly configured and may not meet the needs of many modern retail requirements as the trend for larger units continues. As a result of these factors many retailers (such as Next) are expanding out-of-town to satisfy their requirements. It is important that the town centre retains and improves its current retail offer, whilst at the same time accommodating the significant demand from larger retailers in sequentially preferable locations either in, or on the edge of the town centre. In this context we consider that this key site could provide an opportunity to accommodate a 'hybrid' retail and mixed-use scheme, comprising a number of larger units.
- 8.20 Clearly the retail mix and offer in the Westgate Quarter would need to complement and 'balance' the tenant mix proposed for the Mint Quarter, as well as existing businesses in the primary shopping area. Although we have not fully tested demand for this proposal but would point to where this format has been successful in other town centres (such as Two Rivers in Staines). It is also important to ensure any development does not turn its back on the existing pitch.
- 8.21 To ensure integration with Westgate Street we recommend the development site has a strong "entrance" to the existing retail pitch. This would promote pedestrian flow to and from the site, and help to create a stronger retail circuit. Ideally this would be created by removing some of the existing retail units between the site and Westgate Street. Suggestions include the corner of Westgate Street / Museum Street or nos. 53-55 and/or nos. 63-67 Westgate Street. The urban design of the scheme will also be vital if the scheme is to enhance the character and environment of the town centre and improve the western end.
- 8.22 It is our high level view that the site could also be suitable for a development, comprising a foodstore as anchor to the retail and mix of uses. We are aware of market interest from several of the major foodstore operators and this site could potentially accommodate a store of up to 4,600 sq.m gross. Depending on the size of store and car parking requirements, there may also be scope for further retail.
- 8.23 We do not consider the site would be suitable for a large-scale leisure development given the size and location of the town's existing offer. The possible exception to this could be the provision of a hotel, as part of a larger retail based development.

The Mint Quarter

Landowners	NCP (approx 80%) and others
Relevant Planning History (summary)	Two previous retail-led planning permissions not implemented due to lack of commercial demand and land-ownership issues.
Location	Town Centre

- 8.24 The site is located to the south east of the town centre in an off-pitch location behind the Southern Parade fronting Carr Street.
- 8.25 The proposed development of the Mint Quarter Site has been the subject of much discussion over several years and a number of potential schemes have been considered for this site. Most recently (June 2005) it was announced by National Car Parks (NCP) and Shearer Properties (developers of shopping centres) that they had formed a partnership agreement to develop a shopping centre on the site. We have met with NCP and Shearer properties in order to understand fully their future plans for this important site.
- 8.26 We understand the site has an area of approx 39,019 sq.m and with the majority used as an NCP Car Park. In order to be effectively linked to the existing retail offer, it is likely that additional exiting shops units surrounding the car park area would need to be brought into any development area. We are aware that NCP have, over several years, bought some units to enable effective site assembly, however in order for development to proceed the use of Compulsory Purchase powers may be necessary. Ultimately this will not be known until such time as a planning application is submitted.
- 8.27 Previous schemes which were granted planning permission in the past have not been brought forward due to landownership and commercial demand issues.
- 8.28 Given the site's size, the lack of other town centre development sites and strong market demand, we believe that the optimum use for the site would be for either retail-led mixed-use or pure retail development. A major department store (13,935 sq.m – 23,226 sq.m) could anchor the development, with a mix of smaller (>929 sq.m) and larger (>4,645 sq.m) unit shops and replacement car parking comprising the remaining land-uses. Options for residential development will be limited given townscape and heritage restrictions.
- 8.29 In our view, this site provides the only significant development opportunity capable of accommodating a department store and associated quality retail offer, which we consider is key to maintaining and enhancing the town's retail offer and competing with neighbouring centres.
- 8.30 It will be important to ensure that any new development does not simply result in current retailers relocating from existing town centre sites. In strict planning terms this degree of control is not possible. However, given our forecast retail capacity, the strong market demand and the lack of any schemes with planning permission in the town centre, we are confident that such a scheme will complement the existing town centre retail offer.
- 8.31 It is also vitally important that any development on this site maintains and enhances the town centre's urban design and environment. It must have strong frontages and linkages to the town centre, to help reinforce the pedestrian circuit, and its design must also help to

promote the linkages with the Waterfront and other important routes, such as Upper Orwell Street.

- 8.32 Overall, we consider that bringing forward a convenience-led retail development and comparison-led retail development within the two sites will create a balancing effect, which will lead to a stronger town centre.

Cranes Site

Landowners	Cranes (industrial manufacturer)
Relevant Planning History (summary)	None
Location	Out of town

- 8.33 This site is located to the south east of Ipswich, towards the south eastern extremities of Ipswich's urban area. Close to the A14, it sits opposite the existing Euro Retail Park and consists of surplus land, most recently used for industrial manufacturing. Whilst the Cranes manufacturing facility continues to operate, the amount of land required for their activities has diminished and led to the manufacturer considering its reuse.
- 8.34 We have met with senior representatives of Cranes and their agents to gain an understanding of their current position and their future plans for this site.
- 8.35 In an increasingly tough industrial market Cranes state that they need to invest in this manufacturing facility in order to remain competitive. To do this they must make most efficient use of their existing resources in order to re-invest in the company. They believe that the excess industrial land represents a wasted (and potentially valuable) resource.
- 8.36 Cranes (in collaboration with a recognised retail property developer) wish to develop up to 18,580 sq.m of retail warehousing on this excess land. Adjacent to the established retail destination of Euro Retail Park and close to a J.Sainsbury and Homebase store, the aim would be to capitalise on this existing retail node and achieve a critical mass in planning terms. Indicative plans tabled at our meeting show a bridge link between the Cranes and Euro Retail Park sites.
- 8.37 Taken in isolation this proposal effectively represents a large extension to an existing retail park in an out-of-town location. Any proposal on this site would therefore have to undergo the critical tests set out in PPS6 which directs new development proposals to town centres first.
- 8.38 According to the developer there are other 'local issues' that need to be taken into consideration by the Council:
- The release of this land would enable investment to be made in an existing employment facility. The degree to which planning mechanisms could ensure that this occurs would have to be articulated by the developer.
 - The applicants effectively wish to "swap" existing retail consents at locations around Ipswich. Under this strategy the applicant would purchase (and has already done so partly) retail units at Retail Parks, which are either poorly located in relation to access, prominence and other factors or which have been vacant for some time. One such example is Orwell retail park which is poorly located and where the applicants have already purchased (a currently vacant) unit. The benefit

of this swap would occur when the applicant redevelops the purchased site for uses other than retail. Indicative plans, tabled during our meeting show (what would be) a former retail destination redeveloped for a residential-led mixed-use scheme. In effect one retail consent would be extinguished at one location and a new retail consent would be granted at another. A planning mechanism such as the imposition of appropriate planning conditions or a legal agreement would have to be employed in order to ensure that this occurred. One such condition may be that the swap consisted of like-for-like levels of floorspace. However, it is our view that the loss of retail uses in one out-of-centre location should be directed to the town centre first, in accordance with PPS6, and cannot simply be transferred to an alternative out-of-centre location. Our floorspace capacity assessments have been modelled for the Ipswich Borough ('core') area as a whole and not specific proportions for town centre and out-of-centre space. Therefore any floorspace taken from existing stock should be added to the overall capacity figure and be directed towards the town centre first, in accordance with the sequential approach.

- Recognising the structures of national and local planning policy the developer would be willing to limit the goods sold from the site to bulky goods.
- The developer has argued that the concentration of retail at one (out-of-town) location is more favourable than establishing a new location. However this in its own right gives rise to issues such as traffic impact and it is questionable a need for further retail facilities at this location is justified in terms of ensuring an equitable spread of retail facilities accessible to the resident population.

8.39 Overall, this out-of-town retail proposal must be viewed against the guidance set out in PPS6, which promotes town centres first. In the context of PPS6, the wider urban renaissance agenda and the significant development and investment potential of sequentially preferable opportunity sites in the town centre, it is our view that there should be no permissions for out-of-centre retailing over the short to medium term, as it could possibly impact on the commercial viability of the Mint and Westgate Quarter opportunities. However, if the Council is satisfied that the proposal satisfies all the considerations set out in PPS6 (para.3.4) then it could be viewed as a suitable retail destination, provided that:

- A bulky goods restriction is applied.
- The 'swap' of retail consents occurred and the former retail sites were the subject of proposals which were granted planning permission and ensured the extinguishments of the old retail consent.
- If the 'swap' of retail consents consisted of equal levels of floorspace.
- If a mechanism could be found which would demonstrate that the local Cranes facility would benefit from receipt of the sale of the land.
- Other wider planning considerations, such as traffic impact and accessibility by public transport, were found to be acceptable.

Sandyhill Lane (Volvo and ‘Top Site’)

Site Area	Volvo – 8 ha, ‘Top Site’ – 4.45 ha
Landowners	Samuel Beadie Developments – freehold (Top Site), leasehold (Volvo site), IBC Volvo Site freehold.
Relevant Planning History (summary)	<p>‘Volvo’ – Outline application proposing retail warehouse park of 22,761 sq.m submitted 2000 (undetermined).</p> <p>‘Top Site’ – Planning permission granted in 1996 for 6,039 sq.m retail. Applicant claims permission implemented. Planning application seeking extension to 8,361 sq.m of above permission submitted in 1999 (undetermined).</p>
Location	Out of Town

8.40 These two sites both lie off Sandyhills Lane, to the south-east of Ipswich town centre. We consider them together as they lie in close proximity to each other and are owned by the same developer. The developer has also linked them through a planning strategy, involving the provision of a new link road.

8.41 We have met with the applicants and their agents in order to understand fully the wider planning strategy. In essence they:

- Consider the 6,039 sq.m retail scheme on the ‘Top-Site’ implemented and a foodstore of that size could commence construction at any time.
- Wish to extend the consent to 8,361 sq.m to allow a foodstore to trade serving a local catchment which is currently underprovided for.
- Also want consent for a 22,761 sq.m ‘open A1’ retail application
- Wish to develop a link road (the Gainsborough Link) joining the Waterfront and Port directly with the A14 track road. The funding for this project is unlikely to be possible through the public purse and the applicants state that they are only able to fund the road through the receipt of the retail proposals above, particularly through the high sums likely to be commanded by an ‘open A1’ planning consent.

Volvo Site

8.42 Formerly the receiving area for new Volvo cars arriving by ship at Felixstowe port, the site consists of largely car-park hardstanding and a small set of offices. The site is found at the top of a hill and runs at a steep east to west angle lying underused and derelict.

8.43 The Colliers study undertaken in 2000 for the Council suggested that that this site was the most appropriate to accommodate bulky goods retailing. This was based on their capacity estimates, their consideration that the area was underserved by this type of retailing and the recommendation that the Council maintain their restriction of such out-of-centre development to bulky goods retailing only.

8.44 An outline planning application has subsequently been submitted proposing the development of a retail warehouse park with indicative plans showing 22,761 sq.m of floorspace in nine retail units. It is believed that an 'Open' A1 permission is being requested. The site is out-of-centre and as such must be viewed in the context of the guidance set out in PPS6. The applicant has carried out a retail statement which comprises a capacity and policy assessment, but no detailed assessment of sequential sites.

8.45 It is not the purpose of this report to comment in detail on this proposal. However we consider that if this site is considered in isolation from the applicants' wider planning and regeneration strategy it should be viewed as an unsuitable retail destination as:

- The ability to bring forward town centre sites, particularly the Mint Quarter, would be severely jeopardised by the grant of an 'open A1' consent. There would be no planning mechanism to prevent retailers in the town centre from moving out, or the creation of a centre competing for trade at Sandyhills. Furthermore, the applicants' retail study does not support the need for open A1 consent as the study was only based upon bulky goods retailing.
- Since the application was submitted a development partnership has been formed to develop The Mint Quarter, giving more certainty to retail proposals coming forward.
- Planning policy designates the site for employment uses, although the applicant has submitted representations on the Local Plan Review (currently in abeyance) seeking re-designation of the site.
- The applicant has not justified, to date, how in sequential terms the site should be viewed favourably, PPS6 reinforces the town centre first message, with out-of-centre development only possible in exceptional circumstances.
- Open A1 development on this site would compete with the town centre. It could also hinder future development within the centre and even encourage some retailers to move to this out of centre site. This would only serve to make the town centre a less attractive place to shop.

The 'Top Site'

8.46 This site was formally the Norsk Hydro manufacturing facility but lies cleared and derelict. It has a planning permission (granted 1997) for 6,039 sq.m retailing (3,530 sq.m food and 2,508 sq.m non-food). The applicant states that this permission has been implemented and has obtained Counsels' opinion which states that this is the case. An application has subsequently been submitted for a further 2,787 sq.m food retail.

8.47 It is not the purpose of this report to test whether or not the initial planning consent has been implemented. However, for the purpose of our retail capacity assessment, we have assumed that this store is a "permission". If the development as a whole does not go ahead, this would obviously increase our capacity forecasts.

8.48 It is the developers view that the link road is the driving force behind the current proposals. They believe that the road will relieve existing and anticipated traffic congestion and could open up new areas for further development. The developer also states that the new store would lead to new employment opportunities. PPS6 notes (para 2.37) that whilst the need

for regeneration does not constitute the need for new retail floorspace, it can be a material consideration with the weight to be applied dependant on particular local circumstances.

- 8.49 However, it is our initial high level view in the context of PPS6 and the need to maintain and enhance the town centre's retail and mixed-use offer that there is inadequate planning justification to warrant a grant of planning permission for an 'open A1' retail scheme at the Volvo site.

The Waterfront

Site Area	N/A
Landowners	Various
Relevant Planning History (summary)	Various (The schedule highlights recent approvals and developments which have a retail content)
Location	Town Centre

- 8.50 The Waterfront area lies to the south of Ipswich town centre and consists of large tracts of land which were formally in use as wharfs, warehouses and other port-related activities. The area has benefited from significant residential and mixed-use development over recent years, with more new development proposed and/or in the pipeline. The regeneration of the area has also introduced a more affluent demographic and spend profile to the town centre economy. In some cases retail has been permitted as part of mixed-use development.

- 8.51 During our study there have been an increasing number of developments with retail elements. Whilst in isolation, the prospect of small shop units serving a new residential area is acceptable, it is important to identify the potential issue of cumulative impact. This is particularly pertinent as:

- It appears from our research that in some cases very flexible planning permissions have been granted, which allow the full range of retail use classes.
- A scheme with a significant retail component has been submitted recently at Duke Street ('Shed 8 site').
- It appears that there is no policy which addresses the issue of retailing at this location.

- 8.52 Whilst we recognise the importance of mixed-use development at this location, including retail, we consider that it must be proportional to the development proposed, of a specified type (e.g. café, bar, general shop) and an overall view of cumulative impact should be taken. Any retail use should complement, not compete with the town centre. In addition we would not wish to see a situation arise whereby retail units were unlettable due to location, size and the overall quantum of retail floorspace on the market. Not only would this do little to maintain a vibrant Waterfront area, but in the medium to longer term could see applications for changes of use for other forms of development.

- 8.53 We have met with the applicant's agents to understand the scheme more fully. The Shed 8 proposal is a residential-led mixed-use development scheme, 335 homes are proposed, along with 5,574 sq.m of retail/leisure uses. The non-residential element consists of a

small supermarket, cafes/bars, a leisure club and A1 unit shops. This proposal alone represents a significant increase in the retail offer at this location. The applicant will need to justify the proposal with due reference to PPS6. This, and any future retail development at this location should demonstrate that they will not compete directly with the town centre, and that they will serve localised or specialised retail which could not be offered in the town centre. Whilst it will be for each applicant to justify any retail component for their proposal we believe that the Council should prioritise the preparation of a strategy which addresses the issue of retailing at the Waterfront, and how it integrates with, and complements, the town centre's retail offer.

- 8.54 There is also an opportunity to designate the existing and proposed stores around Duke Street as a new District centre. This area would include existing units around Duke Street, existing permissions in the eastern side of the docks and also including the proposals on the Shed 8 site. Such designation would allow facilities to be grouped together and also to aid the Council in policy terms with regards to future development and directing new facilities towards the centre. A new centre in this location would also serve the needs of the growing population to the eastern side of the Waterfront and would provide a balance with the western side served by the Wherstead Road local Centre.

Summary

- 8.55 There are currently two town centre opportunity sites – the Mint Quarter and Westgate – that offer the potential for significant new retail and mixed-use development. Both sites, if developed, will help to increase the quantum and quality of retailing in the town centre, and should be planned to provide a complementary mix of uses and activities.
- 8.56 We understand that proposals for the Mint Quarter site are being progressed by NCP (the major landowner) and its development partner (Shearer Properties). We strongly advise the Council that discussions with the developers should not be jeopardised by the granting of planning permissions to current and emerging out-of-centre proposals over the short to medium term.
- 8.57 We also understand that a framework document has been prepared for Westgate, where the Council has considerable ownership interest. This is a significant opportunity to strengthen the retail and mixed-use offer to the west of the town centre, by providing a development that has strong visibility and pedestrian linkages to the primary shopping area. We therefore strongly advise the Council to provide both planning and commercial support to this new opportunity.
- 8.58 In the context of these new and exciting town centre opportunities, we therefore recommend that the current and emerging out-of-centre proposals be resisted over the short to medium term. At the same time, possibly as part of a wider town centre strategy and development framework, we advise the Council that the retail and leisure uses being proposed as part of the Waterfront regeneration should be small-scale and related to their location, and should not compete with the existing retail offer and market demand for the town centre. One option for controlling the mix and quality of retail uses in the Waterfront area could be to limit the average size of units, and this is considered in more detail in the concluding section.

9 Town Centre Futures: Key Findings and Recommendations

9.01 This concluding section draws together the main strands of the research and sets out our findings and recommendations as to the future role and potential of Ipswich town centre and the other main district and local centres, as well as out-of-town retailing. Our recommendations are based on a thorough understanding of the strengths and weaknesses of the Borough's centres, as well as the potential opportunities for, and constraints to, future growth and development. Our analysis specifically draws on the following main areas of research:

- Healthchecks and benchmarking assessments
- Centre and household telephone interview surveys
- Retail capacity assessments
- Market demand analysis
- Appraisal of potential development opportunity sites

9.02 This study will provide robust evidence and recommendations to help the Council identify the potential options and a broad strategy to promote growth and manage change in its town centres, in accordance with the main policies and principles set out in PPS6.

Ipswich Borough – The Network of Centres

9.03 Ipswich Borough has a number of significant retail centres, all of which perform important and complementary roles. The hierarchy (or network) of centres is as follows:

- **Ipswich Town Centre** - Is a sub-regional centre and the main focus for a range of retail, service, business, leisure, entertainment and residential uses. It serves the Borough's residents and a wider catchment population.
- **District Centres** – There are eight main district centres in the Borough (including Nacton Road, Felixstowe Road, Norwich Road and Woodbridge Road). Each of these centres comprises between 40 - 70 retail and service business outlets. They generally serve the day-to-day shopping and service business needs of their local resident catchment populations and passing car-borne trade. Their retail offer is mainly anchored by small to medium-sized supermarkets.
- **Local Centres** – There are over forty smaller local centres and these also cater for the day-to-day convenience and service business needs of their local resident populations.
- **Retail Warehouse Parks** – There are a number of stand-alone retail warehouses and retail parks in the Borough. There are also two retail parks just outside the Borough that have a significant impact on shopping patterns in the area and we have included these in our retail capacity assessment.

9.04 The remainder of this section summarises the key strengths and weaknesses of the town centre, district/local centres and out-of-centre facilities as shopping destinations, and highlights the key opportunities and challenges to maintaining and enhancing their vitality and viability over the long term.

Ipswich Town Centre

9.05 The headline findings of our healthcheck, market research and stakeholder consultation indicate the following key trends:

- **Rising status** – Ipswich town centre is the second largest centre in East Anglia (behind Norwich) with nearly 200,000 sq.m of (Goad) retail and service business floorspace. It is also one of the highest ranked centres in the UK, placed 35th out of over 1,600 centres nationally. It is second only to Norwich in the region, which is ranked 8th. Although there has been no significant large-scale developments in the centre over the last five years, a number of new retailers have opened (such as Blacks, Republic and Starbucks) and several stores have relocated to larger premises from smaller units (including Next, New Look and Dorothy Perkins).
- **Catchment area** – Ipswich has a relatively wide catchment area, with some 38% of respondents to the street survey living more than ten minutes drive from the town centre (which broadly approximates to the Ipswich Borough area). This wide catchment is explained by the critical mass of retail, leisure and other uses in the town and the fact that it is located in a predominantly rural area, with little significant competition in the immediate hinterland.
- **Growing population** – In the ‘core’ area (which broadly equates to Ipswich Borough) the population is forecast to increase by 18% according to the draft East of England Plan (although this could be subject to revision).
- **Affluent households** – The Borough’s population is slightly below the national average in terms of affluence, although this is a common characteristic of dense urban areas. However, its relatively wide catchment area means that it also draws from the more affluent rural households living in the ‘secondary’ and ‘outer’ areas.
- **Limited competition** – Ipswich benefits from its relatively ‘isolated’ position. Its closest larger neighbouring centres - Colchester and Bury St Edmunds – are both below it in the national rankings. The larger centres of Norwich and Cambridge, along with the regional malls of Lakeside and Bluewater, are all located some distance from Ipswich and therefore have limited impact on shopping patterns in Ipswich’s catchment area. As a result, the town centre is achieving a significant market share of shoppers and retail spend in its ‘core’ (and ‘secondary’) area. For example, in the ‘core’ area, the town centre achieves an estimated 80% market share of clothing and footwear shopping, with other stores in Ipswich retaining a further 6%. The survey results indicate that only 7% of respondents in the ‘core’ area shop regularly in other centres in the East Anglia region, with a further 7% accounted for by special forms of trading (namely Internet and mail-order shopping).
- **Poor foodstore and convenience goods offer** – There are currently only four foodstores of any significant size in the town centre. The J. Sainsbury store is the largest, but is out-dated and small by modern standards. Currently convenience goods retailing accounts for just 5% of the town’s total floorspace, which is below the national average. As a result people are shopping in the larger, more modern foodstores located outside the town centre. In this context, and the advice set out in PPS6, we therefore recommend that there is potential to improve the scale and quality of the town’s food offer.

- **Comparison goods retailing** – Compared to the benchmark centres, Ipswich has a relatively low representation of non-food retailers (39% of all outlets). Our study also shows that the town's non-food and fashion offer is largely dominated by mid-range, value-orientated retailers. We consider that it currently lacks the range, quality and scale of retailers more normally associated with other major shopping destination (such as Norwich and Colchester). In order to maintain and enhance its relative status and attraction, there appears to be significant potential to improve its non-food retailing, particularly its quality upmarket fashion offer.
- **Vacancy levels** – Over 9% of all outlets in the town are vacant. This is higher than the national average (8%) and the average for all centres in East Anglia (6%). However vacancies are predominantly concentrated in tertiary shopping areas and the units are generally small and old and therefore more difficult to let. However the recent closure of Allders in the Buttermarket Shopping Centre has significantly increased the quantum of vacant space in the town centre and will be difficult to let in its current format.
- **Prime Zone A rents** – are currently estimated to be around £1,500 per sq.m (£100 per sq.ft), which is some 40% lower than the values achieved in Cambridge and Norwich, and also lower than for Colchester. Its lower Prime Zone A reflects the higher quality of the retail offer and market demand in other centres, and the fact that Ipswich currently has a limited supply of the modern larger outlets required by retailers.
- **Need for a new department store** – Department stores are key anchors of shopping centres. They generate more frequent shopping trips to centres, as well as increased footfall and spend, and they also attract new market demand and investment from other retail and leisure operators. Although the street surveys confirm that Debenhams is a major attraction in the town, the recent closure of Allders means that the department store offer is now limited to just Debenhams and Co-Op. New investment and development planned for competing centres could also increase their market share in Ipswich's 'secondary' catchment and potentially draw shoppers away from the Borough's centres. We therefore consider that there is significant potential to improve the town's department store and quality fashion retail offer.
- **Limited range of food and drink offer** – There is a limited choice of places to eat and drink in the primary shopping area, largely due to the success of the Council's planning policies in restricting new A3/A4/A5 uses. Most of the town's food and drink outlets are located at the edge of the centre, particularly at Cardinal Park and the Waterfront area. Both of these areas are linked to the town centre by another cluster of restaurants and bars along St Peters and St Nicholas Streets. We consider that the provision of additional quality cafés and restaurants in the town centre could help to increase dwell times, as well as creating stronger and more active pedestrian linkages between the primary shopping area and the Waterfront during both the day and evenings.
- **Commercial leisure offer** – The town centre has a limited commercial leisure offer, mainly because most of the major facilities and venues are in edge-of-centre locations, including the swimming pool, football club and Cardinal Park. The town centre does have a number of smaller leisure facilities including a cinema, theatre, bingo hall and the Corn Exchange.

- **Extended town centre** – Cardinal Park and the new development at Ipswich Waterfront – is extending the town centre’s boundary and offer. To date there has been large-scale investment in new homes and restaurants in the Waterfront area, with plans for more housing and mixed-use schemes to include retail, leisure, hotels and restaurants. This development represents an exciting opportunity for the town centre, as it will significantly increase its local resident population and available spend. However, it could also represent a potential threat to existing retail and leisure businesses in the town, if the type and scale of new commercial development is not strategically planned and managed. We consider the potential implications for the town centre of the Waterfront regeneration and development in more detail later in this section.

9.06 Our **market demand assessment** (Section 7) indicates that there are currently recorded requirements from approximately 100 retail, service, leisure and hotel operators for representation in Ipswich town centre and the wider Borough area (i.e. for either town centre and/or out-of-centre locations). Moreover, the interest and demand from operators is growing. More detailed analysis reveals that:

- There is interest from approximately sixty comparison goods retailers, which is broadly equivalent to c.19,000 sq.m – 42,000 sq.m gross of new and/or replacement space. This demand includes a number of major space users (such as TJ Hughes, TK Maxx, Matalan, Zara, George, Uniqlo, Peacocks and Argos) and quality retailers (such as Ecco Shoes, Fat Face, Lush and Bang & Olufsen).
- There is also interest from retailers more normally associated with larger ‘big box’ units in edge, or out-of-centre locations. This demand is broadly equivalent to 30,000 – 45,000 sq.m of new space and is dominated by Ikea, along with Costco, Pets at Home and Tiles R Us.
- Demand from convenience goods retailers is limited to Farmfoods and Greggs. This is because the major foodstore operators do not explicitly reveal their requirements, although we have identified the fact that Waitrose is not represented in the Borough.
- There is also strong demand from a number of major food and drink operators. Some of the key brands with listed requirements for new and/or additional outlets include Bagel Nation, Frankie & Benny’s, Nandos, Pizza Hut, Starbucks and Walkabout Inns.
- In terms of other leisure and hotel operators, there are also stated requirements from Esporta, Kew Green Hotels and Travelodge.

9.07 Demand is growing on the back of new investment and development in the centre. However there is currently a limited supply of large and modern shop units to satisfy the requirements of the major retail and leisure operators.

9.08 Our broad **retail capacity assessment** (see Section 6) forecasts for new comparison and convenience goods retailing across the Borough up to 2016 (and 2021) are based on different scenarios of spend and population growth, as well as the potential turnover ‘productivity’ (or ‘efficiency’) growth of existing floorspace (as required by PPS6). Please note that all the scenarios assume that the market shares of existing convenience and comparison goods floorspace remain constant over the forecast period.

- 9.09 The headline capacity assessment indicates that there is **significant capacity for new comparison goods retailing** at the design year, even assuming the baseline position of constant market shares. This is explained by our robust estimates of the potential growth in average non-food expenditure (of 4.4% per annum) and the limited quantum of new comparison goods space in the planning pipeline. For the purpose of informing our overall strategy, we test ‘lower’ (Scenario 2a) and ‘higher’ (Scenario 1) growth scenarios to determine the potential floorspace capacity ranges (see Table 9.1).

Table 9.1						
Comparison goods floorspace capacity 2011 – 2021 (square metres net)						
Scenario 1 (higher forecast) & Scenario 2a (lower forecast)						
	2011		2016		2021	
	Scenario 1	Scenario 2a	Scenario 1	Scenario 2a	Scenario 1	Scenario 2a
Residual expenditure (£ millions)	£183.5m	£115.0m	£422.9m	£284.1m	£742.8m	£517.7m
Net floorspace equivalent:						
@ c.£4,000/sq m	41,900	24,800	89,800	54,100	146,300	87,200
@ c.£6,000/sq m	28,000	16,500	59,800	36,100	97,600	58,100
Source: DTZ Re:Map (Stage 8c): Appendices 9-12						

- 9.10 The forecasts confirm the significant residual spend and floorspace capacity for comparison goods retailing in the Borough. At 2016, for example, the floorspace capacity range is between 36,100 sq.m and 89,800 sq.m net. Although we have modelled residual growth and capacity up to 2021 – as required by the Council - we do not comment on the implications of these capacity estimates, because of the uncertainties associated with forecasting over an extended time period.
- 9.11 We do accept that there may be potential to increase Ipswich’s market shares and, therefore, the capacity for new town centre floorspace over the forecast period. We have not tested this market share ‘growth’ scenario for a number of reasons. First, we believe Ipswich is currently achieving a relatively strong market share of comparison goods shopping in its ‘core’ and ‘secondary’ catchment areas. Second, we believe that the baseline forecast capacity represents a significant quantum of new floorspace. The “challenge” for the local authority over the short to long term is to identify and deliver town centre sites that are capable of accommodating this forecast growth. We consider the potential suitability and viability of a number of town centre opportunity sites below.
- 9.12 It is also our high level view, based on the market shares derived from the household survey, that some of the out-of-centre comparison goods floorspace (i.e. the retail warehouses and retail parks) could be overtrading at the base year. In accordance with the advice set out in PPS6, and specifically the sequential approach, we advise that any ‘pent-up’ capacity should be accommodated in Ipswich town centre first.
- 9.13 Our analysis indicates that there is **limited capacity for new convenience goods retailing in Ipswich Borough over the forecast period**. This is mainly explained by the fact that there is lower forecast growth in average spend levels (ranging from +0.3% to +0.9% per annum) compared to non-food retailing and there is a significant quantum of new convenience goods space in the planning pipeline (either with permission or proposed). As for comparison goods retailing, we also test the implications of the ‘lower’ (Scenario 1a) and ‘higher’ (Scenario 2) growth scenarios to illustrate the potential floorspace capacity ranges (see Table 9.2).

Table 9.2						
Convenience goods floorspace capacity 2011 – 2021 (square metres net)						
Scenario 1 (lower forecast) & Scenario 2 (higher forecast)						
	2011		2016		2021	
	Scenario 1a	Scenario 2	Scenario 1a	Scenario 2	Scenario 1a	Scenario 2
Residual expenditure (£ millions)	£0.1m	£18.0m	£13.8m	£47.6m	£28.4m	£79.7m
Net convenience floorspace equivalent:						
Discount stores trading @ c.£5,000/sq m	0	3,530	2,700	9,200	5,600	15,200
Superstores trading @ c.£10,000/sq m	0	1,800	1,400	4,600	2,800	7,600
Source: DTZ Re:Map (Stage 8c): Appendices 9-12						

- 9.14 The table confirms that there is less capacity for convenience goods retailing up to 2011 and 2016. The residual spend and floorspace forecasts indicate the broad potential for between 1,800 – 3,530 sq.m net of new retailing at 2011, based on the higher growth scenario (Scenario 2). By 2016, the higher growth scenario results in a residual spend of c.4,600 – 9,200 sq.m net.
- 9.15 In terms of the location of this new convenience goods floorspace, we advise the Council that any new supermarkets and/or foodstore proposals should be directed to existing town, district and local centres first in accordance with the advice set out in PPS6 and specifically the sequential approach. This will help increase the range and choice of food shopping to the local population in the most sustainable and inclusive manner.
- 9.16 If there are no sequentially preferable sites in existing centres, then the Council will need to assess the relative planning and commercial merits of allowing new convenience goods space in edge-of-centre and then out-of-centre locations. If these locations are the only suitable, viable and available options for satisfying the forecast capacity then – in the context of PPS6 (paragraphs 1.3 – 1.5) and the Government’s key objectives - the Council will need to be satisfied that they will not have an adverse impact on the vitality and viability of existing towns, district and local centres. The proposed store(s) will also need to satisfy all the other key criteria for assessing new planning applications as set out in PPS6. Furthermore, the Council may need to consider the use of planning conditions to minimise the potential impact on high street retailing, including the need for strong and attractive pedestrian linkages with the primary shopping areas of centres; conditions on the range of non-food goods to be sold as part of the overall development (PPS6: paras. 3.31 – 3.32); and conditions preventing mezzanine extensions in the future.
- 9.17 Our high level appraisal of the **development opportunity sites** in the town centre (as identified by the Council) has indicated the potential for major new retail and mixed use schemes, that could accommodate a significant quantum of the forecast retail capacity and market demand identified by this study. Please note that at this stage we have not carried out detailed market testing, land assembly, access/servicing, or financial appraisals to evaluate the potential planning, transport and commercial constraints to development. Nevertheless, it is our view that the following sites do offer the potential for new development:

- **The Mint Quarter** – This site is 80% owned by NCP and they have recently entered into a partnership agreement with Shearer Properties to develop the site for retailing. We believe the site offers the opportunity for a comprehensive retail-led mixed-use scheme, or pure retail development. In our view, it currently provides the only significant development opportunity in the town centre capable of accommodating a new department store and non-food/fashion retail offer. However, options for significant residential development as part of the scheme could be limited by townscape and heritage restrictions. To ensure that development on this site benefits the vitality and viability of the town centre as a whole, and reinforces linkages with the Waterfront area, it is vitally important that the proposed scheme has good visibility, access and linkages to the primary shopping area and does not effectively “turn its back” on the existing retail circuit and other streets, such as Upper Orwell Street. This site also offers the unique opportunity for a high quality scheme in urban design and environment terms.
- **The Westgate Quarter** – We believe this Council-owned site offers the potential for new retail and mixed use development to complement the need for a high quality department store and fashion retail offer to the east of the town centre at the Mint Quarter. In our opinion there are two potential development options for this site, or a hybrid of both. The first option is for a mixed-use scheme with a major foodstore operator as the key retail anchor. The second potential option is for a hybrid retail scheme comprising larger retail units. We believe this second option will help to satisfy demand from larger operators for space in the Borough (such as Matalan) in a preferred town centre location. However, it is vitally important that any non-food retail offer on this site complements and does not compete with the town centre’s existing retail offer and should not undermine the commercial viability of the Mint Quarter scheme. Furthermore, new development at Westgate should have good pedestrian linkages and frontages on to the prime shopping area to help reinforce the retail circuit. A development that “turns its back” on the prime shopping area will fail in planning, urban design and commercial terms. Although we have not fully tested demand for this type of hybrid retail proposal, there are examples of similar formats in other town centres (such as ‘Two Rivers’ in Staines and ‘The Brewery’ in Romford).

9.18 In terms of delivery, we understand that the local authority has land ownership interest on both sites, albeit that its ownership is significantly more limited on the Mint Quarter. We therefore believe that the Council are in a strong position to help deliver the successful regeneration and development of these two strategic town centre sites. Particularly as PPS6 specifically states that local authorities should adopt a more positive and proactive approach to planning for the future of their centres (para 2.15), including the use of their land assembly (and CPO) powers. We acknowledge that other potential opportunity areas for retail change and redevelopment could emerge in the town centre over the medium term (up to five years). For example, we understand that the Council are currently receiving a lot of interest in alternative uses for the area to the north of Crown Street, which lies within the town centre boundary (hereafter referred to as the ‘Northern Quarter’). Nevertheless, we strongly recommend that the Council resist major new retail development proposals elsewhere in the town centre (and also in edge-of-centre and out-of-centre locations) over the short to medium term. We believe that permissions for major proposals elsewhere could have an impact on the viability of both the Westgate and Mint Quarter proposals. These two central sites should both be treated as priority areas for investment, as they are key strategic opportunities for maintaining and enhancing the quality of Ipswich town centre’s retail and leisure offer.

9.19 However, there is currently no overarching vision and/or strategic framework to guide the future growth, development and urban design of the town centre and the key strategic opportunity sites (and any others). Without a planning, design and development framework, we believe there is a real danger that the two sites will be brought forward in an ad-hoc manner which could have an adverse impact on the vitality and viability of the town centre as a whole, particularly if they compete rather than complement each other. We therefore strongly recommend that the Council commission a town centre strategy (Area Action Plan) that will form part of the LDF process.

9.20 As part of this overall strategy the Council may need to review the current boundaries of the town centre, primary and secondary shopping areas (see Figure 9.1). Our view is that there will be a need to extend these areas in the future to incorporate both the proposed Westgate and Mint Quarter developments, as well as the Waterfront area to the south. However, for the time being, we have identified the following slight modifications:

- **Central Shopping Area (CSA)** – We recommend that the boundaries of the primary (PSA) and secondary (SSA) shopping areas remain unchanged. Nevertheless, we advise the Council that they should be subject to review once details of the proposed Mint Quarter and Westgate redevelopments have been agreed. The only change we recommend to the definition of the CSA at this stage would be to extend the Speciality Shopping Area (SpSA) to the south to provide stronger and more attractive linkages to the emerging Waterfront area and other edge-of-centre schemes, such as Cardinal Park. As Figure 9.2 shows, we recommend that the SpSA is extended along St Nicholas / St Peter's Streets to include the bus station and Turret Lane, and possibly also Lower Brook Street. We also recognise that the SpSA leading from Upper Orwell Street down to Fore Street will be an important pedestrian linkage between the Mint Quarter redevelopment and the Waterfront. We therefore recommend that any redevelopment of the Mint Quarter should have an entrance and frontages on to Upper Orwell Street in order to promote strong and attractive pedestrian linkages.
- **Town Centre Boundary** – We do not recommend changes to the boundary of the town centre at the present time. In the context of PPS6, the main reason for extending a town centre's boundary would be to create new development opportunity sites, mainly because there is limited (or no) physical capacity for new development in the existing town centre area. However, this is not the case for Ipswich as there are a number of major strategic opportunity sites in the town centre – including Mint Quarter and Westgate – that are priorities for investment and development over the medium term. We accept that there could be a case made for extending the town centre boundary to the south, to include the North Quays regeneration area. However, it is our view that this area should remain outside of the town centre at the present time, as we consider it is important that all future planning applications in the Waterfront be assessed in the context of PPS6, specifically in terms of impact on the vitality and viability of the town centre as a whole and the sequential approach. Extending the town centre boundary to include North Quay could potentially make it more difficult for the Council to control the scale, type and quality of new retail and commercial leisure in this area. This, in turn, could impact on the viability of both the Mint Quarter and Westgate development opportunities, which should be the Council's priorities for investment.

Figure 9.1: Current Definition of Town Centre and Central Shopping Area

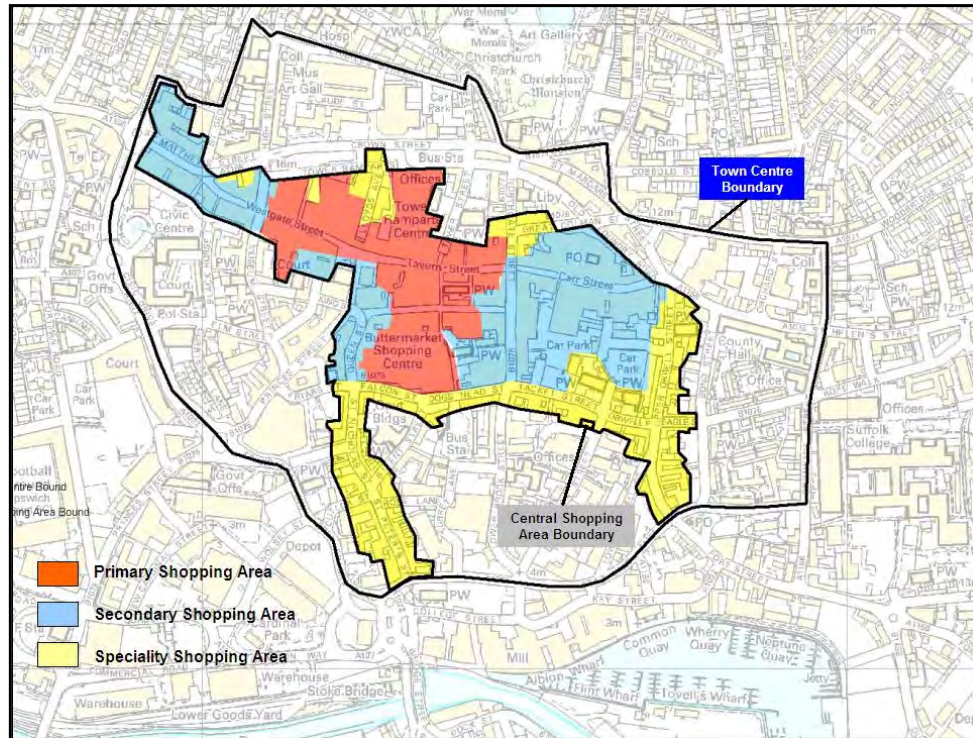
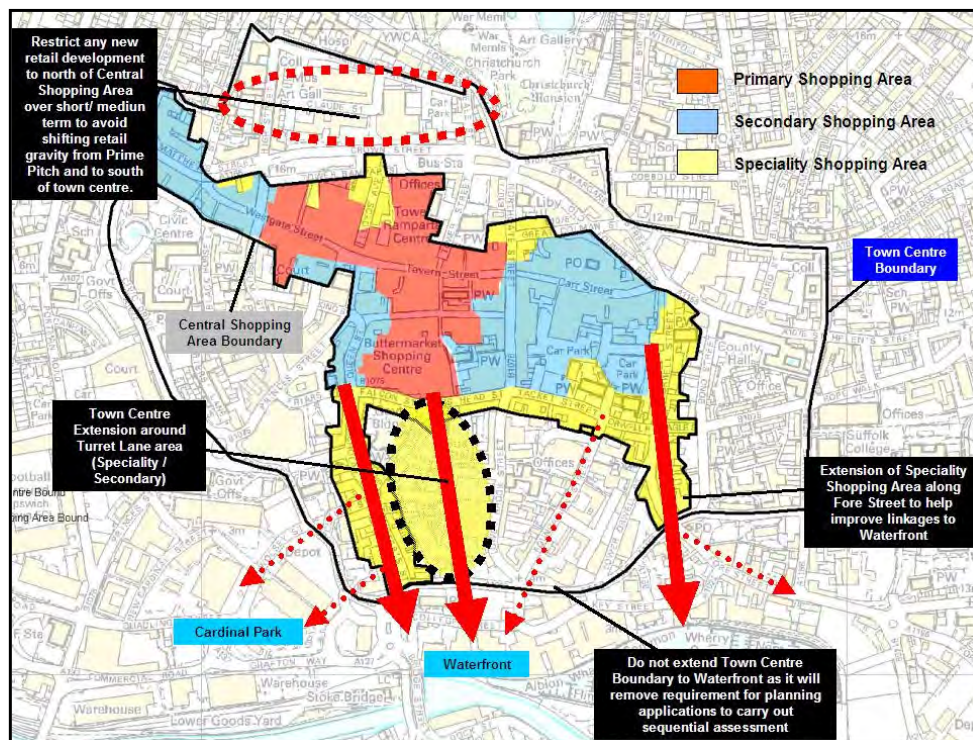


Figure 9.2: Proposed Revisions to Speciality Shopping Area



- 9.21 With regard to the Council's policies that currently restrict the proportion of non-A1 frontages in the central shopping area, we consider that the recent revision of the Use Classes Order (UCO) and specifically the A3 (food and drink) category provide local authorities with greater controls over the type, location and quality of eating and drinking establishments in their town centres. For example, it may be appropriate to state that Use Classes A4 (drinking establishments) and A5 (hot food takeaways) are not permissible in the primary shopping area, whereas A3 (cafés and restaurants) uses are more appropriate, as they can contribute to the vitality and viability of the retail offer and attractions. In contrast, A3 and A4 uses would be permissible in the speciality shopping area. In this context, we do not recommend changes to the current percentage-based policies as they currently stand, although we advise that these should be subject to review once the impact of the revised Use Classes Order is understood and the emerging development proposals for the Mint Quarter and Westgate have been agreed.

The Waterfront

- 9.22 The Waterfront area lies to the south of Ipswich town centre and consists of large tracts of land and disused buildings which were formally in use as wharves, warehouses and other port-related activities. This area is currently being regenerated and has benefited from significant new investment in, predominantly, residential-led developments. These new apartments and town houses are having (and will have) a positive impact on this area and should benefit the rest of the town centre, by raising the demographic and spend profile.
- 9.23 We consider that the vision to develop the Waterfront area for specialist/niche retailing and other uses will, if realised, help to generate significant new tourism and day-trips to the town centre as a whole. If the pedestrian linkages between the Northern Quays area can be strengthened along St Nicholas / St Peter's Streets / Turret Lane and Upper Orwell Street / Fore Street (as discussed above), then we believe that there will be positive spin-off benefits for the central shopping area in terms of increased visits, footfall and spend.
- 9.24 However, we do have concerns as to the overall quantum and mix of other commercial uses that cumulatively form part of the development proposals for the Waterfront area. For example, the 'Shed 8' proposal at Duke Street is a residential-led mixed-use development scheme comprising 335 homes, but it also proposes c.5,574 sq.m of specialist retail and leisure uses including a small supermarket, cafes/bars, a leisure club and A1 unit shops. Although we accept the benefits of specialist niche and branded retailing targeted at tourists and visitors, we are concerned that the flexible planning permissions granted could result in more mainstream A1 retailers locating to the Waterfront, particularly as there appear to be no conditions in place at present to prevent this happening.
- 9.25 Whilst the quantum of new specialist retailing proposed as part of individual applications may not, on its own, represent a harmful impact on the vitality and viability of the town centre, we believe that cumulatively there could be a significant impact. We therefore advise the Council that (cumulative) impact and sequential assessments should be carried out as integral to any new planning applications for mixed use developments in the Waterfront area.
- 9.26 Any specialist retail and commercial leisure uses at the Waterfront should clearly complement and not compete with the town centre's retail offer. Our concern is that the smaller retail units proposed could prove to be unviable over the longer term due to their location, size and fluctuations in market demand. This will not only impact on the character and commercial viability of the Waterfront area, but over the medium to longer term it could result in applications for changes of use to other forms of more mainstream

retail and leisure uses. We believe that this would represent a more significant threat to the town centre's overall vitality and viability.

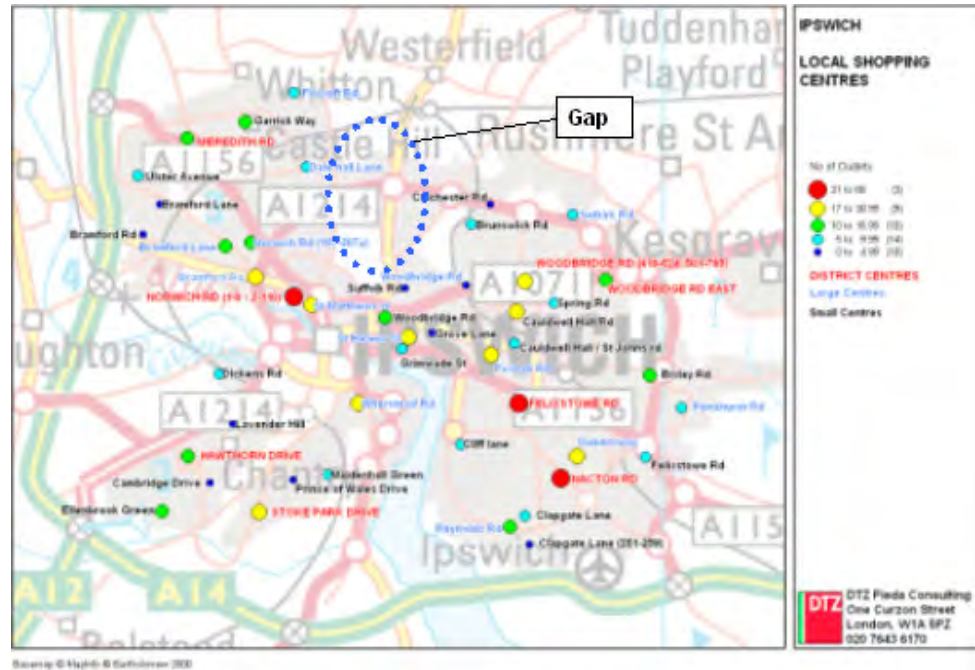
- 9.27 Based on advice from our retail agency team we therefore recommend as part of the conditions for any future planning permission that a maximum size threshold of c.186 sq.m (c.2,000 sq.ft) gross be placed on the retail units.. We believe that this floorspace threshold will help to prevent the potential displacement of 'high street' retailers to the Waterfront area from the town centre, as the major multiples generally have requirements for much larger floorplates. Furthermore, this planning condition will also mean that owners will need to apply for planning permission to consolidate their smaller units to form larger stores. This will therefore mean that the Council has more control over the type, quality and size of the retail offer in the Waterfront area over the longer term.
- 9.28 We also recommend that a local centre at Duke Street be identified to provide the convenience and service business requirements of the growing residential population and workforce in the Waterfront area. The local centre could possibly be anchored by a small convenience foodstore.
- 9.29 The expansion of commercial leisure and tourist uses in the town centre and Waterfront area will need to be carefully planned, managed and monitored. PPS6 advises local planning authorities to prepare planning policies to help manage the evening economy and states that these policies should encourage a range of complementary uses that: *"...appeal to a wide range of age and social groups, ensuring that provision is made where appropriate for a range of leisure, cultural and tourism activities, such as cinemas, theatres, restaurants, public houses, bars, nightclubs and cafés"* (para. 2.23). However, it is also important that local authorities consider the scale of leisure development they wish to encourage and their likely impact, including the cumulative impact, on the character and function of the centre, anti-social behaviour, crime and the amenities of nearby residents.
- 9.30 Thus we recommend that Ipswich Borough Council adopt proactive policies, in accordance with the advice set out in PPS6. For example, flexible policies are needed to respond to the uncertain leisure concepts that could emerge over the next decade. Policies should be aimed at encouraging leisure development that will help sustain the vitality and viability of its town and district centres. Policies will be most effective where they both encourage new investment, but are able to control the harmful excesses and impacts of any new development.
- 9.31 In this context, we also recommend that the Council carefully monitor the proposals for the SnOasis tourist and leisure complex in mid-Suffolk to ensure that the critical mass and quality of specialist retail and commercial leisure uses proposed are ancillary to its overall tourist and visitor offer. It is our initial high level view that there could be some duplication and competition with the type of specialist retail and commercial leisure offer proposed for Ipswich town centre, and specifically the Waterfront area. Therefore we advise the Council that the impact of this proposed new tourist and leisure destination on Ipswich town centre will need to be critically assessed, particularly in terms of its potential impact on any new investment and development planned for the Mint Quarter, Westgate and Waterfront opportunity areas.

District and Local Centres

- 9.32 There are forty-six district and local centres in the Borough. The network of centres comprises eight district centres, fifteen larger local centres and twenty-three smaller local centres. Audits of these centres can be found in Volume 2 Appendix 4.

- 9.33 Many of the local centres are purpose-built, with dedicated on-street and off-street parking. They are situated in or near to residential areas and attract a high proportion of walk-in trade, as well as trips by car and bus.
- 9.34 Most of the centres have a limited comparison goods offer. They mainly function as convenience shopping and service business destinations, serving the day-to-day needs of their local residents and passing car-borne trade, and are generally anchored by small and medium sized food supermarkets, such as Co-Op. The service offer generally includes hairdressers, pharmacies and dry cleaners. The more successful centres also comprise a mix of other uses, such as doctor's surgeries, dental practices, community facilities, libraries, schools and nurseries. These uses are important to their overall vitality and viability, as they generate activity and linked trips to the retail and service facilities.
- 9.35 Our healthchecks indicate that the majority of the centres appear to be well patronised and vacancy levels are generally low. The only centre with a significant number of vacancies is The Centre at Stoke Park Drive. However most of its vacant units are concentrated in the purpose-built pedestrianised precinct that is about to be redeveloped.
- 9.36 The leisure offer in these centres is more limited and mainly comprises local pubs, along with cafés and sandwich bars serving daytime shoppers, workers and visitors. The take-away outlets, restaurants and bars generally underpin any evening trips and activity. However, very few of the centres have a strong restaurant offer, possibly with the exception of Norwich Road, which is located on the edge of the town centre and therefore benefits from a higher volume of passing car-borne trade.
- 9.37 The level of new development and investment in these smaller centres also provides a good measure of their relative health and attraction. The main investment has come from the supermarket sector, with the opening of a new Aldi store at Meredith Road and two new Co-op foodstores at Felixstowe Road and Foxhall Road.
- 9.38 Figure 9.3 shows that there is good provision of centres across the Ipswich area as a whole. The only exception to this is the northern area of the town and particularly the area between Henley Road and Tuddenham Road. There are no major district and local centres, or major foodstores, in this area. The closest retail centres are Colchester Road, Brunswick Road, Dale Hall Lane and the town centre.

Figure 9.3: Current District and Local Centre Provision and ‘Gaps’ in the Market



9.39 This gap is likely to be filled as part of any Northern Fringe development. The area around Westerfield Road is expected to comprise c.1,500 homes, a school, employment land and recreational areas. This greenfield development area has several planning advantages including:

- Proximity to the town centre (2km)
- Opportunity to provide sustainable transport links between the development and town centre.
- Provision of recreational facilities to complement development.
- Ability to phase land release program.
- Significant contribution to affordable housing in the area.

9.40 The provision of any shops and services is likely to serve the needs of the new development, whilst complementing the provision of the adjoining areas. We believe that retail provision should be in the form of a medium to large local centre, or small district centre. This could be anchored by a small to medium sized convenience store, such as Co-Op, Tesco Express or Sainsbury Local. Retail development in this area should be restricted to serve the planned growth in the area. This will avoid competition with Ipswich town centre or other district or local centres.

9.41 New local centres are also in the pipeline as part of two other new large-scale residential developments. These are:

- **Ravenswood** - local centre to accompany the housing development and new school.

- Land between **Sproughton Road and Bramford Road** – local centre to accompany new Crest scheme (site is adjacent to Sproughton Road).

- 9.42 Both retail areas are likely to be primarily convenience and service-led. It is our view that neither needs significant sized convenience stores as anchors, due to the provision of larger stores nearby (namely Sainsbury and Morrisons).
- 9.43 We do not therefore consider that there is an immediate need to create further new local / district centres at this stage. However there are opportunities to consolidate some of the existing centres. For example by growing successful centres with the necessary critical mass and managing declining centres where there are a limited number of small retail units. Other opportunities for consolidation including centres where the retail offer is spread over a large area, such as along linear transport routes. The vitality and viability of these centres could be strengthened if the vacant/poor quality outlets at the periphery are converted to residential, or other more viable uses.
- 9.44 In summary, the vitality and viability of the district and local centres is generally underpinned by their convenience, supermarket, service, business and community facilities. They are significant generators of regular trips, footfall and spend, as well as creating spin-offs for other uses and activities. In the context of PPS6 we therefore advise the Council that new foodstore development and extension opportunities in the Borough's smaller district and local centres will need to be considered first, before any new out-of-centre development.

Out-of-Centre Retailing

- 9.45 The Borough's retail warehouse and retail park offer comprises six main schemes. There are also two just outside the Borough area (namely the Interchange and Beardmore Retail Parks) which have a significant impact on shopping patterns. In total these parks represent approximately 85,000 sq.m of non-food retail floorspace, which is equivalent to the total space in the town centre.
- 9.46 Approximately 85% of the retail offer in these parks comprises large goods retailing – specifically furniture, carpets, electrical and DIY goods. Planning conditions on the types of goods that can be sold from out-of-centre schemes has helped to protect the overall vitality and viability of the town centre offer, by preventing the incremental growth of Open A1 uses. It is vital that these planning conditions continue to be enforced to ensure that all the market demand from larger fashion and clothing retailers is accommodated in the town centre opportunity areas first.
- 9.47 Our study has confirmed that the most recently developed retail warehouse schemes are the most successful and popular out-of-centre shopping destinations. For example, Anglia Retail Park opened in 2000 and is achieving relatively strong market shares to the north of the town. Euro Retail Park, has the highest market shares for out-of-town retailing and, although it is an older scheme, it has recently benefited from an extension which includes a new B&Q Warehouse as the anchor.
- 9.48 However, there are a number of older parks that appear to be failing, when measured in terms of their market shares, retail offer and general environments. Orwell Retail Park, for example, is an older style retail warehouse format and one of its three units are currently vacant following the closure of Courts. Similarly, the clusters of retail warehouses adjacent to Cardinal Park are under-performing, as illustrated by the fact that the B&Q unit has been vacant for over a year. Until recently Suffolk Retail Park could also be described as a failing centre, but it has experienced an improvement in its tenant mix (Argos Extra

and Brantano have both taken space in the scheme) and performance over the last two years. However, it still suffers from access issues, as the entrance to the park is located on a busy junction and traffic often backs up onto the park during peak periods.

- 9.49 Whilst the role and function of the successful modern retail parks should be maintained, the relative age, size and location of existing units in the Orwell Retail Park and on Commercial Road are unlikely to satisfy the demand from most modern operators for larger units. Both schemes may therefore represent an opportunity for mixed-use redevelopment, particularly given their prime locations next to the river. For example, the Orwell Retail Park area may be better suited to new residential development, as it adjoins the Compair site recently acquired by Fairview Homes.
- 9.50 The redevelopment of these retail schemes could provide an opportunity to reallocate this floorspace to new opportunity sites, without the need to significantly increase the overall levels of retail floorspace in the Borough. In the context of PPS6 and the sequential approach, we recommend that all new and replacement retail floorspace should be located in the Borough's existing centres first, unless there are no suitable and viable sites that are available. The "challenge" for the Council is to proactively identify, promote and deliver the development opportunities in the town centre over the medium to longer term to help maintain and enhance its overall vitality and viability.
- 9.51 Nevertheless, we accept that there will be certain circumstances where the Council will need to carefully consider the merits of out-of-centre development proposals. DTZ has carried out a high level planning and market appraisal of two potential development areas in out-of-centre locations. These are known locally as 'Cranes' and the 'Top Site'/'Volvo' site. Our initial comments and broad recommendations are set out in Section 8 and are summarised below.
- 9.52 The '**Cranes**' site is owned by Cranes and is adjacent to the existing Euro Retail Park and in close proximity to the Sainsburys and Homebase stores. The owners have formed a partnership with a recognised retail property developer and wish to develop up to 18,580 sq.m of retail warehousing on the site. The aim is to strengthen the existing retail node and achieve a critical mass of retailing in commercial and planning terms.
- 9.53 This large retail proposal is in an out-of-centre location and will clearly need to be considered in the context of the critical tests set out in PPS6, particularly the sequential and need assessments. It is our high level view that the Westgate and Mint Quarter opportunity sites in the town centre currently represent more suitable and viable sequential sites and should, therefore, be given priority over this proposal. Although the applicants argue that the retail scheme is essential to the regeneration of this area and the long term viability of the existing factory and its workforce, PPS6 (paragraph 2.37) is also clear that regeneration issues are a material consideration only and do not necessarily justify the need for new retail floorspace. The applicants have also discussed with DTZ the potential to "swap" existing floorspace from the Orwell Retail Park area to this site. However, it is our view that if existing out-of-centre space is to be "re-provided" elsewhere, it will still need to be assessed in terms of PPS6, and specifically the sequential approach. If the Council is satisfied that the proposal does meet all the policy tests set out in PPS6 and resolves to grant planning permission, we strongly advise that conditions are included to restrict the space to 'bulky goods' retailing only.
- 9.54 The former '**Volvo**' site (8 ha) and '**Top Site**' (4.5 ha) are both located off Sandyhill Lane, to the south east of Ipswich town centre, and are in out-of-centre locations. We have considered them together as they lie in close proximity to each other and are owned by the same developer – Samuel Beadie Developments. The developer has linked both sites

through a planning strategy involving the provision of a new link road. Although this is a material consideration, both sites are in out-of-centre locations and therefore need to be considered in the context of PPS6.

- 9.55 An outline planning application has been submitted for the ‘Volvo’ site proposing the development of a 22,761 sq.m retail warehouse park comprising nine units with Open A1 consent. The applicant has supplied a retail statement, which contains a capacity and policy assessment, but there is no detailed assessment of sequential sites. Our high level view is that an Open A1 scheme could have a potentially adverse impact on the vitality and viability of the town centre, as it could undermine the commercial viability of the Mint Quarter and Westgate sites, which both have priority in sequential terms.
- 9.56 The ‘Top Site’ was formally the Norsk Hydro manufacturing facility but has been cleared and currently lies derelict. Planning permission was granted in 1997 for a 6,039 sq.m retail scheme (comprising 3,530 sq.m of food and 2,508 sq.m of non-food retailing). The applicant states that development on the site has been implemented and we have therefore assumed this is the case for the purpose of our assessment. Subsequently the developer has recently submitted a second planning application for an additional 2,787 sq.m of food retailing, which effectively increases the total convenience goods floorspace to 8,826 sq.m. Clearly this increase in floorspace will need to be considered in the context of PPS6 and specifically the sequential approach. It is therefore our view that the Westgate opportunity site in the town centre represents a more suitable and viable sequential site and should, therefore, be given priority over this application.

Conclusions

- 9.57 PPS6 has reinforced the Government’s policy and thinking that town centres are priority locations for new growth and development, and its commitment to the creation of successful, thriving, safer and inclusive communities. Research by the DETR (2001) also concluded that to remain vital and viable (that is, successful and sustainable alternatives to out-of-centre leisure developments), town centres require: *“...constant renewing and updating of infrastructure including tourism and leisure facilities. Without this continuing investment, their competitive position will worsen...”*.
- 9.58 Research shows that people are increasingly demanding environments with a range of offers and facilities – not just shopping, but leisure, entertainment, culture and social experiences. Future shopping patterns will therefore be leisure and interest-led. Future consumers will be more discerning and will shop where the best experiences are on offer. Local authorities, businesses, investors and town centre managers need to embrace these trends and be more imaginative if they are to achieve growth over the longer term.
- 9.59 Ipswich town centre faces increasing competition and challenges from neighbouring centres, as well as pressures for new and extended out-of-centre development. The town centre needs to respond by improving the critical mass and quality of its retail, leisure and other town centre uses. In the context of PPS6 and other national and regional planning guidance, we strongly recommend that the significant forecast capacity for major new retailing is directed to the town centre and smaller district/local centres as a priority. Only where sequentially preferable opportunity sites are not available, suitable or viable will it then be necessary for the Council to plan for new or extended out-of-centre facilities. Without quantitative and qualitative improvements to its town centre offer, we consider that there could be an increased ‘leakage’ of shoppers and spend to competing centres and facilities, and a resultant decline in the town centre’s overall vitality and viability.

- 9.60 In this context both the Mint Quarter and Westgate strategic sites to the east and west of the town centre represent significant opportunities for new investment and development to expand and strengthen the quality of Ipswich's retail, leisure and residential offer. These developments, along with other emerging opportunities, will help to satisfy the forecast capacity for new retailing up to 2016 and beyond, whilst also providing the size and type of units that modern department store and multiple operators demand in town centre locations. In turn, this new town centre development will help Ipswich town centre to maintain and strengthen its market share and attraction in the face of increased competition from other new investment planned or proposed for centres (both town centre and out-of-centre) outside the Borough.
- 9.61 The proposed new investment and development in the town centre over the next 10-20 years needs to be underpinned by a strong and creative vision and strategy. This will provide joined-up thinking on the long term planning, design, development (and phasing), management and marketing/branding of the centre. We therefore strongly recommend that the Council commission a co-ordinated town centre vision and strategy to provide a framework for new development and investment over the short, medium and longer term.

Report by DTZ for

Ipswich Borough Council:

'Retail Study 2005'

FINAL REPORT

**Volume 2:
Appendices 1-5**

October 2005

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APPENDIX 1

Extended Policy Section

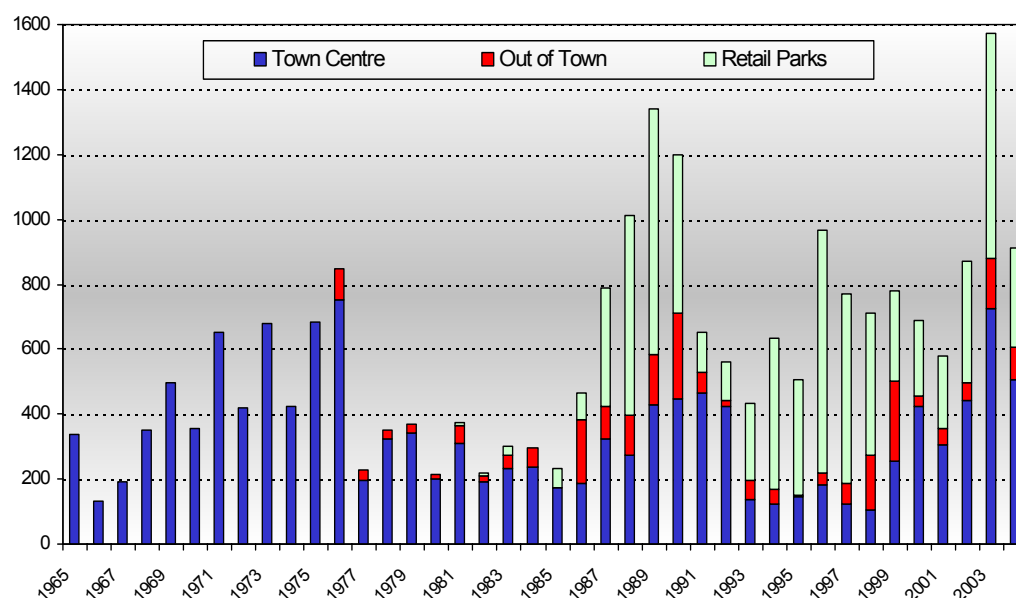
The Policy and Regeneration Context

1. This section describes the planning policy and regeneration context relevant to the future growth and development of Ipswich and its smaller centres. This is based on a review of key national, regional and local policies, along with relevant planning and regeneration documents.

National Planning Policy Context

2. Since the 1980s there has been a dramatic change in Britain's urban and retail landscape driven by a range of socio-economic, demographic and property market trends. Retail, leisure, entertainment and employment activities shifted from the high street to out-of-town locations, impacting on the vitality and viability of many of Britain's cities and towns. The decentralisation of new retail development has been described as the 'four waves':
 - **First Wave** – occurred from the late 1960s onwards and has involved the major food operators moving out-of-centre, to free standing superstores and hypermarkets.
 - **Second Wave** – occurred from the late 1970s and involved the emergence of new 'bulky goods' operators opening in first generation stand-alone retail warehouse units, before moving to more sophisticated actively managed retail park clusters.
 - **Third Wave** – began in the mid-1980s, following the opening of Metro Centre in Gateshead, and involved department and fashion stores, traditionally located on the High Street, taking space in free-standing Regional Shopping Centres (RSC).
 - **Fourth Wave** – occurred in the 1990s and involved the growth of warehouse clubs and factory outlet shopping centres, (such as Bicester Village and Cheshire Oaks).
3. **Figure 1** clearly illustrates the significant growth of the second and third waves of retail development since the mid-1980s.

Figure 1: UK Annual Shopping Centre Development ('000 sq.m)



4. At the same time Britain's town and city centres have radically changed in their appearance and function during the last thirty years. In some cases the traditional streetscapes of small shops, mixed with office, residential and other uses, have been replaced by large shopping malls. For example, research by the British Council of Shopping Centres¹ (BCSC, 2001) indicated that there were some 1,500 shopping centres in the UK at the end of 2000, which represented a 10% increase in space (+21 million square metres) over just two years. Partly as a result of this dramatic growth in shopping centre space, many of Britain's larger towns and cities are now dominated by a number of major multiple retailers, to a much greater extent than other centres in Western Europe.
5. This decentralisation of key uses and activities from their traditional high street locations resulted in a significant shift in Government thinking and policy from the mid-1990s onwards. The production of Planning Policy Guidance notes (PPGs) during the 1990s effectively strengthened the role of the planning system and placed increased emphasis on sustainable mixed-use development, underpinned by high quality urban design. In particular, both PPG6 '*Town Centres and Retail Development*' (1996) and PPG13 '*Transport*' (2001) significantly curbed the growth of new out-of-centre retail and leisure developments.
6. The publication of the Urban White Paper (2000) - '*Our Towns and Cities: The Future*' - also reinforced the Government's thinking on urban renewal. It provides another explicit statement of the main objective to reverse town centre decline. Amongst its many recommendations, is the vision of vibrant mixed-use urban areas, characterised by thriving daytime and evening economies. In contrast to the privately owned and managed shopping centres that have developed over the last 20 years, it forwards a vision of public spaces, where retailing and leisure businesses provide the backdrop to thriving urban communities. Town centres are seen as places to live, as well as destinations for a range of shopping, leisure, employment, cultural and entertainment activities.
7. The original PPGs are currently in the process of being updated, in line with the Government's wider revisions to the planning system. The replacement for PPG6 - **Planning Policy Statement (PPS) 6: '*Planning for Town Centres*'** - was published in March 2005 and a number of 'daughter' guidance papers are scheduled to follow, including guidance on undertaking assessments of need and impact for retail and leisure uses, as well as preparing strategies for smaller centres.
8. Many of the policies set out in PPS6 reproduce, or are closely based on, existing policies in PPG6. At its launch the Planning Minister emphasised the "town centres first" message, stating that: "*...the creation of thriving town centres that provide local people with retail, leisure and other facilities they need is of critical importance to our vision of sustainable communities*".
9. It is clearly the Government's intention that PPS6 will drive the renaissance of towns and cities, large and small, in rural and urban areas. The Government want to see a sustainable mix of high quality development that enhances consumer choice and meets the needs of the entire community, thereby promoting social inclusion and economic growth. PPS6 reinforces the message in PPS1 that sustainable development is the core principle underpinning planning.

¹ BCSC. '*Managing the Retail-Led Development of the Future*', British Council of Shopping Centres. 2001

10. Local Planning Authorities (LPAs) and Regional Planning Bodies (RPBs) are key to the delivery of town centre renaissance and sustainable development. PPS6 encourages them to be more pro-active in planning positively for the growth and development of their towns, working closely with the community and key stakeholders, including developers, retailers and leisure operators (*para 2.15*). It specifically states that local authorities should (*para 1.6*):

- Develop a hierarchy and network of centres;
- Assess the need for further main town centre uses and ensure there is the capacity to accommodate them;
- Focus development in, and plan for the expansion of, existing centres as appropriate, and at the local level, identify appropriate sites in development plan document;
- Promote town centre management, creating partnerships to develop, improve, and maintain the town centre, and manage the evening and night-time economy; and
- Regularly monitor and review the impact and effectiveness of their policies for promoting vital and viable town centres.

11. Some of the headline policies and principles contained in PPS6 are briefly highlighted below. It specifically states, for example, that local planning authorities should:

- focus development in existing centres in order to strengthen and, where appropriate, regenerate them (*para. 2.1*).
- use tools such as area action plans, CPO and town centre strategies (*para. 2.18*) to address the complex issues associated with the growth and management of their centres (*para. 2.2*)
- plan for either the extension of the primary shopping area, or for the extension of the town centre, where growth cannot be accommodated in existing centres (*para. 2.5*).
- designate new centres in areas of significant growth where the need for them has been established, or where deficiencies are identified in the existing network of centres, with priority given to deprived areas² (*paras. 2.7 and 2.53*).
- assess the scope for consolidating and strengthening existing centres that are in decline. Where this is not possible, it should be recognised that these centres may need to be reclassified at a lower level within the hierarchy (*para. 2.8*).
- along with regional planning bodies, consider whether there is a need to rebalance the network of centres to ensure that it is not overly dominated by the larger centres; that there is a more even distribution of town centre uses; and that people's everyday needs are met at the local level (*paras. 2.9 and 2.57*).
- formulate planning policies that encourage well designed, and, where appropriate, higher density, multi-storey development in and around existing centres (*para. 2.20*).
- encourage diversification of uses in centres, and ensure that tourism, leisure and cultural activities, which appeal to a wide range of age and social groups, are dispersed throughout the centre (*para. 2.22*).

² Areas which are experiencing significant levels of "multiple deprivation" are typically those within the most deprived 10% of "super output areas", as identified in the English Indices of Deprivation and defined by the Index of Multiple Deprivation (IMD).

- prepare planning policies to help manage the evening and night-time economy in appropriate centres (*para. 2.23*).
- seek to retain and enhance existing markets and, where appropriate, re-introduce or create new ones, as an integral part of the vision for their town centres (*para. 2.27*).
- in assessing proposed developments, require applicants to demonstrate the need for development (*paras. 3.8 – 3.11*); that it is of an appropriate scale (*para. 3.12*); that there are no more central sites for the development (*paras. 3.13 – 3.19*); that there are no unacceptable impacts on existing centres (*paras. 3.20 – 3.23*); and that it is accessible (*paras. 3.24 – 3.27*).
- set out an indicative upper limit for the scale of a development which is likely to be acceptable in particular centres for different facilities (*para. 3.12*).
- consider the use of planning conditions to ensure that the character of a development cannot subsequently be changed to create a form of development that the Local Planning Authority would originally have refused (*para. 3.31*). Thus, where appropriate, conditions can be used to prevent developments being subdivided into smaller units; limit the range of goods to be sold; and limit any internal alterations to existing units by specifying the maximum floorspace permitted.
- undertake comprehensive, relevant and up-to-date monitoring (based on the key indicators set out in *para. 4.4*) to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action to be taken (*para. 4.1*).

(i) The Sequential Approach

12. Central to the advice set out in PPS6 is the sequential approach to site selection and the assessment of need and impact.
13. The sequential approach has had possibly the most significant impact on the location and scale of new retail and leisure developments since it was first included in the original PPG6 in 1996, effectively slowing the ‘waves’ of out-of-centre development to a ‘trickle’. PPS6 reaffirms and expands the definition of the sequential approach, which now states that local authorities should consider potential locations for new development in the following order (*para. 2.44*):
 - **existing centres** first; then
 - **edge-of-centre locations**³ - with preference given to sites that are (or will be) well connected to the centre; and finally
 - **out-of-centre sites**⁴ - with preference given to sites that are (or will be) well served by a choice of means of transport, which are close to the centre and therefore have a high likelihood of forming strong links with the centre.

³ For retail purposes ‘edge-of-centre’ is defined as a location that is well connected to and within easy walking distance (ie. 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. Local circumstances should be taken into account such as local topography, perceptions of easy walking distance, barriers to movement and the attractiveness/ safety of the route.

⁴ ‘Out-of-centre’ is defined as a location that is not in or on the edge of a centre, but neither is it necessarily outside the urban area. This definition differs from ‘out-of-town’, which is essentially outside the urban area.

14. The Government's aim is to locate the appropriate type and scale of development in the right type of centre, to ensure that it fits in to that centre and complements its role and function (*para. 2.41*). In doing this, local planning authorities should be sensitive to the needs of the community and stakeholders, including developers and operators, and identify sites that are, or are likely to become available for development during the development plan document period. The identified sites should allow for the accommodation of the identified need and be capable of accommodating a range of business models. In planning terms, the business model approach includes the scale and format of new development, car parking provision and the scope for disaggregation (*para 2.45*). A significant revision from the draft version of PPS6 is the requirement for the sequential approach to be applied to all proposed extensions over 200 sq.m gross.

(ii) Need and Impact Assessment

15. In terms of the **assessment of need and impact**, PPS6 takes forward previous guidance and Ministerial Statements. It states that local planning authorities should place greater weight on quantitative need for additional floorspace for the specific types of retail and leisure development. Significantly, it is not necessary to demonstrate the need or impact of retail proposals within the primary shopping area, or for other main town centre uses located within the town centre (*para.3.8*). PPS6 confirms that local authorities should also take account of qualitative considerations, specifically deprived areas that lack access to a range of services and facilities (*paras. 2.33 and 3.11*). However, additional benefits in respect of regeneration and employment do not constitute indicators of need for additional floorspace, although they may be material considerations in the site selection process depending on local circumstances (*para. 2.37*).
16. The shift in the Government's policy and thinking on the scale and location of new retail and leisure development since the mid-1990s, culminating in the publication of the new PPS6, has created new optimism, new visions and new designs for town centres. However, research shows that there is increasing polarisation in investment and market shares between the top shopping locations and smaller centres. Many smaller and medium-sized urban and rural centres, such as those in and around Ipswich, have suffered from reduced investment over a number of years, as developers and operators have targeted "less risky" town centre and out-of-centre locations in larger neighbouring town and city centres.
17. This is confirmed by research carried out by DTZ and others, which shows that the 'top 100' shopping locations in the UK account for approximately half of the total floorspace in the pipeline, and they are also the main focus for new investment and market demand. Furthermore, research shows that the 200 largest centres have increased their market share of comparison goods sales from 50% in 1971 to almost 75% in 1998, with the top 75 centres accounting for half of all comparison goods sales in the UK⁽¹⁾.
18. As a result, retail centres are becoming increasingly polarised between a small number of larger centres with high and growing comparison goods sales (such as Norwich), and a large number of smaller centres with relatively constant, or declining sales. The challenge over the medium to long-term is to balance new investment and development such that it benefits Britain's smaller and secondary centres. The increased planning restrictions on out-of-centre development and the focus on "town centres first", through the sequential approach, may provide an opportunity for some smaller centres to grow, but only if they are able to offer suitable and commercially viable development and investment opportunities.

⁽¹⁾ The National Retail Planning Forum (November 2004) *'The Role and Vitality of Secondary Shopping - a New Direction'*

Regional Planning Context

19. The following reviews the relevant policy and guidance at the regional level. DTZ has specifically reviewed Regional Planning Guidance 6, the East of England Plan and the Suffolk Structure Plan.

(i) RPG6: Regional Planning Guidance for East Anglia to 2016 (November 2000)

20. RPG6 states that Ipswich town centre should be a key area for retail development due to its sustainable location. The inner areas of Ipswich are identified as policy areas for regeneration as they suffer from high levels of unemployment. In order to achieve regeneration, economic enhancement and environmental protection, RPG6 states that retail and entertainment facilities should be protected and enhanced.
21. RPG6 defines Ipswich as a sub-regional centre but is uncertain on the need for additional floorspace. It recognises that population growth will increase pressure for retail developments, but states that more efficient use of floorspace and e-commerce may reduce the need for additional retail floorspace. RPG6 notes that there is no need for an additional regional shopping centre up to 2016.
22. RPG6 will be superseded by the emerging East of England Plan.

(ii) The Draft East of England Plan (December 2004)

23. The Draft East of England Plan (December 2004) is a Regional Spatial Strategy (RSS) prepared by the East of England Regional Assembly to guide development over the next 20 years. It will update RPG6 and RPG9. The plan is currently in draft form. Consultation ended in March 2005 and an examination in public (EIP) is due to be held in September 2005. It is anticipated that a final version will be published in 2006.
24. The plan notes that Ipswich is a sub-regional centre, where development and redevelopment will be focused. Ipswich is part of The Haven Gateway, which is a priority area for regeneration due to high levels of deprivation and its position as a strategic transport gateway between the UK and the Europe.
25. Objectives for Ipswich and the Haven Gateway sub-region include:
- Strengthening linkages and connections with surrounding areas.
 - Infrastructure improvements. Ipswich is defined as a regional interchange centre. Key projects are to improve access to the Waterfront and the Port.
 - The plan promotes the provision of strategic employment sites in Ipswich and states that Ipswich's economy should be strengthened to reduce economic vulnerability. 18,000 new jobs should be provided in Ipswich. Ipswich is also part of the Cambridge-Ipswich Corridor where ICT clusters are encouraged.
 - Expanding and spatially integrating Ipswich's port.
 - Tourist infrastructure.
 - Enhancing Ipswich's role as a major regional centre. Retail development should be consistent with the size and character of Ipswich and should be enhanced in priority areas.

- Developing of a new headquarters for a University of Suffolk at Ipswich Waterfront.
- Promoting major regeneration at Ipswich Waterfront for employment, residential, cultural and leisure uses. The regeneration of Ipswich docks is considered to be an example of good practice which maximises regeneration via the conversion and re-use of valuable heritage buildings whilst delivering a high quality environment and a new impetus to the local economy.
- Providing 15,400 net additional dwellings in Ipswich up to 2021. An additional 600 dwellings will be built on the edge of Ipswich in Babergh.

(iii) The Suffolk County Structure Plan (2001)

26. The Suffolk County Structure Plan sets out strategic policies for the protection of the environment and the control of development in Suffolk over the next 15 years. Ipswich is a key location for growth.
27. Overall, the Suffolk County structure plan reinforces regional policy which envisages Ipswich as a focus for housing and employment growth.
28. **Table 1** summarises the key themes of the structure plan.

Table.1: Suffolk Structure Plan 2001 – Key Themes

Themes	
Population	<ul style="list-style-type: none"> ▶ It is predicted that the population of Suffolk will increase by 57,100 between 1996 and 2016 from 661,600 to 718,700. ▶ Approximately 25% of new housing growth will be in the Ipswich Policy Area (This includes the Borough of Ipswich as well as parts of Mid Suffolk, Suffolk Coastal and Babergh Districts). ▶ Approximately 400 dwellings per annum will be provided in the Borough of Ipswich. ▶ The structure plan notes that several large sites are already being developed for housing in Ipswich including the former airfield and the Wet Dock Area.
Employment	<ul style="list-style-type: none"> ▶ Ipswich is a major location for employment in Suffolk. ▶ The growth of business clusters is supported.
Transport	<ul style="list-style-type: none"> ▶ Ipswich is a strategic location on the A14 trunk road and east-west rail route. ▶ Possibilities exist for new rail links between Ipswich and locations such as Oxford without having to travel via London. ▶ The expansion of existing port facilities and the need to improve access to, within and around the port. ▶ Park and Ride schemes will be brought forward at Martlesham, Wherstead Road and Nacton Road.
Retailing	<ul style="list-style-type: none"> ▶ The structure plan highlights the need to provide adequate services, facilities and infrastructure for population growth. Ipswich is a town centre but also has a large number of district and local centres, which the plan seeks to maintain and enhance by: <ul style="list-style-type: none"> • Improving the quality and range of retail facilities; • Providing for service, business, educational, leisure and residential uses; • Improving the environment and transport facilities through public and private sector investment.
Tourism and Recreation	<ul style="list-style-type: none"> ▶ Ipswich is an important tourist centre, it is a county town, with historic buildings, a Waterfront, sports and leisure facilities and extensive parks. ▶ There are opportunities to provide additional recreational facilities in Ipswich, particularly around the Waterfront. The Wet Dock is identified as a key location for additional waterborne recreational activities.

29. The Suffolk Structure Plan is not under review because of the changes to the planning system. The Structure Plan will be superseded by the RSS and LDF in the medium term.

Local Planning Policy and Regeneration Context

30. As a result of the Planning and Compulsory Purchase Act 2004, planning policy is undergoing fundamental change. The old system of Structure Plans, Local Plans and Supplementary Planning Guidance is being replaced with Regional Spatial Strategies and Local Development Documents.
31. The Ipswich Local Plan was adopted in 1997. Ipswich Borough Council began a review of this and the Ipswich Local Plan First Deposit Draft was published in 2001. Ipswich Borough Council has now halted its review of the local plan in order to progress with the preparation of new style planning guidance. It is intended that some of the policies in the 1997 Local Plan adopted will be “saved” for 3 years and will remain part of the development plan until September 2007 or until it is replaced by the LDF and associated documents. Ipswich Borough Council published a Local Development Scheme (LDS) in January 2005.
32. DTZ has reviewed a number of core local policy and regeneration documents that will impact on the future development and growth of Ipswich. The key plans, briefs, strategies and Supplementary Planning Guidance (SPG) that have been reviewed include:
- (i). Ipswich Local Plan (Adopted November 1997)
 - (ii). Ipswich Local Plan First Deposit Draft (November 2001)
 - (iii). Ipswich Local Plan Review: Issues Report (August 1999)
 - (iv). A Local Development Scheme for Ipswich (January 2005)
 - (v). Ipswich IP-One Area Action Plan (October 2003)
 - (vi). Supplementary Planning Guidance: Out of Town Centre Shopping (July 1997)
 - (vii). Supplementary Planning Guidance: Central Shopping Area: Identified Frontages (July 1997)
 - (viii). Ipswich Local Development Framework: Food Superstores and Retail Warehouses (July 2004)
 - (ix). Ipswich Local Development Framework: District and Local Shopping Centres (July 2004)
 - (x). Ipswich Local Plan SPG Appendix 4: Identified Frontages (July 2004)
 - (xi). Ipswich Town Centre Attitude Study (May 1999)
 - (xii). Ipswich Town Centre Expansion Study: Turret Land...The Town Centre/Waterfront Connection (February 2003)
33. The main thrust of these local planning and regeneration documents and their potential implications for future retail and leisure provision in Ipswich is reviewed below:

(i) Ipswich Local Plan (Adopted 1997)

34. The local plan covers the period up to 2006 and aims to protect and enhance Ipswich's built and natural heritage and to accommodate new growth in ways that enhance the environment, improve quality of life and create economic opportunity.
35. Retailing is considered fundamental for Ipswich as a source of employment and to maintain Ipswich's status. The main aims for retailing are:
- To protect 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.
 - To ensure local shopping centres continue to meet the needs of local neighbourhoods.
36. The local plan identifies a Central Shopping Area within which there are three retail zones:
- **Primary:** Higher Zone A rental values. The proportion of non-retail uses considered acceptable is 10%.
 - **Secondary:** Integral parts of the shopping centre but with lower rental values. The proportion of non-retail uses considered acceptable is 20%.
 - **Specialist:** Secondary areas with higher proportions of non-retail uses, particularly A3 uses and specialist retailers. The proportion of non-retail uses considered acceptable is 33%.
37. In areas outside the Central Shopping Area, local plan policy supports non-retail uses providing they are compatible with the character of the area and do not involve the loss of residential units and amenity.
38. Other key points are:
- The Central Area is an Area of Archaeological Importance.
 - The Central Area and part of the Wet Dock are Conservation Areas.
 - **Policy S1** supports the relocation of the open-air market to the north of Tacket Street (part of the Mint Quarter).
 - Land is allocated to the north of Bury Road for the development of a new retail warehouse park (this has been developed as the Anglia Retail Park).
 - The plan encourages supermarkets within the Central Shopping Area as well as within or close to existing Local Shopping Centres particularly where they provide convenience shopping within reasonable walking distance of otherwise under-served residential areas. A site for a supermarket is identified off Felixstowe Road. (This site has since been developed as a Co-op and Aldi supermarket).

39. The plan notes the importance of Local Shopping Centres. 39 Local Shopping Centres are identified with over 600 units. An additional Local Shopping Centre is proposed at Ravenswood (this has planning permission to be developed as a District Centre).
40. Chapter 5 of the plan sets out specific policies for the Wet Dock area which lies to the south of the town centre. The Wet Dock is described as the most northerly part of the Port of Ipswich, including the Waterfront and the area between the town centre and the Waterfront. The Wet Dock's role as a commercial shipping dock has declined. The aim is to revitalise this area with a mix of compatible uses including residential, to stimulate economic regeneration and to improve links between the Wet Dock and the town centre. Small-scale specialist retailing is encouraged. Retail warehousing is not considered suitable for the site and bars and restaurants are to be directed to the northern quay.

(iv) Ipswich Local Plan First Deposit Draft (November 2001)

41. The Local Plan First Deposit Draft (November 2001) although not progressed through to adoption, is nevertheless a material consideration in the determination of planning applications and can be viewed as a good barometer of more up-to-date policy thinking.
42. This plan notes that the development of Tower Ramparts and The Buttermarket has helped to consolidate Ipswich's position as a major shopping destination in the last 15 years. The Westgate Street area of the town has also been improved to balance retail facilities.
43. The Mint Quarter is allocated for a major expansion of comparison goods retailing. The area between the Old Cattle Market and Star Lane is allocated for retail development. The plan states that proposals to strengthen the shopping frontage to the west of the town centre will be looked upon favourably.
44. An additional supermarket is planned to anchor the new local centre proposed as part of the northern development area and a suitable site has been allocated (although not yet developed).
45. No provision is made for new out-of-centre retail warehousing.
46. The plan identifies 46 Local and District centres. This is eight more than in the 1997 plan. The plan notes that although the number of shopping centres has increased, the number of units has decreased from 600 in the 1997 plan to 430 in 2001. The 2001 plan also distinguishes between District and Local centres. It identifies eight District centres 38 local centres.
47. The plan points to increased flexibility of uses with the acceptable percentage of non-class A1 uses increased from 33% in the adopted 1997 local plan to 40% in the local plan first deposit draft (November 2001).
48. Recreation and leisure are important for Ipswich's economy and to enhance the town's reputation as one of the region's most important leisure destinations. Additional land at Cardinal Park is allocated to extend the existing leisure provision further towards the town centre. Further leisure uses are also proposed at Ipswich Village.

(v) Ipswich Local Plan Review: Issues Report (August 1999)

49. A number of retail issues were raised:

- The perceived lack of a major department store in the town.
- An improved range of speciality shops.
- Improving the retail profile of Ipswich amongst customers within the catchment.
- A suitable market site.
- The potential for a factory outlet/designer outlet style retail development.
- The reuse of vacant retail warehouses on Ranelagh Road and Commercial Road.
- Suitable location for an additional food store.
- Sites for discount food stores.
- Encouraging small-scale specialist shops and A3 uses in the waterfront.
- Increasing the range of attractions at Cardinal Park.
- Achieving higher standards of design for commercial buildings and creating safer and more attractive street scenes.

(vi) A Local Development Scheme for Ipswich (January 2005)

50. In January 2005, Ipswich Borough Council approved its Local Development Scheme (LDS). This sets out the documents that the Council will produce as part of the new planning regime. Relevant documents that will form part of the Local Development Framework are:

- The IP-One Area Action Plan
- Stoke Park Shopping Centre Development Brief (will not be a Development Plan Document but will be supplementary to **policies S16 & S17** of the adopted local plan 1997 (Not yet available)).

51. The LDS also indicates which policies from the 1997 Local Plan will be integrated into the LDF. The relevant policies are:

- Core strategies and policy document.
- **S1-8, S10-12, S15-S22** (Shopping).
- **WD1-WD21** (Wet Dock Area).

(v) The IP-One Area Action Plan

52. The IP-One Area Action Plan is currently in draft form and has been a material consideration for use in the determining of planning applications. It is anticipated that the draft version will form the basis for the new plan but will be part of the LDF.

53. The Action Plan proposes a new urban structure for the central areas of Ipswich. The vision is

“to make IP-One the place to live, work, study and play and to promote, through public and private investment, the very best in urban design and movement strategies for a sustainable future”.

54. The IP-One Area comprises a number of different character areas. The characteristics of these areas are summarised in the following table.

LOCATION	PRESENT	FUTURE
The Waterfront	<ul style="list-style-type: none"> • 80+ ha of land around the Wet Dock. • It is anticipated that the area will evolve to include Cranfields Mill which is a key opportunity site for a mixed-use complex. 	<ul style="list-style-type: none"> • Leisure and residential rather than traditional port functions (if necessary, the southern part of the port can be developed for shore based marine activities). • Visitor Centre • Park with cafés.
Town Centre	<ul style="list-style-type: none"> • Predominant area for retail and commercial uses. • Within the town's gyratory system. • Mix of building styles. 	<ul style="list-style-type: none"> • Need to consolidate and rationalise uses around the edge of the centre.
Ipswich Station	<ul style="list-style-type: none"> • South west of the town centre and south of the river. • Strong movement of commuters. 	<ul style="list-style-type: none"> • Improve pedestrian links between town, station and waterfront. • Pressure for residential, commercial and leisure developments along the river frontage near the station (including Turrett Lane).
Ipswich Village/ Cardinal Park/ Ranelagh Road	<ul style="list-style-type: none"> • Centred on Ipswich Town Football Club, which has recently been extended to include 2 new stands and a conference centre. • Ipswich Village Partnership established by Council to develop a mixed-use community and to improve integration with the town centre. • Cardinal Park suffers from poor connections with the town centre. 	<ul style="list-style-type: none"> • Relocate bus station and release site for a mixed-use development. • Will form part of expanded commercial area.
Commercial Quarter		<ul style="list-style-type: none"> • Likely to be developed with Cardinal Park and Ipswich Village. • Will link closely with the town centre. • Princess Street/Civic Drive is highlighted as a key link from the town to the railway station.
Mint Quarter	<ul style="list-style-type: none"> • Several retail schemes have received planning permission on this site but are yet to be implemented. It is understood that failure of these schemes is due to a lack of confidence in the market to bring forward this 'backland' site. 	<ul style="list-style-type: none"> • Largest opportunity site within the town centre. • Retail-led, mixed-use quarter.
Transition Zone	<ul style="list-style-type: none"> • Area around the core of the town centre linking to the waterfront. • Lacks character but forms a buffer between the historic core and more recent development. 	
Stoke	<ul style="list-style-type: none"> • Predominantly residential area between the waterfront and the railway line. Stoke ward is within the top 20% of the most deprived wards in England. . 	<ul style="list-style-type: none"> • Improve connections with the town centre.
Education Quarter/Suffolk College	<ul style="list-style-type: none"> • Just off the town centre. 	<ul style="list-style-type: none"> • To be determined by ongoing studies into further and higher education provision in Ipswich. • Potential to reuse the existing college buildings and council buildings which will be vacated in the near future.

55. Four key nodes are identified within the character areas. Each has a key project.
- **Core Town Centre Area** - linking the Core to its Surroundings (Waterfront, Station and College)
56. An integrated approach is required to improve retail function, environmental quality and integration. There is potential to extend the core to the west, south and east but constraints have hampered this in the past. For example, the area to the south is severed from the town centre by the ring road and has areas of significant archaeological importance. The Area Action Plan states that CPO powers will be needed to facilitate development and development should be closely linked to transport improvements.
- **Waterfront Area** - developing the Waterfront as a Mixed-Use Area whilst Protecting and Enhancing its Special Character
57. There has been pressure for development over last 5 years in this area of the town and thus the future of this area needs to be managed carefully to ensure that development is appropriate to the riverside location. It is envisaged that the area will be an arts and cultural quarter. Cranfield Mill will be a catalyst project.
- **Ipswich Station** - developing an Office/Commercial Heart to Ipswich around Existing and Proposed Public Transport and Pedestrian Links
58. The development of this area is dependent on infrastructure and design issues. At present, it is not considered that the pattern and grain of development assists the creation of active street frontages and legible structures. Other concerns include ensuring that development is not too heavily weighted towards residential uses and street activity opportunities are lost. Need to consider densities.
- **Suffolk College** - Developing a University in the Education Quarter
59. Ipswich is at one end of the Cambridge-Ipswich hi-tech corridor where growth is promoted through IP-City. An overriding policy objective on RPG6 is to provide a new higher education campus in Ipswich. This project is a key driver of the AAP, especially for the east and for east-west and north-south linkages.
60. One of the key aims of the action plan is to connect these nodes to create an extended and integrated town centre. In order to achieve this aim, it is noted that a departure from existing land use planning policies may be required.
61. The Area Action Plan sets out a number of key development sites where it is considered that development briefs would assist in bringing forward these sites:
- Suffolk College;
 - Old Cattlemarket Bus Station/Turret Lane;
 - Waterfront Island Site;
 - Tower Ramparts bus station extension/NCP;
 - Ipswich Borough Council Offices;
 - Cox Lane (The Mint Quarter).

62. In addition, to the key nodes, the Area Action Plan contains twenty objectives. Of relevance are:

- Sustain and improve retail function of the town centre;
- Integrate the core town centre with the surrounding area;
- Promote redevelopment of the Cattlemarket Bus Station and consolidate bus facilities at Tower Ramparts;
- Encourage the development of year round tourist attractions including leisure and arts facilities;
- Encourage lively street frontages;
- Improve legibility, vistas, urban form and structure;
- Encourage new business investment and provide employment opportunities.

(vi) *Supplementary Planning Guidance: Out of Town Centre Shopping (July 1997)*

63. This supplements the 1997 adopted local plan and specifically relates to retail warehousing and large convenience goods stores (supermarkets and food stores).

64. **Policy S13** of the local plan lists the types of goods which will be acceptable for sale in retail warehouse parks. The SPG provides more detailed definitions.

65. The SPG notes that bulky goods stores may sell a proportion of other goods. It is considered acceptable for up to 10% or 140 sq.m of the gross floorspace to be devoted to ancillary and incidental goods. The same levels apply to new food stores that sell comparison goods.

66. The LDS states that the SPG on Out of Town Centre Shopping is unlikely to be required in the long term as policies will be incorporated within the Core Strategy and many issues will be covered in PPS6.

(vii) *Supplementary Planning Guidance: Central Shopping Area – Identified Frontages (July 1997)*

67. This SPG deals with the local plan policies relating to proposals involving the change of use from A1 to A2 and A3 uses. It demonstrates how frontages are defined and measured.

68. The LDS states that the SPG on Central Shopping Area Frontages (1997) is not likely to be required in the long-term. Policies will be incorporated within the Core Strategy.

(viii) *Ipswich Local Development Framework: Food Superstores and Retail Warehouses (July 2004)*

69. This analyses the location of existing and proposed occupiers of food superstores and retail warehouses outside Ipswich town centre. It monitors information in relation to floorspace, planning conditions and site layouts.

70. It notes the following definitions within the local plan:

- **Food superstores:** Predominantly retail food outlets with a gross trading floorspace of 2,500 sq.m or more.
- **Retail Warehouses:** any unit or part within Use Class A1 with a gross trading floorspace of 929 sq.m or more.

(ix) Ipswich Local Development Framework: District and Local Shopping Centres (July 2004)

71. This document provides an analysis of district and local shopping centres in Ipswich, which have been annually monitored by the Council since 1992. It includes a survey of all the district and local centres.

72. It recognises the importance of district and local shopping centres to meet the needs of local neighbourhoods.

73. It notes the need to protect A1 shop units within all the local centres but notes that district and local centres can accommodate A2 and A3 uses. It notes that a flexible approach will be taken with regard to non-A1 uses to prevent vacant units, but that proposals should avoid the most prominent shop fronts.

(x) Ipswich Local Plan SPG Appendix 4: Identified Frontages (July 2004)

74. This provides a detailed list of identified frontages within Ipswich's Central Shopping Area. The length of retail frontage is given for each identified frontage.

75. 108 frontages are listed although two of these have been deleted.

(xi) Ipswich Town Centre Attitude Study (May 1999)

76. Ipswich Borough Council commissioned this study in May 1999. The study was based on a questionnaire, which asked participants a range of questions in order to ascertain people's views and to help understand the strengths and weaknesses of Ipswich town centre. Key findings are summarised in below:

Topic	Main Findings	Suggested Improvements
Attractiveness of the Town Centre	<ul style="list-style-type: none"> ▶ An above average town centre with an attractive pedestrianised core and a lot of history and character. ▶ Run-down areas adjacent to town centre perceived as isolated and neglected. ▶ Traffic system causes physical barriers. 	<ul style="list-style-type: none"> ▶ Wider pavements. ▶ More green spaces. ▶ Rest areas. ▶ Better public toilets. ▶ One-stop-shop.
Shopping and Services	<ul style="list-style-type: none"> ▶ Local people do at least 25% of their shopping in the town centre. People shop more for clothes than food. ▶ Good range of multiples. ▶ Lack of awareness of independent shops – tendency to stay in one area of the town and follow narrow routes from north to south and on main indoor shopping centres. ▶ Growth of cafes and bars seen as positive. 	<ul style="list-style-type: none"> ▶ Clawing back students from neighbouring towns. Including students as part of culture and economy. ▶ Marketing. ▶ Evening and Sunday opening. ▶ Creche.
Crime and Personal Safety	<ul style="list-style-type: none"> ▶ Generally perceived as safe. ▶ Concern about growth of bars and nightlife. 	<ul style="list-style-type: none"> ▶ Central police help point.
Accessibility	<ul style="list-style-type: none"> ▶ Congestion not seen as problematic – undermines attempts to reduce car use. ▶ Town centre bus routes perceived as better than County services. Resentment at variations in bus fares, e.g. park and ride cheaper than regular bus fares. ▶ Lack of cycle network. ▶ Ring road considered a barrier to walking between the town centre, the docks and cinema complex. ▶ Cost of parking perceived as high. ▶ Disabled features and Shopmobility scheme appreciated. 	<ul style="list-style-type: none"> ▶ New bus routes to hospital and cemetery. ▶ Improved rail interchange. ▶ Central cycle facilities. ▶ Better signing. ▶ Make better use of less well used car parks.

(xii) Ipswich Town Centre Expansion Study: Turret Lane. The Town Centre/Waterfront Connection (February 2003)

77. Turret Lane is a key site for mixed-use development. It is the only site available for redevelopment between the town centre and the Waterfront and has few restrictions. The study highlights the importance of delivering a mixed-use town centre type development to generate activity and enable pedestrian flows. It stresses that redevelopment should not be left to market forces which will result in a residential-led, piecemeal development.
78. The northern edge of the area currently includes the bus station. It is anticipated that in the long-term, the bus station might relocate which would enhance links between the town centre and the Waterfront. In the short-term, the bus station should be upgraded to provide a more pedestrian friendly environment.

Themes	Development Principles
Uses	<ul style="list-style-type: none"> ▶ The under provision of convenience retailing in the town centre makes Turret Lane a suitable location for a food store between 2,700 – 3,700 sq.m. A food store with ancillary development at the southern end would act as a catalyst. ▶ Low cost, bulky goods outlets are not appropriate. Reliance on food retailing should be avoided. ▶ Ancillary retail, service and leisure uses including niche retailing, A2 and A3 uses. ▶ Residential is considered to be complementary above shop units with active frontages. ▶ A prime office location. ▶ Potential to include a hotel (2,000-3,000 sq.m) and casino to raise the quality of the area.
Form	<ul style="list-style-type: none"> ▶ Enhancing permeability and connectivity. ▶ Attractive and safe pedestrian access. ▶ Retaining the general historic alignment and scale. ▶ Cardinal College is a key site.
Connections	<ul style="list-style-type: none"> ▶ The Star Lane gyratory will be altered to create a better environment for pedestrians and cyclists with additional pedestrian crossings, create a quality and safe public realm. ▶ In the short-term, the bus station should be remodelled to encourage movement to the south and to provide improved facilities.

79. The study assesses the critical issues facing the development of Turret Lane and also considers the barriers to the delivery of Turret Lane. These include:

- **Land Ownerships:** The study recommends the use of CPO's and the acquisition of the Cardinal College Site.
- **Phasing:** It is essential that development is phased to maximise the areas potential as one of activity generator and an integrator. Development should be driven by a major development which would act as a catalyst. It is recommended that the first phase of development is at the southern end of the area.

Summary

80. From national, to regional, through to local planning policies, the message is clear. The town centre must be afforded priority status in terms of regeneration efforts and the location of new investment. The evolving nature of the town centre and the importance of complementary attractions and areas of activities and attractions (e.g. the waterfront) is recognised in a series of locally produced documents and initiatives.

81. The negative effects of out-of-town development appear to have been restricted over this period of time, through clear and stringently applied planning policies. However this, and new threats such as e-commerce and the attraction of competing centres means that policy must adapt and evolve if Ipswich is to maintain and enhance its prosperity.

APPENDIX 2

Demographic Reports

Per Cap Exp Second Area Profile Report

Project: Ipswich

Prepared For:

Prepared By: KEB



Area: Second
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Expenditure Estimates					
Population and household counts					
Usually resident population 2001	172,387	100.00	57,103,930	100.00	100
Consumer retail expenditure estimates					
Per person					
Food - expenditure per person	1,035	25.67	1,023	25.70	100
Alcoholic drink - expenditure per person	149	3.70	184	4.62	80
Tobacco - expenditure per person	206	5.11	246	6.18	83
Books, newspapers and magazines - expenditure per person	89	2.21	124	3.11	71
Books - expenditure per person	34	0.84	47	1.18	71
Newspapers and magazines - expenditure per person	55	1.36	77	1.93	71
Clothing and footwear - expenditure per person	511	12.67	621	15.60	81
Footwear - expenditure per person	64	1.59	78	1.96	81
Clothing - expenditure per person	447	11.09	543	13.64	81
Furniture, floor coverings and household textiles - expenditure per person	359	8.90	333	8.36	106
Furniture and floor coverings - expenditure per person	273	6.77	253	6.36	107
Household textiles and soft furnishings - expenditure per person	86	2.13	80	2.01	106
Audio-visual equipment and other durables - expenditure per person	500	12.40	408	10.25	121
Domestic appliances - expenditure per person	100	2.48	92	2.31	107
Audio-visual, photographic and optical goods - expenditure per person	385	9.55	304	7.64	125
Telephone and fax equipment - expenditure per person	15	0.37	12	0.30	123
Hardware and DIY supplies - expenditure per person	267	6.62	236	5.93	112
China, glass and hardware - expenditure per person	140	3.47	130	3.27	106
DIY and decorators' supplies - expenditure per person	127	3.15	106	2.66	118
Other goods - expenditure per person	918	22.77	806	20.25	112
Chemists' goods - expenditure per person	289	7.17	281	7.06	102
Jewellery, watches and clocks - expenditure per person	68	1.69	63	1.58	107
Non-durable household goods - expenditure per person	54	1.34	50	1.26	107
Bicycles - expenditure per person	18	0.45	16	0.40	111

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Area: Second
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Recreational and other miscellaneous goods - expenditure per person	488	12.10	396	9.95	122
Convenience goods - expenditure per person	1,499	37.18	1,580	39.69	94
Comparison goods - expenditure per person	2,534	62.85	2,401	60.31	104
Total goods - expenditure per person	4,032	100.00	3,981	100.00	101

Basic Pop Second Area Profile Report

Project: Ipswich

Prepared For:

Prepared By: KEB



Area: Second
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Census Great Britain					
Population counts					
Population summary					
Usually resident population 2001	172,352	100.00	57,103,930	100.00	100
Private households 2001	75,367	100.00	24,730,890	100.00	100
Social Grade (MRS Approximated)					
All people aged 16 to 64 in households					
All people aged 16 to 64 in households	104,251	100.00	35,969,780	100.00	100
AB Higher and intermediate managerial/administrative/professional	29,189	28.00	8,951,312	24.89	113
C1 Supervisory, clerical, junior managerial/administrative/professional	31,574	30.29	10,633,750	29.56	102
C2 Skilled manual workers	21,026	20.17	6,577,935	18.29	110
D Semi-skilled and unskilled manual workers	18,139	17.40	7,378,555	20.51	85
E On state benefit, unemployed, lowest grade workers	4,323	4.15	2,428,229	6.75	61
Household and family					
Cars or vans					
All households	71,848	100.00	23,852,720	100.00	100
No car or van	11,247	15.65	6,552,605	27.47	57
1 car or van	31,510	43.86	10,436,640	43.75	100
2 cars or vans	22,448	31.24	5,504,065	23.08	135
3 cars or vans	4,922	6.85	1,041,847	4.37	157
4 or more cars or vans	1,721	2.40	317,563	1.33	180
Age					
Resident population by 10-year bands					
All people	172,644	100.00	57,103,930	100.00	100
Age 0 - 4 years	9,502	5.50	3,371,015	5.90	93
Age 5 - 14 years	22,140	12.82	7,362,885	12.89	99
Age 15 - 24 years	17,566	10.17	6,971,180	12.21	83
Age 25 - 34 years	19,428	11.25	8,118,326	14.22	79
Age 35 - 44 years	25,231	14.61	8,530,416	14.94	98
Age 45 - 54 years	25,310	14.66	7,575,672	13.27	111
Age 55 - 64 years	20,646	11.96	6,056,759	10.61	113
Age 65 - 74 years	16,730	9.69	4,813,065	8.43	115

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Area: Second
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Age 75+ years	16,091	9.32	4,304,609	7.54	124

Ethnic Group

England, Wales and Scotland

All people	172,576	100.00	57,103,930	100.00	100
White	170,059	98.54	52,481,200	91.90	107
Mixed	1,072	0.62	673,798	1.18	53
Indian	226	0.13	1,051,844	1.84	7
Pakistani	50	0.03	746,619	1.31	2
Bangladeshi	101	0.06	282,811	0.50	12
Black	322	0.19	1,147,602	2.01	9
Caribbean	173	53.73	565,621	49.29	109
African	101	31.37	484,783	42.24	74
Other Black	48	14.91	97,198	8.47	176
Chinese	394	0.23	243,258	0.43	54
Other Ethnic Group	352	0.20	476,795	0.83	24

Total Exp Outer Area Profile Report

Project: Ipswich
Prepared For:
Prepared By: KEB



Area: Outer
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Expenditure Estimates					
Population and household counts					
Usually resident population 2001	532,121	100.00	57,103,930	100.00	100
Consumer retail expenditure estimates					
Total					
Food - total expenditure	559,564,800	25.79	58,396,380,000	25.69	100
Alcoholic drink - total expenditure	81,549,260	3.76	10,513,490,000	4.62	81
Tobacco - total expenditure	111,538,600	5.14	14,075,470,000	6.19	83
Books, newspapers and magazines - total expenditure	47,849,870	2.21	7,097,453,000	3.12	71
Books - total expenditure	18,101,260	0.83	2,684,915,000	1.18	71
Newspapers and magazines - total expenditure	29,748,610	1.37	4,412,538,000	1.94	71
Clothing and footwear - total expenditure	273,265,400	12.60	35,440,430,000	15.59	81
Footwear - total expenditure	34,393,390	1.59	4,460,559,000	1.96	81
Clothing - total expenditure	238,872,000	11.01	30,979,870,000	13.63	81
Furniture, floor coverings and household textiles - total expenditure	192,618,000	8.88	18,978,620,000	8.35	106
Furniture and floor coverings - total expenditure	146,415,200	6.75	14,418,960,000	6.34	106
Household textiles and soft furnishings - total expenditure	46,202,810	2.13	4,559,658,000	2.01	106
Audio-visual equipment and other durables - total expenditure	268,171,200	12.36	23,338,810,000	10.27	120
Domestic appliances - total expenditure	53,502,150	2.47	5,268,888,000	2.32	106
Audio-visual, photographic and optical goods - total expenditure	206,333,200	9.51	17,375,500,000	7.64	124
Telephone and fax equipment - total expenditure	8,335,918	0.38	694,424,300	0.31	126
Hardware and DIY supplies - total expenditure	143,571,400	6.62	13,468,050,000	5.92	112
China, glass and hardware - total expenditure	75,221,660	3.47	7,423,472,000	3.27	106
DIY and decorators' supplies - total expenditure	68,349,710	3.15	6,044,573,000	2.66	118
Other goods - total expenditure	491,347,400	22.65	46,042,580,000	20.25	112
Chemists' goods - total expenditure	154,460,600	7.12	16,042,800,000	7.06	101
Jewellery, watches and clocks - total expenditure	36,499,890	1.68	3,603,671,000	1.59	106
Non-durable household goods - total expenditure	29,052,640	1.34	2,867,148,000	1.26	106
Bicycles - total expenditure	9,844,192	0.45	925,041,500	0.41	112

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Area: Outer
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Recreational and other miscellaneous goods - total expenditure	261,490,100	12.05	22,603,920,000	9.94	121
Convenience goods - total expenditure	811,453,900	37.40	90,265,030,000	39.70	94
Comparison goods - total expenditure	1,358,022,000	62.60	137,086,300,000	60.30	104
Total goods - total expenditure	2,169,476,000	100.00	227,351,300,000	100.00	100

Per Cap Exp Outer Area Profile Report

Project: Ipswich

Prepared For:

Prepared By: KEB



Area: Outer
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Expenditure Estimates					
Population and household counts					
Usually resident population 2001	532,121	100.00	57,103,930	100.00	100
Consumer retail expenditure estimates					
Per person					
Food - expenditure per person	1,052	25.80	1,023	25.70	100
Alcoholic drink - expenditure per person	153	3.75	184	4.62	81
Tobacco - expenditure per person	210	5.15	246	6.18	83
Books, newspapers and magazines - expenditure per person	90	2.21	124	3.11	71
Books - expenditure per person	34	0.83	47	1.18	71
Newspapers and magazines - expenditure per person	56	1.37	77	1.93	71
Clothing and footwear - expenditure per person	514	12.61	621	15.60	81
Footwear - expenditure per person	65	1.59	78	1.96	81
Clothing - expenditure per person	449	11.01	543	13.64	81
Furniture, floor coverings and household textiles - expenditure per person	362	8.88	333	8.36	106
Furniture and floor coverings - expenditure per person	275	6.75	253	6.36	106
Household textiles and soft furnishings - expenditure per person	87	2.13	80	2.01	106
Audio-visual equipment and other durables - expenditure per person	504	12.36	408	10.25	121
Domestic appliances - expenditure per person	101	2.48	92	2.31	107
Audio-visual, photographic and optical goods - expenditure per person	388	9.52	304	7.64	125
Telephone and fax equipment - expenditure per person	16	0.39	12	0.30	130
Hardware and DIY supplies - expenditure per person	270	6.62	236	5.93	112
China, glass and hardware - expenditure per person	141	3.46	130	3.27	106
DIY and decorators' supplies - expenditure per person	128	3.14	106	2.66	118
Other goods - expenditure per person	923	22.64	806	20.25	112
Chemists' goods - expenditure per person	290	7.11	281	7.06	101
Jewellery, watches and clocks - expenditure per person	69	1.69	63	1.58	107
Non-durable household goods - expenditure per person	55	1.35	50	1.26	107
Bicycles - expenditure per person	19	0.47	16	0.40	116

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Area: Outer
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Recreational and other miscellaneous goods - expenditure per person	491	12.04	396	9.95	121
Convenience goods - expenditure per person	1,525	37.40	1,580	39.69	94
Comparison goods - expenditure per person	2,552	62.60	2,401	60.31	104
Total goods - expenditure per person	4,077	100.00	3,981	100.00	102

Basic Pop Outer Area Profile Report

Project: Ipswich

Prepared For:

Prepared By: KEB



Area: Outer

Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Census Great Britain					
Population counts					
Population summary					
Usually resident population 2001	531,852	100.00	57,103,930	100.00	100
Private households 2001	236,928	100.00	24,730,890	100.00	100
Social Grade (MRS Approximated)					
All people aged 16 to 64 in households					
All people aged 16 to 64 in households	320,599	100.00	35,969,780	100.00	100
AB Higher and intermediate managerial/administrative/professional	79,095	24.67	8,951,312	24.89	99
C1 Supervisory, clerical, junior managerial/administrative/professional	95,354	29.74	10,633,750	29.56	101
C2 Skilled manual workers	68,452	21.35	6,577,935	18.29	117
D Semi-skilled and unskilled manual workers	62,129	19.38	7,378,555	20.51	94
E On state benefit, unemployed, lowest grade workers	15,569	4.86	2,428,229	6.75	72
Household and family					
Cars or vans					
All households	225,822	100.00	23,852,720	100.00	100
No car or van	45,571	20.18	6,552,605	27.47	73
1 car or van	101,060	44.75	10,436,640	43.75	102
2 cars or vans	61,444	27.21	5,504,065	23.08	118
3 cars or vans	13,260	5.87	1,041,847	4.37	134
4 or more cars or vans	4,487	1.99	317,563	1.33	149
Age					
Resident population by 10-year bands					
All people	531,811	100.00	57,103,930	100.00	100
Age 0 - 4 years	29,303	5.51	3,371,015	5.90	93
Age 5 - 14 years	64,439	12.12	7,362,885	12.89	94
Age 15 - 24 years	56,779	10.68	6,971,180	12.21	87
Age 25 - 34 years	65,166	12.25	8,118,326	14.22	86
Age 35 - 44 years	72,635	13.66	8,530,416	14.94	91
Age 45 - 54 years	73,688	13.86	7,575,672	13.27	104
Age 55 - 64 years	64,310	12.09	6,056,759	10.61	114
Age 65 - 74 years	53,013	9.97	4,813,065	8.43	118

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Area: Outer
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Age 75+ years	52,478	9.87	4,304,609	7.54	131

Ethnic Group

England, Wales and Scotland

All people	531,529	100.00	57,103,930	100.00	100
White	520,895	98.00	52,481,200	91.90	107
Mixed	3,900	0.73	673,798	1.18	62
Indian	1,067	0.20	1,051,844	1.84	11
Pakistani	263	0.05	746,619	1.31	4
Bangladeshi	394	0.07	282,811	0.50	15
Black	1,369	0.26	1,147,602	2.01	13
Caribbean	569	41.56	565,621	49.29	84
African	579	42.29	484,783	42.24	100
Other Black	221	16.14	97,198	8.47	191
Chinese	1,410	0.27	243,258	0.43	62
Other Ethnic Group	2,231	0.42	476,795	0.83	50

Total Exp 0

Area Profile Report

Project: Ipswich
 Prepared For:
 Prepared By: KEB



Area: 0
 Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Expenditure Estimates					
Population and household counts					
Usually resident population 2001	111,114	100.00	57,103,930	100.00	100
Consumer retail expenditure estimates					
Total					
Food - total expenditure	111,356,600	26.03	58,396,380,000	25.69	101
Alcoholic drink - total expenditure	16,193,440	3.78	10,513,490,000	4.62	82
Tobacco - total expenditure	22,676,490	5.30	14,075,470,000	6.19	86
Books, newspapers and magazines - total expenditure	9,351,836	2.19	7,097,453,000	3.12	70
Books - total expenditure	3,537,730	0.83	2,684,915,000	1.18	70
Newspapers and magazines - total expenditure	5,814,106	1.36	4,412,538,000	1.94	70
Clothing and footwear - total expenditure	54,708,130	12.79	35,440,430,000	15.59	82
Footwear - total expenditure	6,885,605	1.61	4,460,559,000	1.96	82
Clothing - total expenditure	47,822,530	11.18	30,979,870,000	13.63	82
Furniture, floor coverings and household textiles - total expenditure	37,482,450	8.76	18,978,620,000	8.35	105
Furniture and floor coverings - total expenditure	28,491,630	6.66	14,418,960,000	6.34	105
Household textiles and soft furnishings - total expenditure	8,990,820	2.10	4,559,658,000	2.01	105
Audio-visual equipment and other durables - total expenditure	52,405,110	12.25	23,338,810,000	10.27	119
Domestic appliances - total expenditure	10,411,240	2.43	5,268,888,000	2.32	105
Audio-visual, photographic and optical goods - total expenditure	40,325,990	9.43	17,375,500,000	7.64	123
Telephone and fax equipment - total expenditure	1,667,881	0.39	694,424,300	0.31	128
Hardware and DIY supplies - total expenditure	28,202,510	6.59	13,468,050,000	5.92	111
China, glass and hardware - total expenditure	14,637,740	3.42	7,423,472,000	3.27	105
DIY and decorators' supplies - total expenditure	13,564,770	3.17	6,044,573,000	2.66	119
Other goods - total expenditure	95,472,170	22.31	46,042,580,000	20.25	110
Chemists' goods - total expenditure	29,764,490	6.96	16,042,800,000	7.06	99
Jewellery, watches and clocks - total expenditure	7,043,673	1.65	3,603,671,000	1.59	104
Non-durable household goods - total expenditure	5,653,485	1.32	2,867,148,000	1.26	105
Bicycles - total expenditure	1,921,206	0.45	925,041,500	0.41	110

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Area: 0
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Recreational and other miscellaneous goods - total expenditure	51,089,320	11.94	22,603,920,000	9.94	120
Convenience goods - total expenditure	161,694,200	37.79	90,265,030,000	39.70	95
Comparison goods - total expenditure	266,154,600	62.21	137,086,300,000	60.30	103
Total goods - total expenditure	427,848,800	100.00	227,351,300,000	100.00	100

Per Cap Exp 0

Area Profile Report

Project: Ipswich

Prepared For:

Prepared By: KEB



Area: 0
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Expenditure Estimates					
Population and household counts					
Usually resident population 2001	111,114	100.00	57,103,930	100.00	100
Consumer retail expenditure estimates					
Per person					
Food - expenditure per person	1,002	26.02	1,023	25.70	101
Alcoholic drink - expenditure per person	146	3.79	184	4.62	82
Tobacco - expenditure per person	204	5.30	246	6.18	86
Books, newspapers and magazines - expenditure per person	84	2.18	124	3.11	70
Books - expenditure per person	32	0.83	47	1.18	70
Newspapers and magazines - expenditure per person	52	1.35	77	1.93	70
Clothing and footwear - expenditure per person	492	12.78	621	15.60	82
Footwear - expenditure per person	62	1.61	78	1.96	82
Clothing - expenditure per person	430	11.17	543	13.64	82
Furniture, floor coverings and household textiles - expenditure per person	337	8.75	333	8.36	105
Furniture and floor coverings - expenditure per person	256	6.65	253	6.36	105
Household textiles and soft furnishings - expenditure per person	81	2.10	80	2.01	105
Audio-visual equipment and other durables - expenditure per person	472	12.26	408	10.25	120
Domestic appliances - expenditure per person	94	2.44	92	2.31	106
Audio-visual, photographic and optical goods - expenditure per person	363	9.43	304	7.64	123
Telephone and fax equipment - expenditure per person	15	0.39	12	0.30	129
Hardware and DIY supplies - expenditure per person	254	6.60	236	5.93	111
China, glass and hardware - expenditure per person	132	3.43	130	3.27	105
DIY and decorators' supplies - expenditure per person	122	3.17	106	2.66	119
Other goods - expenditure per person	859	22.31	806	20.25	110
Chemists' goods - expenditure per person	268	6.96	281	7.06	99
Jewellery, watches and clocks - expenditure per person	63	1.64	63	1.58	103
Non-durable household goods - expenditure per person	51	1.32	50	1.26	105
Bicycles - expenditure per person	17	0.44	16	0.40	110

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Area: 0
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Recreational and other miscellaneous goods - expenditure per person	460	11.94	396	9.95	120
Convenience goods - expenditure per person	1,455	37.78	1,580	39.69	95
Comparison goods - expenditure per person	2,395	62.19	2,401	60.31	103
Total goods - expenditure per person	3,851	100.00	3,981	100.00	97

Basic Pop 0

Area Profile Report

Project: Ipswich

Prepared For:

Prepared By: KEB



Area: 0
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Census Great Britain					
Population counts					
Population summary					
Usually resident population 2001	111,096	100.00	57,103,930	100.00	100
Private households 2001	49,424	100.00	24,730,890	100.00	100
Social Grade (MRS Approximated)					
All people aged 16 to 64 in households					
All people aged 16 to 64 in households	68,100	100.00	35,969,780	100.00	100
AB Higher and intermediate managerial/administrative/professional	14,769	21.69	8,951,312	24.89	87
C1 Supervisory, clerical, junior managerial/administrative/professional	18,555	27.25	10,633,750	29.56	92
C2 Skilled manual workers	14,519	21.32	6,577,935	18.29	117
D Semi-skilled and unskilled manual workers	16,249	23.86	7,378,555	20.51	116
E On state benefit, unemployed, lowest grade workers	4,008	5.89	2,428,229	6.75	87
Household and family					
Cars or vans					
All households	47,472	100.00	23,852,720	100.00	100
No car or van	14,024	29.54	6,552,605	27.47	108
1 car or van	22,182	46.73	10,436,640	43.75	107
2 cars or vans	9,225	19.43	5,504,065	23.08	84
3 cars or vans	1,629	3.43	1,041,847	4.37	79
4 or more cars or vans	412	0.87	317,563	1.33	65
Age					
Resident population by 10-year bands					
All people	111,078	100.00	57,103,930	100.00	100
Age 0 - 4 years	6,830	6.15	3,371,015	5.90	104
Age 5 - 14 years	15,002	13.51	7,362,885	12.89	105
Age 15 - 24 years	13,937	12.55	6,971,180	12.21	103
Age 25 - 34 years	16,754	15.08	8,118,326	14.22	106
Age 35 - 44 years	15,436	13.90	8,530,416	14.94	93
Age 45 - 54 years	13,564	12.21	7,575,672	13.27	92
Age 55 - 64 years	10,520	9.47	6,056,759	10.61	89
Age 65 - 74 years	9,599	8.64	4,813,065	8.43	103

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Area: 0
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Age 75+ years	9,436	8.49	4,304,609	7.54	113

Ethnic Group

England, Wales and Scotland

All people	111,110	100.00	57,103,930	100.00	100
White	103,776	93.40	52,481,200	91.90	102
Mixed	2,502	2.25	673,798	1.18	191
Indian	809	0.73	1,051,844	1.84	40
Pakistani	158	0.14	746,619	1.31	11
Bangladeshi	905	0.81	282,811	0.50	164
Black	2,051	1.85	1,147,602	2.01	92
Caribbean	1,539	75.04	565,621	49.29	152
African	238	11.60	484,783	42.24	27
Other Black	274	13.36	97,198	8.47	158
Chinese	453	0.41	243,258	0.43	96
Other Ethnic Group	456	0.41	476,795	0.83	49

Total Exp Core Area Profile Report

Project: Ipswich
Prepared For:
Prepared By: KEB



Area: Core
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Expenditure Estimates					
Population and household counts					
Usually resident population 2001	139,077	100.00	57,103,930	100.00	100
Consumer retail expenditure estimates					
Total					
Food - total expenditure	140,258,200	25.87	58,396,380,000	25.69	101
Alcoholic drink - total expenditure	20,298,690	3.74	10,513,490,000	4.62	81
Tobacco - total expenditure	28,461,430	5.25	14,075,470,000	6.19	85
Books, newspapers and magazines - total expenditure	11,909,850	2.20	7,097,453,000	3.12	70
Books - total expenditure	4,505,409	0.83	2,684,915,000	1.18	70
Newspapers and magazines - total expenditure	7,404,438	1.37	4,412,538,000	1.94	70
Clothing and footwear - total expenditure	69,481,620	12.82	35,440,430,000	15.59	82
Footwear - total expenditure	8,745,008	1.61	4,460,559,000	1.96	82
Clothing - total expenditure	60,736,610	11.20	30,979,870,000	13.63	82
Furniture, floor coverings and household textiles - total expenditure	47,669,470	8.79	18,978,620,000	8.35	105
Furniture and floor coverings - total expenditure	36,235,110	6.68	14,418,960,000	6.34	105
Household textiles and soft furnishings - total expenditure	11,434,350	2.11	4,559,658,000	2.01	105
Audio-visual equipment and other durables - total expenditure	66,703,550	12.30	23,338,810,000	10.27	120
Domestic appliances - total expenditure	13,240,820	2.44	5,268,888,000	2.32	105
Audio-visual, photographic and optical goods - total expenditure	51,356,380	9.47	17,375,500,000	7.64	124
Telephone and fax equipment - total expenditure	2,106,352	0.39	694,424,300	0.31	127
Hardware and DIY supplies - total expenditure	35,722,010	6.59	13,468,050,000	5.92	111
China, glass and hardware - total expenditure	18,615,990	3.43	7,423,472,000	3.27	105
DIY and decorators' supplies - total expenditure	17,106,020	3.16	6,044,573,000	2.66	119
Other goods - total expenditure	121,667,900	22.44	46,042,580,000	20.25	111
Chemists' goods - total expenditure	37,974,290	7.00	16,042,800,000	7.06	99
Jewellery, watches and clocks - total expenditure	8,979,625	1.66	3,603,671,000	1.59	104
Non-durable household goods - total expenditure	7,190,000	1.33	2,867,148,000	1.26	105
Bicycles - total expenditure	2,451,610	0.45	925,041,500	0.41	111

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Area: Core
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Recreational and other miscellaneous goods - total expenditure	65,072,340	12.00	22,603,920,000	9.94	121
Convenience goods - total expenditure	203,612,800	37.55	90,265,030,000	39.70	95
Comparison goods - total expenditure	338,559,900	62.45	137,086,300,000	60.30	104
Total goods - total expenditure	542,172,700	100.00	227,351,300,000	100.00	100

Per Cap Exp Core Area Profile Report

Project: Ipswich

Prepared For:

Prepared By: KEB



Area: Core

Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Expenditure Estimates					
Population and household counts					
Usually resident population 2001	139,077	100.00	57,103,930	100.00	100
Consumer retail expenditure estimates					
Per person					
Food - expenditure per person	1,008	25.86	1,023	25.70	101
Alcoholic drink - expenditure per person	146	3.75	184	4.62	81
Tobacco - expenditure per person	205	5.26	246	6.18	85
Books, newspapers and magazines - expenditure per person	86	2.21	124	3.11	71
Books - expenditure per person	32	0.82	47	1.18	70
Newspapers and magazines - expenditure per person	53	1.36	77	1.93	70
Clothing and footwear - expenditure per person	500	12.83	621	15.60	82
Footwear - expenditure per person	63	1.62	78	1.96	82
Clothing - expenditure per person	437	11.21	543	13.64	82
Furniture, floor coverings and household textiles - expenditure per person	343	8.80	333	8.36	105
Furniture and floor coverings - expenditure per person	261	6.70	253	6.36	105
Household textiles and soft furnishings - expenditure per person	82	2.10	80	2.01	105
Audio-visual equipment and other durables - expenditure per person	480	12.31	408	10.25	120
Domestic appliances - expenditure per person	95	2.44	92	2.31	105
Audio-visual, photographic and optical goods - expenditure per person	369	9.47	304	7.64	124
Telephone and fax equipment - expenditure per person	15	0.38	12	0.30	128
Hardware and DIY supplies - expenditure per person	257	6.59	236	5.93	111
China, glass and hardware - expenditure per person	134	3.44	130	3.27	105
DIY and decorators' supplies - expenditure per person	123	3.16	106	2.66	119
Other goods - expenditure per person	875	22.45	806	20.25	111
Chemists' goods - expenditure per person	273	7.00	281	7.06	99
Jewellery, watches and clocks - expenditure per person	65	1.67	63	1.58	105
Non-durable household goods - expenditure per person	52	1.33	50	1.26	106
Bicycles - expenditure per person	18	0.46	16	0.40	115

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Area: Core
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Recreational and other miscellaneous goods - expenditure per person	468	12.01	396	9.95	121
Convenience goods - expenditure per person	1,464	37.56	1,580	39.69	95
Comparison goods - expenditure per person	2,434	62.44	2,401	60.31	104
Total goods - expenditure per person	3,898	100.00	3,981	100.00	98

Basic Pop Core Area Profile Report

Project: Ipswich
Prepared For:
Prepared By: KEB



Area: Core
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Census Great Britain					
Population counts					
Population summary					
Usually resident population 2001	138,951	100.00	57,103,930	100.00	100
Private households 2001	61,158	100.00	24,730,890	100.00	100
Social Grade (MRS Approximated)					
All people aged 16 to 64 in households					
All people aged 16 to 64 in households	85,805	100.00	35,969,780	100.00	100
AB Higher and intermediate managerial/administrative/professional	20,505	23.90	8,951,312	24.89	96
C1 Supervisory, clerical, junior managerial/administrative/professional	23,984	27.95	10,633,750	29.56	95
C2 Skilled manual workers	17,659	20.58	6,577,935	18.29	113
D Semi-skilled and unskilled manual workers	18,972	22.11	7,378,555	20.51	108
E On state benefit, unemployed, lowest grade workers	4,685	5.46	2,428,229	6.75	81
Household and family					
Cars or vans					
All households	58,879	100.00	23,852,720	100.00	100
No car or van	15,611	26.51	6,552,605	27.47	97
1 car or van	27,489	46.69	10,436,640	43.75	107
2 cars or vans	12,910	21.93	5,504,065	23.08	95
3 cars or vans	2,270	3.86	1,041,847	4.37	88
4 or more cars or vans	599	1.02	317,563	1.33	76
Age					
Resident population by 10-year bands					
All people	139,131	100.00	57,103,930	100.00	100
Age 0 - 4 years	8,583	6.17	3,371,015	5.90	105
Age 5 - 14 years	18,861	13.56	7,362,885	12.89	105
Age 15 - 24 years	16,910	12.15	6,971,180	12.21	100
Age 25 - 34 years	20,399	14.66	8,118,326	14.22	103
Age 35 - 44 years	19,941	14.33	8,530,416	14.94	96
Age 45 - 54 years	17,646	12.68	7,575,672	13.27	96
Age 55 - 64 years	13,419	9.64	6,056,759	10.61	91
Age 65 - 74 years	12,100	8.70	4,813,065	8.43	103

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Area: Core
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Age 75+ years	11,272	8.10	4,304,609	7.54	107

Ethnic Group

England, Wales and Scotland

All people	138,982	100.00	57,103,930	100.00	100
White	130,722	94.06	52,481,200	91.90	102
Mixed	2,851	2.05	673,798	1.18	174
Indian	958	0.69	1,051,844	1.84	37
Pakistani	190	0.14	746,619	1.31	10
Bangladeshi	913	0.66	282,811	0.50	133
Black	2,212	1.59	1,147,602	2.01	79
Caribbean	1,644	74.32	565,621	49.29	151
African	274	12.39	484,783	42.24	29
Other Black	294	13.29	97,198	8.47	157
Chinese	549	0.40	243,258	0.43	93
Other Ethnic Group	587	0.42	476,795	0.83	51

Total Exp Second Area Profile Report

Project: Ipswich

Prepared For:

Prepared By: KEB



Area: Second
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
2001 Expenditure Estimates					
Population and household counts					
Usually resident population 2001	172,387	100.00	57,103,930	100.00	100
Consumer retail expenditure estimates					
Total					
Food - total expenditure	178,402,100	25.66	58,396,380,000	25.69	100
Alcoholic drink - total expenditure	25,646,900	3.69	10,513,490,000	4.62	80
Tobacco - total expenditure	35,442,070	5.10	14,075,470,000	6.19	82
Books, newspapers and magazines - total expenditure	15,375,050	2.21	7,097,453,000	3.12	71
Books - total expenditure	5,816,262	0.84	2,684,915,000	1.18	71
Newspapers and magazines - total expenditure	9,558,787	1.38	4,412,538,000	1.94	71
Clothing and footwear - total expenditure	88,059,210	12.67	35,440,430,000	15.59	81
Footwear - total expenditure	11,083,200	1.59	4,460,559,000	1.96	81
Clothing - total expenditure	76,976,010	11.07	30,979,870,000	13.63	81
Furniture, floor coverings and household textiles - total expenditure	61,894,560	8.90	18,978,620,000	8.35	107
Furniture and floor coverings - total expenditure	47,048,060	6.77	14,418,960,000	6.34	107
Household textiles and soft furnishings - total expenditure	14,846,500	2.14	4,559,658,000	2.01	106
Audio-visual equipment and other durables - total expenditure	86,152,920	12.39	23,338,810,000	10.27	121
Domestic appliances - total expenditure	17,192,000	2.47	5,268,888,000	2.32	107
Audio-visual, photographic and optical goods - total expenditure	66,298,650	9.54	17,375,500,000	7.64	125
Telephone and fax equipment - total expenditure	2,662,274	0.38	694,424,300	0.31	125
Hardware and DIY supplies - total expenditure	45,987,490	6.62	13,468,050,000	5.92	112
China, glass and hardware - total expenditure	24,171,220	3.48	7,423,472,000	3.27	106
DIY and decorators' supplies - total expenditure	21,816,270	3.14	6,044,573,000	2.66	118
Other goods - total expenditure	158,172,900	22.75	46,042,580,000	20.25	112
Chemists' goods - total expenditure	49,897,130	7.18	16,042,800,000	7.06	102
Jewellery, watches and clocks - total expenditure	11,726,410	1.69	3,603,671,000	1.59	106
Non-durable household goods - total expenditure	9,335,585	1.34	2,867,148,000	1.26	106
Bicycles - total expenditure	3,170,443	0.46	925,041,500	0.41	112

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Area: Second
Comparison Area: Great Britain

Description	Value	Area %	Comparison Value	Comparison Area %	Index
Recreational and other miscellaneous goods - total expenditure	84,043,330	12.09	22,603,920,000	9.94	122
Convenience goods - total expenditure	258,385,500	37.17	90,265,030,000	39.70	94
Comparison goods - total expenditure	436,747,700	62.83	137,086,300,000	60.30	104
Total goods - total expenditure	695,133,200	100.00	227,351,300,000	100.00	100

APPENDIX 3

Goad Reports

Goad Centre Category Report

(Floorspace sq ft)



Centre: Ipswich
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 28/02/2005

Category	Floorspace sq ft	Area %	Base %	Index
Retail				
Convenience				
Bakers & Confectioners	8,600	0.42	0.66	64
Butchers	3,600	0.18	0.29	61
Confectionery, Tobacco & News	6,100	0.30	0.47	63
Convenience Stores	1,700	0.08	0.38	22
Fishmongers	0	0.00	0.04	0
Frozen Foods	9,200	0.45	0.62	73
Greengrocers	1,200	0.06	0.14	41
Grocers & Delicatessens	3,700	0.18	0.37	49
Health Foods	3,100	0.15	0.21	73
Markets	0	0.00	0.81	0
Off Licences	0	0.00	0.30	0
Shoe Repairs & Key Cutting	1,800	0.09	0.10	87
Supermarkets	28,700	1.40	6.56	21
Total Convenience	67,700	3.31	10.94	30
Comparison				
Antique Shops	0	0.00	0.23	0
Art & Art Dealers	3,600	0.18	0.31	57
Booksellers	9,100	0.44	0.48	93
Carpets & Flooring	0	0.00	0.48	0
Catalogue Showrooms	17,300	0.84	0.59	143
Charity Shops	29,100	1.42	0.88	161
Chemist & Drugstores	39,100	1.91	1.28	149
Childrens & Infants Wear	13,800	0.67	0.53	126
Clothing General	75,400	3.68	2.43	151
Crafts, Gifts, China & Glass	14,300	0.70	0.60	115
Cycles & Accessories	1,600	0.08	0.13	62
Department & Variety Stores	308,600	15.07	5.29	285
DIY & Home Improvement	0	0.00	1.13	0
Electrical & Other Durable Goods	20,200	0.99	1.20	82
Florists	1,500	0.07	0.25	30
Footwear	31,200	1.52	0.96	159
Furniture Fitted	2,300	0.11	0.25	45
Furniture General	26,900	1.31	1.68	78
Gardens & Equipment	2,600	0.13	0.06	211
Greeting Cards	11,600	0.57	0.64	89
Hardware & Household Goods	36,600	1.79	1.84	97
Jewellery, Watches & Silver	13,700	0.67	0.65	103
Ladies & Mens Wear & Acc.	19,100	0.93	0.58	162
Ladies Wear & Accessories	60,300	2.94	2.56	115
Leather & Travel Goods	600	0.03	0.11	27
Mens Wear & Accessories	13,400	0.65	0.70	93
Music & Musical Instruments	1,500	0.07	0.11	66
Music & Video Recordings	12,500	0.61	0.39	156
Newsagents & Stationers	10,900	0.53	0.62	86
Office Supplies	0	0.00	0.11	0
Other Comparison Goods	7,100	0.35	0.52	66
Photographic & Optical	3,700	0.18	0.10	187
Secondhand Goods, Books, etc.	400	0.02	0.12	16
Sports, Camping & Leisure Goods	48,300	2.36	1.03	230
Telephones & Accessories	13,000	0.63	0.42	150

Goad Centre Category Report

(Floorspace sq ft)



Centre: Ipswich
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 28/02/2005

Category		Floorspace sq ft	Area %	Base %	Index
Textiles & Soft Furnishings		8,800	0.43	0.61	70
Toiletries, Cosmetics & Beauty Products		20,800	1.02	0.66	155
Toys, Games & Hobbies		9,500	0.46	0.59	79
Vehicle & Motorcycle Sales		0	0.00	0.58	0
Vehicle Accessories		5,500	0.27	0.25	107
Total	Comparison	893,900	43.65	31.96	137
Retail Service					
Clothing & Fancy Dress Hire		0	0.00	0.03	0
Dry Cleaners & Launderettes		1,500	0.07	0.30	24
Filling Stations		0	0.00	0.07	0
Health & Beauty		27,100	1.32	2.03	65
Opticians		13,800	0.67	0.63	107
Other Retail Services		4,300	0.21	0.25	85
Photo Processing		3,200	0.16	0.13	123
Photo Studio		1,400	0.07	0.06	107
Post Offices		2,600	0.13	0.45	28
Repairs, Alterations & Restoration		0	0.00	0.07	0
Travel Agents		11,500	0.56	0.65	86
TV, Cable & Video Rental		0	0.00	0.01	0
Vehicle Rental		0	0.00	0.04	0
Vehicle Repairs & Services		0	0.00	0.55	0
Video Tape Rental		7,600	0.37	0.27	137
Total	Retail Service	73,000	3.56	5.52	65
Other Retail					
Other Retail Outlets		0	0.00	0.01	0
Total	Other Retail	0	0.00	0.01	0
Total	Retail	1,034,600	50.52		
Service					
Leisure Services					
Bars & Wine Bars		56,600	2.76	1.64	168
Bingo & Amusements		17,000	0.83	0.89	94
Cafes		52,000	2.54	1.00	253
Casinos & Betting Offices		6,500	0.32	0.58	55
Cinemas, Theatres & Concert Halls		27,200	1.33	1.21	110
Clubs		19,000	0.93	1.19	78
Disco, Dance & Nightclubs		4,700	0.23	0.37	62
Fast Food & Take Away		23,000	1.12	1.75	64
Hotels & Guest Houses		7,500	0.37	1.26	29
Public Houses		48,800	2.38	3.49	68
Restaurants		46,900	2.29	2.56	90
Sports & Leisure Facilities		55,500	2.71	1.17	231
Total	Leisure Services	364,700	17.81	17.11	104
Financial & Business Services					
Building Societies		16,900	0.83	0.37	226
Building Supplies & Services		0	0.00	0.49	0
Business Goods & Services		0	0.00	0.06	0
Employment & Careers		17,000	0.83	0.30	279
Financial Services		27,100	1.32	0.80	166
Legal Services		7,800	0.38	0.69	55

Goad Centre Category Report

(Floorspace sq ft)



Centre: Ipswich
 Base: All UK Centres
 Centre Selection: All Outlets
 Survey Date: 28/02/2005

Category		Floorspace sq ft	Area %	Base %	Index
Other Business Services		2,700	0.13	0.28	47
Printing & Copying		2,400	0.12	0.20	60
Property Services		32,600	1.59	1.41	113
Retail Banks		55,500	2.71	2.68	101
Total	Financial & Business Services	162,000	7.91	7.25	109
Public Services					
Educational Institutions		3,300	0.16	1.02	16
Emergency Services		0	0.00	0.52	0
Government & Municipal Buildings		19,500	0.95	2.49	38
Information & Advice Centres		6,400	0.31	0.36	87
Libraries, Museums & Art Galleries		9,500	0.46	0.95	49
Total	Public Services	38,700	1.89	5.33	35
Health & Medical Services					
Medical Services		3,800	0.19	0.76	24
Total	Health & Medical Services	3,800	0.19	0.76	24
Religious Services					
Religious Institutions		40,300	1.97	1.80	109
Total	Religious Services	40,300	1.97	1.80	109
Transport Services					
Car Parks		141,600	6.91	5.02	138
Taxis & Mini-cabs		1,100	0.05	0.07	80
Transport Facilities		2,500	0.12	0.26	47
Total	Transport Services	145,200	7.09	5.34	133
Total	Service	754,700	36.85		
Vacant					
Vacant Non-Retail					
Vacant Other Buildings		0	0.00	0.72	0
Total	Vacant Non-Retail	0	0.00	0.72	0
Vacant Retail					
Vacant Retail/Service		97,700	4.77	5.49	87
Total	Vacant Retail	97,700	4.77	5.49	87
Total	Vacant	97,700	4.77		
Commerce					
General Offices					
Offices		154,300	7.53	5.43	139
Sorting Office		0	0.00	0.28	0
Total	General Offices	154,300	7.53	5.71	132
Industrial Activities					
Works, Warehouses & Factories		0	0.00	1.09	0
Total	Industrial Activities	0	0.00	1.09	0
Unclassified Building					
Entrance & Stores		6,800	0.33	0.87	38

Goad Centre Category Report

(Floorspace sq ft)



Centre: Ipswich
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 28/02/2005

Category		Floorspace sq ft	Area %	Base %	Index
Total	Unclassified Building	6,800	0.33	0.87	38
Wholesale Trade					
Wholesalers		0	0.00	0.08	0
Total	Wholesale Trade	0	0.00	0.08	0
Total	Commerce	161,100	7.87		
Centre Total		2,048,100 sq ft (Ground Floor footprint)			

Goad Centre Category Report

(Outlet Count)



Centre: Ipswich
Base: A Selected Region
Centre Selection: All Outlets
Survey Date: 31/03/2004

East Anglia

Category	Outlets	Area %	Base %	Index
Retail				
Convenience				
Bakers & Confectioners	9	1.30	1.47	88
Butchers	3	0.43	0.66	66
Confectionery, Tobacco & News	8	1.16	0.84	137
Convenience Stores	1	0.14	0.25	58
Fishmongers	0	0.00	0.11	0
Frozen Foods	1	0.14	0.21	69
Greengrocers	1	0.14	0.16	89
Grocers & Delicatessens	5	0.72	0.51	143
Health Foods	4	0.58	0.54	106
Markets	0	0.00	0.06	0
Off Licences	0	0.00	0.35	0
Shoe Repairs & Key Cutting	4	0.58	0.48	121
Supermarkets	2	0.29	0.65	44
Total Convenience	38	5.49	6.30	87
Comparison				
Antique Shops	1	0.14	0.89	16
Art & Art Dealers	3	0.43	0.61	71
Booksellers	5	0.72	0.92	79
Carpets & Flooring	0	0.00	0.41	0
Catalogue Showrooms	2	0.29	0.23	126
Charity Shops	16	2.31	2.41	96
Chemist & Drugstores	6	0.87	0.82	105
Childrens & Infants Wear	5	0.72	0.58	124
Clothing General	18	2.60	1.96	133
Crafts, Gifts, China & Glass	11	1.59	1.79	89
Cycles & Accessories	1	0.14	0.29	50
Department & Variety Stores	13	1.88	1.16	162
DIY & Home Improvement	1	0.14	0.58	25
Electrical & Other Durable Goods	10	1.45	1.89	76
Florists	3	0.43	0.82	53
Footwear	13	1.88	1.51	124
Furniture Fitted	2	0.29	0.27	108
Furniture General	7	1.01	1.01	100
Gardens & Equipment	1	0.14	0.09	168
Greeting Cards	6	0.87	1.28	68
Hardware & Household Goods	9	1.30	1.26	103
Jewellery, Watches & Silver	16	2.31	1.93	120
Ladies & Mens Wear & Acc.	5	0.72	0.56	128
Ladies Wear & Accessories	32	4.62	3.95	117
Leather & Travel Goods	3	0.43	0.29	151
Mens Wear & Accessories	8	1.16	1.05	110
Music & Musical Instruments	1	0.14	0.28	52
Music & Video Recordings	3	0.43	0.53	82
Newsagents & Stationers	5	0.72	0.54	135
Office Supplies	0	0.00	0.08	0
Other Comparison Goods	6	0.87	0.84	103
Photographic & Optical	3	0.43	0.28	156
Secondhand Goods, Books, etc.	1	0.14	0.31	47
Sports, Camping & Leisure Goods	10	1.45	1.05	137
Telephones & Accessories	10	1.45	0.91	159

Goad Centre Category Report

(Outlet Count)



Centre: Ipswich
Base: A Selected Region
Centre Selection: All Outlets
Survey Date: 31/03/2004

East Anglia

Category	Outlets	Area %	Base %	Index
Textiles & Soft Furnishings	9	1.30	0.98	133
Toiletries, Cosmetics & Beauty Products	7	1.01	0.63	160
Toys, Games & Hobbies	7	1.01	1.20	85
Vehicle & Motorcycle Sales	0	0.00	0.23	0
Vehicle Accessories	3	0.43	0.33	130
Total Comparison	262	37.86	36.73	103

Retail Service

Clothing & Fancy Dress Hire	0	0.00	0.07	0
Dry Cleaners & Launderettes	2	0.29	0.54	53
Filling Stations	0	0.00	0.12	0
Health & Beauty	34	4.91	5.16	95
Opticians	9	1.30	1.36	96
Other Retail Services	3	0.43	0.33	130
Photo Processing	3	0.43	0.28	156
Photo Studio	1	0.14	0.25	58
Post Offices	2	0.29	0.29	101
Repairs, Alterations & Restoration	0	0.00	0.20	0
Travel Agents	13	1.88	1.37	137
TV, Cable & Video Rental	0	0.00	0.03	0
Vehicle Rental	0	0.00	0.01	0
Vehicle Repairs & Services	0	0.00	0.33	0
Video Tape Rental	2	0.29	0.33	89
Total Retail Service	69	9.97	10.67	93

Other Retail

Other Retail Outlets	0	0.00	0.00	0
Total Other Retail	0	0.00	0.00	0

Total Retail	369	53.32
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Service

Leisure Services

Bars & Wine Bars	13	1.88	0.98	193
Bingo & Amusements	4	0.58	0.34	168
Cafes	21	3.03	1.96	155
Casinos & Betting Offices	7	1.01	0.87	116
Cinemas, Theatres & Concert Halls	2	0.29	0.27	108
Clubs	3	0.43	0.89	49
Disco, Dance & Nightclubs	1	0.14	0.14	101
Fast Food & Take Away	28	4.05	3.58	113
Hotels & Guest Houses	3	0.43	0.53	82
Public Houses	13	1.88	2.51	75
Restaurants	22	3.18	3.16	100
Sports & Leisure Facilities	2	0.29	0.27	108
Total Leisure Services	119	17.20	15.50	111

Financial & Business Services

Building Societies	8	1.16	0.88	131
Building Supplies & Services	0	0.00	0.33	0
Business Goods & Services	0	0.00	0.06	0
Employment & Careers	9	1.30	0.76	172
Financial Services	14	2.02	1.51	134

Goad Centre Category Report

(Outlet Count)



Centre: Ipswich
Base: A Selected Region
Centre Selection: All Outlets
Survey Date: 31/03/2004

East Anglia

Category	Outlets	Area %	Base %	Index
Legal Services	5	0.72	1.12	65
Other Business Services	3	0.43	0.18	239
Printing & Copying	2	0.29	0.23	126
Property Services	27	3.90	3.27	119
Retail Banks	15	2.17	2.57	84
Total Financial & Business Services	83	11.99	10.90	110
Public Services				
Educational Institutions	1	0.14	0.39	37
Emergency Services	0	0.00	0.14	0
Government & Municipal Buildings	5	0.72	1.23	59
Information & Advice Centres	5	0.72	0.49	148
Libraries, Museums & Art Galleries	2	0.29	0.51	57
Total Public Services	13	1.88	2.76	68
Health & Medical Services				
Medical Services	1	0.14	0.86	17
Total Health & Medical Services	1	0.14	0.86	17
Religious Services				
Religious Institutions	7	1.01	1.10	92
Total Religious Services	7	1.01	1.10	92
Transport Services				
Car Parks	13	1.88	2.55	74
Taxis & Mini-cabs	2	0.29	0.24	121
Transport Facilities	1	0.14	0.09	168
Total Transport Services	16	2.31	2.88	80
Total Service	239	34.54		
Vacant				
Vacant Non-Retail				
Vacant Other Buildings	0	0.00	0.27	0
Total Vacant Non-Retail	0	0.00	0.27	0
Vacant Retail				
Vacant Retail/Service	51	7.37	6.27	118
Total Vacant Retail	51	7.37	6.27	118
Total Vacant	51	7.37		
Commerce				
General Offices				
Offices	27	3.90	3.43	114
Sorting Office	0	0.00	0.11	0
Total General Offices	27	3.90	3.54	110
Industrial Activities				
Works, Warehouses & Factories	0	0.00	0.42	0
Total Industrial Activities	0	0.00	0.42	0
Unclassified Building				

Goad Centre Category Report

(Outlet Count)



Centre: Ipswich
Base: A Selected Region
Centre Selection: All Outlets
Survey Date: 31/03/2004

East Anglia

Category		Outlets	Area %	Base %	Index
Entrance & Stores		6	0.87	1.80	48
Total	Unclassified Building	6	0.87	1.80	48
<hr/>					
Wholesale Trade					
Wholesalers		0	0.00	0.00	0
Total	Wholesale Trade	0	0.00	0.00	0
<hr/>					
Total	Commerce	33	4.77		
<hr/>					
Centre Total		692	Outlets		
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Goad Centre Category Report

(Outlet Count)



Centre: Ipswich
Base: A Selected Region
Centre Selection: All Outlets
Survey Date: 31/03/2004

East Anglia

Category	Outlets	Area %	Base %	Index
Distribution of Outlets by Floorspace				
Under 1,000 square feet	253	36.56	39.36	93
Between 1,000 and 2,499 square feet	262	37.86	38.75	98
Between 2,500 and 4,999 square feet	104	15.03	13.18	114
Between 5,000 and 9,999 square feet	35	5.06	5.13	99
Between 10,000 and 14,999 square feet	15	2.17	1.51	143
Between 15,000 and 19,999 square feet	9	1.30	0.70	186
Between 20,000 and 29,999 square feet	4	0.58	0.63	92
30,000 square feet and above	10	1.45	0.73	199

Goad Centre Category Report

(Floorspace sq ft)



Centre: Ipswich
Base: A Selected Region
Centre Selection: All Outlets
Survey Date: 31/03/2004

East Anglia

Category	Floorspace sq ft	Area %	Base %	Index
Retail				
Convenience				
Bakers & Confectioners	8,400	0.42	0.72	58
Butchers	3,600	0.18	0.33	54
Confectionery, Tobacco & News	6,100	0.30	0.46	66
Convenience Stores	1,700	0.08	0.20	43
Fishmongers	0	0.00	0.05	0
Frozen Foods	9,200	0.46	0.63	72
Greengrocers	1,200	0.06	0.07	82
Grocers & Delicatessens	3,700	0.18	0.23	80
Health Foods	3,700	0.18	0.24	78
Markets	0	0.00	0.25	0
Off Licences	0	0.00	0.22	0
Shoe Repairs & Key Cutting	1,800	0.09	0.11	79
Supermarkets	31,700	1.58	5.81	27
Total Convenience	71,100	3.54	9.33	38
Comparison				
Antique Shops	1,000	0.05	0.51	10
Art & Art Dealers	2,700	0.13	0.27	50
Booksellers	7,900	0.39	0.62	63
Carpets & Flooring	0	0.00	0.35	0
Catalogue Showrooms	17,300	0.86	0.66	131
Charity Shops	25,700	1.28	1.21	106
Chemist & Drugstores	39,500	1.97	1.60	123
Childrens & Infants Wear	12,000	0.60	0.52	115
Clothing General	74,900	3.73	2.28	164
Crafts, Gifts, China & Glass	16,900	0.84	0.85	98
Cycles & Accessories	1,600	0.08	0.18	44
Department & Variety Stores	318,400	15.85	8.16	194
DIY & Home Improvement	1,300	0.06	0.76	8
Electrical & Other Durable Goods	19,700	0.98	1.30	75
Florists	1,500	0.07	0.26	28
Footwear	29,500	1.47	1.09	135
Furniture Fitted	2,300	0.11	0.17	67
Furniture General	33,000	1.64	1.47	112
Gardens & Equipment	2,600	0.13	0.08	157
Greeting Cards	10,900	0.54	0.73	74
Hardware & Household Goods	43,500	2.17	1.83	118
Jewellery, Watches & Silver	11,300	0.56	0.70	81
Ladies & Mens Wear & Acc.	16,600	0.83	0.42	195
Ladies Wear & Accessories	59,200	2.95	2.62	112
Leather & Travel Goods	2,000	0.10	0.12	82
Mens Wear & Accessories	13,000	0.65	0.77	84
Music & Musical Instruments	1,500	0.07	0.17	44
Music & Video Recordings	12,500	0.62	0.45	137
Newsagents & Stationers	13,200	0.66	0.73	90
Office Supplies	0	0.00	0.08	0
Other Comparison Goods	5,100	0.25	0.40	63
Photographic & Optical	3,700	0.18	0.12	148
Secondhand Goods, Books, etc.	400	0.02	0.14	15
Sports, Camping & Leisure Goods	45,700	2.28	1.00	227
Telephones & Accessories	12,800	0.64	0.43	148

Goad Centre Category Report

(Floorspace sq ft)



Centre: Ipswich
 Base: A Selected Region East Anglia
 Centre Selection: All Outlets
 Survey Date: 31/03/2004

Category	Floorspace sq ft	Area %	Base %	Index
Textiles & Soft Furnishings	10,500	0.52	0.61	85
Toiletries, Cosmetics & Beauty Products	20,800	1.04	0.69	151
Toys, Games & Hobbies	9,400	0.47	0.75	63
Vehicle & Motorcycle Sales	0	0.00	0.60	0
Vehicle Accessories	5,500	0.27	0.21	130
Total Comparison	905,400	45.08	35.94	125

Retail Service

Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	1,500	0.07	0.21	36
Filling Stations	0	0.00	0.05	0
Health & Beauty	28,700	1.43	1.77	81
Opticians	13,100	0.65	0.75	87
Other Retail Services	4,300	0.21	0.25	84
Photo Processing	3,200	0.16	0.09	168
Photo Studio	1,400	0.07	0.12	60
Post Offices	3,200	0.16	0.42	37
Repairs, Alterations & Restoration	0	0.00	0.05	0
Travel Agents	12,600	0.63	0.66	95
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.00	0
Vehicle Repairs & Services	0	0.00	0.56	0
Video Tape Rental	7,600	0.38	0.23	168
Total Retail Service	75,600	3.76	5.22	72

Other Retail

Other Retail Outlets	0	0.00	0.00	0
Total Other Retail	0	0.00	0.00	0

Total Retail	1,052,100	52.38
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Service

Leisure Services

Bars & Wine Bars	53,100	2.64	1.40	189
Bingo & Amusements	17,000	0.85	0.54	156
Cafes	44,700	2.23	0.99	225
Casinos & Betting Offices	7,200	0.36	0.49	74
Cinemas, Theatres & Concert Halls	27,200	1.35	0.97	140
Clubs	19,000	0.95	1.51	63
Disco, Dance & Nightclubs	2,500	0.12	0.26	48
Fast Food & Take Away	21,300	1.06	1.53	69
Hotels & Guest Houses	15,800	0.79	1.71	46
Public Houses	42,000	2.09	3.01	70
Restaurants	39,700	1.98	2.24	88
Sports & Leisure Facilities	38,100	1.90	0.67	282
Total Leisure Services	327,600	16.31	15.31	106

Financial & Business Services

Building Societies	16,900	0.84	0.59	144
Building Supplies & Services	0	0.00	0.20	0
Business Goods & Services	0	0.00	0.26	0
Employment & Careers	17,400	0.87	0.37	236
Financial Services	29,300	1.46	0.83	176
Legal Services	7,800	0.39	0.92	42

Goad Centre Category Report

(Floorspace sq ft)



Centre: Ipswich
 Base: A Selected Region East Anglia
 Centre Selection: All Outlets
 Survey Date: 31/03/2004

Category	Floorspace sq ft	Area %	Base %	Index
Other Business Services	2,700	0.13	0.08	178
Printing & Copying	2,400	0.12	0.14	88
Property Services	33,100	1.65	1.86	88
Retail Banks	55,500	2.76	3.16	88
Total Financial & Business Services	165,100	8.22	8.40	98
Public Services				
Educational Institutions	3,300	0.16	2.06	8
Emergency Services	0	0.00	0.48	0
Government & Municipal Buildings	21,700	1.08	2.68	40
Information & Advice Centres	6,400	0.32	0.32	100
Libraries, Museums & Art Galleries	9,500	0.47	1.29	37
Total Public Services	40,900	2.04	6.82	30
Health & Medical Services				
Medical Services	2,900	0.14	0.68	21
Total Health & Medical Services	2,900	0.14	0.68	21
Religious Services				
Religious Institutions	40,300	2.01	3.26	62
Total Religious Services	40,300	2.01	3.26	62
Transport Services				
Car Parks	141,600	7.05	4.17	169
Taxis & Mini-cabs	800	0.04	0.05	80
Transport Facilities	2,500	0.12	0.04	293
Total Transport Services	144,900	7.21	4.26	169
Total Service	721,700	35.93		
Vacant				
Vacant Non-Retail				
Vacant Other Buildings	0	0.00	0.53	0
Total Vacant Non-Retail	0	0.00	0.53	0
Vacant Retail				
Vacant Retail/Service	75,000	3.73	4.39	85
Total Vacant Retail	75,000	3.73	4.39	85
Total Vacant	75,000	3.73		
Commerce				
General Offices				
Offices	153,000	7.62	3.98	191
Sorting Office	0	0.00	0.32	0
Total General Offices	153,000	7.62	4.30	177
Industrial Activities				
Works, Warehouses & Factories	0	0.00	0.78	0
Total Industrial Activities	0	0.00	0.78	0
Unclassified Building				
Entrance & Stores	6,800	0.34	0.78	43

Goad Centre Category Report

(Floorspace sq ft)



Centre: Ipswich
Base: A Selected Region
Centre Selection: All Outlets
Survey Date: 31/03/2004

East Anglia

Category		Floorspace sq ft	Area %	Base %	Index	
	Total	Unclassified Building	6,800	0.34	0.78	43
Wholesale Trade						
	Wholesalers		0	0.00	0.00	0
	Total	Wholesale Trade	0	0.00	0.00	0
	Total	Commerce	159,800	7.96		
Centre Total			2,008,600 sq ft (Ground Floor footprint)			

Goad Centre Category Report

(Outlet Count)



Centre: Ipswich
 Base: All UK Centres
 Centre Selection: All Outlets
 Survey Date: 28/02/2005

Category	Outlets	Area %	Base %	Index
Retail				
Convenience				
Bakers & Confectioners	10	1.43	1.48	97
Butchers	3	0.43	0.61	70
Confectionery, Tobacco & News	8	1.14	1.19	96
Convenience Stores	1	0.14	0.49	29
Fishmongers	0	0.00	0.11	0
Frozen Foods	1	0.14	0.26	55
Greengrocers	1	0.14	0.33	43
Grocers & Delicatessens	5	0.72	0.67	107
Health Foods	3	0.43	0.47	92
Markets	0	0.00	0.11	0
Off Licences	0	0.00	0.54	0
Shoe Repairs & Key Cutting	4	0.57	0.41	139
Supermarkets	2	0.29	0.70	41
Total Convenience	38	5.44	7.37	74
Comparison				
Antique Shops	0	0.00	0.49	0
Art & Art Dealers	3	0.43	0.66	65
Booksellers	7	1.00	0.63	158
Carpets & Flooring	0	0.00	0.50	0
Catalogue Showrooms	2	0.29	0.18	161
Charity Shops	16	2.29	1.81	127
Chemist & Drugstores	5	0.72	0.95	75
Childrens & Infants Wear	5	0.72	0.67	107
Clothing General	22	3.15	1.78	176
Crafts, Gifts, China & Glass	10	1.43	1.37	105
Cycles & Accessories	1	0.14	0.20	72
Department & Variety Stores	8	1.14	0.67	171
DIY & Home Improvement	0	0.00	0.68	0
Electrical & Other Durable Goods	10	1.43	1.54	93
Florists	3	0.43	0.76	56
Footwear	13	1.86	1.36	136
Furniture Fitted	2	0.29	0.33	87
Furniture General	6	0.86	1.15	75
Gardens & Equipment	1	0.14	0.06	234
Greeting Cards	7	1.00	1.08	93
Hardware & Household Goods	7	1.00	1.24	81
Jewellery, Watches & Silver	17	2.43	1.70	143
Ladies & Mens Wear & Acc.	4	0.57	0.61	94
Ladies Wear & Accessories	32	4.58	3.71	123
Leather & Travel Goods	2	0.29	0.24	121
Mens Wear & Accessories	7	1.00	1.03	97
Music & Musical Instruments	1	0.14	0.20	73
Music & Video Recordings	3	0.43	0.44	98
Newsagents & Stationers	5	0.72	0.55	130
Office Supplies	0	0.00	0.09	0
Other Comparison Goods	7	1.00	0.69	145
Photographic & Optical	3	0.43	0.22	193
Secondhand Goods, Books, etc.	1	0.14	0.26	55
Sports, Camping & Leisure Goods	8	1.14	0.97	118
Telephones & Accessories	9	1.29	0.95	136

Goad Centre Category Report

(Outlet Count)



Centre: Ipswich
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 28/02/2005

Category	Outlets	Area %	Base %	Index
Textiles & Soft Furnishings	7	1.00	0.90	112
Toiletries, Cosmetics & Beauty Products	7	1.00	0.70	143
Toys, Games & Hobbies	7	1.00	0.88	113
Vehicle & Motorcycle Sales	0	0.00	0.30	0
Vehicle Accessories	3	0.43	0.27	162
Total	251	35.91	32.81	109
Retail Service				
Clothing & Fancy Dress Hire	0	0.00	0.06	0
Dry Cleaners & Launderettes	2	0.29	0.78	37
Filling Stations	0	0.00	0.16	0
Health & Beauty	34	4.86	4.99	97
Opticians	9	1.29	1.24	104
Other Retail Services	3	0.43	0.38	114
Photo Processing	3	0.43	0.41	104
Photo Studio	1	0.14	0.15	94
Post Offices	2	0.29	0.31	91
Repairs, Alterations & Restoration	0	0.00	0.21	0
Travel Agents	11	1.57	1.33	119
TV, Cable & Video Rental	0	0.00	0.02	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	0	0.00	0.45	0
Video Tape Rental	2	0.29	0.34	85
Total	67	9.59	10.88	88
Other Retail				
Other Retail Outlets	0	0.00	0.00	0
Total	0	0.00	0.00	0
Total	356	50.93		
Service				
Leisure Services				
Bars & Wine Bars	12	1.72	1.25	137
Bingo & Amusements	4	0.57	0.50	114
Cafes	25	3.58	2.29	156
Casinos & Betting Offices	6	0.86	0.94	91
Cinemas, Theatres & Concert Halls	2	0.29	0.22	129
Clubs	3	0.43	0.77	56
Disco, Dance & Nightclubs	1	0.14	0.17	85
Fast Food & Take Away	30	4.29	4.00	107
Hotels & Guest Houses	2	0.29	0.44	65
Public Houses	15	2.15	2.91	74
Restaurants	24	3.43	3.66	94
Sports & Leisure Facilities	2	0.29	0.25	115
Total	126	18.03	17.41	104
Financial & Business Services				
Building Societies	7	1.00	0.53	191
Building Supplies & Services	0	0.00	0.59	0
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	8	1.14	0.61	187
Financial Services	13	1.86	1.48	126
Legal Services	5	0.72	1.03	70

Goad Centre Category Report

(Outlet Count)



Centre: Ipswich
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 28/02/2005

Category	Outlets	Area %	Base %	Index
Other Business Services	3	0.43	0.27	160
Printing & Copying	2	0.29	0.34	84
Property Services	27	3.86	2.83	136
Retail Banks	15	2.15	2.38	90
Total Financial & Business Services	80	11.44	10.08	113
Public Services				
Educational Institutions	1	0.14	0.34	42
Emergency Services	0	0.00	0.14	0
Government & Municipal Buildings	4	0.57	1.03	56
Information & Advice Centres	5	0.72	0.58	124
Libraries, Museums & Art Galleries	2	0.29	0.37	78
Total Public Services	12	1.72	2.45	70
Health & Medical Services				
Medical Services	2	0.29	0.90	32
Total Health & Medical Services	2	0.29	0.90	32
Religious Services				
Religious Institutions	7	1.00	0.68	147
Total Religious Services	7	1.00	0.68	147
Transport Services				
Car Parks	14	2.00	2.41	83
Taxis & Mini-cabs	2	0.29	0.27	105
Transport Facilities	1	0.14	0.27	54
Total Transport Services	17	2.43	2.94	83
Total Service	244	34.91		
Vacant				
Vacant Non-Retail				
Vacant Other Buildings	0	0.00	0.41	0
Total Vacant Non-Retail	0	0.00	0.41	0
Vacant Retail				
Vacant Retail/Service	64	9.16	7.99	115
Total Vacant Retail	64	9.16	7.99	115
Total Vacant	64	9.16		
Commerce				
General Offices				
Offices	29	4.15	3.87	107
Sorting Office	0	0.00	0.08	0
Total General Offices	29	4.15	3.95	105
Industrial Activities				
Works, Warehouses & Factories	0	0.00	0.47	0
Total Industrial Activities	0	0.00	0.47	0
Unclassified Building				
Entrance & Stores	6	0.86	1.56	55

Goad Centre Category Report

(Outlet Count)



Centre: Ipswich
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 28/02/2005

Category		Outlets	Area %	Base %	Index
Total	Unclassified Building	6	0.86	1.56	55
Wholesale Trade					
Wholesalers		0	0.00	0.09	0
Total	Wholesale Trade	0	0.00	0.09	0
Total	Commerce	35	5.01		
Centre Total		699	Outlets		

Goad Centre Category Report

(Outlet Count)



Centre: Ipswich
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 28/02/2005

Category	Outlets	Area %	Base %	Index
Distribution of Outlets by Floorspace				
Under 1,000 square feet	256	36.62	39.23	93
Between 1,000 and 2,499 square feet	262	37.48	39.56	95
Between 2,500 and 4,999 square feet	113	16.17	12.59	128
Between 5,000 and 9,999 square feet	34	4.86	5.06	96
Between 10,000 and 14,999 square feet	12	1.72	1.48	116
Between 15,000 and 19,999 square feet	5	0.72	0.68	105
Between 20,000 and 29,999 square feet	5	0.72	0.67	107
30,000 square feet and above	12	1.72	0.74	231

APPENDIX 4

District and Local Centres

Local Centre (1): Fircroft Road

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	2	2	0	0	1	-1
Multiples	1	1	0	1	0	1
Total	3	3	0	1	1	0
Details	Co-op			Co-op Pharmacy		

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	1	-1
Post Offices	1	1	0
Restaurants/ Cafes/ Pubs	1	1	0
Takeaways	1	1	0
Travel Agents	0	0	0
Other	1	1	0
Total	4	5	0

Vacancies	2005	2000	Change
No.	0	0	0

Fircroft Road is a small but well balanced local centre anchored by a Co-op convenience store. It benefits from a good mixture of service provision including a pub. Although the centre lacks a bank. The centre is a purpose built, partially covered pedestrian retail centre with off street car parking.

Total outlets 2005 = 8



Local Centre (2): Garrick Way

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	3	4	-1	1	1	0
Multiples	1	1	0	0	0	
Total	4	5	-1	0	1	0
Details	Co-op, Balfour					

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	1	1	0
Hairdressers	1	1	0
Post Offices	0	0	1
Restaurants /Cafes/ Pubs	2	0	2
Takeaways	1	2	-1
Travel Agents	0	0	0
Other	1	0	1
Total	6	4	2

Vacancies	2005	2000	Change
No.	0	1	-1

Garrick way is located in the Castle Hill area of Ipswich. The centre consists of a single parade of shops with car parking in front. The centre is anchored by a Co-op and has both a butchers and green grocers. The comparison offer is limited to a single hardware store, and there is no bank.

Total Outlets = 10



Local Centre (3): Meredith Road

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	2	3	-1	2	1	1
Multiples	3	3	0	1	0	1
Total	5	6	-1	3	1	2
Details	Aldi, Co-op, The Local, Dillons			Co-op Pharmacy		



Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	1	0	1
Hairdressers	1	1	0
Post Offices	1	1	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	4	4	0
Travel Agents	0	0	0
Other	1	2	-1
Total	9	8	1

Vacancies	2005	2000	Change
No.	0	1	-1

Meredith road consists of two opposing parades of shops located off the busy Norwich Road. Meredith Road offers four multiple convenience stores and a range of comparison shops and services. The diversity and size of the retail provision justifies its classification as a district centre within the Borough, which is supported by the presence of the national convenience stores. The centre lacks a bank and non take-away food services.

Total outlets = 17



Local Centre (4): Dale Hall Lane/Dales Road

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	3	3	0	1	1	0
Multiples	0	0	0	0	0	0
Total	3	3	0	1	1	0
Details						

Services			
	2005	2000	Change
Banks	1	1	0
Betting Offices	0	0	0
Hairdressers	1	1	0
Post Offices	0	1	-1
Restaurants/ Cafes/ Pubs	1	0	1
Takeaways	0	0	0
Travel Agents	0	0	0
Other	0	0	0
Total	3	3	0

Vacancies	2005	2000	Change
No.	0	0	0

Dales Road and Dales Hall Lane are located in the Castle Hill area of Ipswich. The former is off Norwich Road and links with Dales Hall Road around half a mile further to the east. The small locally focused centre is one of the few centres to have a bank (Britannia Building Society), however the centre has recently lost its Post Office. The retail offer includes 3 convenience and 1 comparison shops, none of which are multiples. The centre is in an accessible location, but has limited parking.

Total outlets = 7



Local Centre (5): Ulster Avenue

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	1	3	-2	1	0	1
Multiples	1	1	0	0	0	0
Total	2	4	-2	1	0	1
Details	Co-op					

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	1	0	1
Hairdressers	0	0	0
Post Offices	0	1	-1
Restaurants/ Cafes/ Pubs	1	0	1
Takeaways	1	1	0
Travel Agents	0	0	0
Other	0	1	-1
Total	3	3	0

Vacancies	2005	2000	Change
No.	2	1	1

Ulster Avenue is in the White House area of Ipswich, to the north east of the town centre. The centre is anchored by a large Co-op convenience store. In recent years the centre has seen a decline in its retail offer with the loss of the Post Office. The centre benefits from good parking located in front of the shopping parade.

Total outlets = 8



Local Centre (6): Norwich Road

Convenience							Comparison		
	2005	2000	Change	2005	2000	Change			
Independents	1	2	0	2	6	-4			
Multiples	2	1	0	0	0	0			
Total	3	3	0	2	6	-4			
Details	Balfour, The Local	Victoria Wine							



Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	2	1	1
Post Offices	0	1	-1
Restaurants/ Cafes/ Pubs	1	0	1
Takeaways	4	3	1
Travel Agents	0	0	0
Other	3	1	2
Total	10	6	4

Vacancies	2005	2000	Change
No.	0	0	0

Norwich Road stretches north west from Ipswich town centre as far as Bury Road. The latter links to the Ipswich Western Bypass and consequently the area attracts a lot of passing trade. There has been a significant change in retail offer since 2000 with four comparison units converting to offer services. Despite a large amount of passing trade the centre is unable to make use of much of this due to the lack of parking provision.

Total outlets = 15



Local Centre (7): Norwich road (1-9 2-110)

Convenience						
Comparison				Comparison		
	2005	2000	Change	2005	2000	Change
Independents	11	5	5	23	25	-9
Multiples	1	1	-1	2	1	1
Total	12	6	4	25	26	-8
Details	Co-op	Co-op		Coes, Vantage Chemist	Vantage Chemist	

Services			
	2005	2000	change
Banks	0	0	0
Betting Offices	1	0	1
Hairdressers	7	7	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	6	4	1
Takeaways	5	6	3
Travel Agents	1	0	1
Other	9	4	6
Total	28	21	16

Vacancies	2005	2000	Change
No.	11	13	-1

With 27 retailers and 36 service outlets, this stretch of Norwich Road is one of the largest local centres in the Borough. The centre has seen a decline in retail comparison offer since 2000. Car parking is not permitted along Norwich Road and is restricted on the adjoining side streets, however there is a 50 space car park accessible from Norwich Road via Orford Street and South Street, operated by the Norwich Road Traders. The relatively high level of vacant units and lack of multiples indicates continued difficulty with retailing in this area.

Total outlets = 76



Local Centre (8): Dickens Road

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	2	1	1	1	2	-1
Multiples	0	0	0	0	0	0
Total	2	1	1	1	2	-1
Details						

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	1	1	0
Hairdressers	0	0	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	2	2	0
Travel Agents	0	0	0
Other	0	0	0
Total	3	3	0

Vacancies	2005	2000	Change
No.	0	0	0

Dickens Road is situated to the west of Ipswich town centre and links London Road and Hadleigh Road. The retail offer is very small and comprises just three retail units together with two takeaway restaurants and a betting office. There is a small amount of car parking in front of the shops. The centre benefits from being adjacent to a community office.

Total outlets = 6



Local Centre (9): Hawthorn Drive

Convenience				Comparison		
	2005	2000	Change	2005	2000	Change
Independents	3	4	-2	2	1	0
Multiples	1	1	0	1	1	0
Total	4	5	-2	3	2	0
Details	Co-op	Co-op		Lloyds Pharmacy	Lloyds Pharmacy	

Services			
	2005	2000	Change
Banks	1	1	0
Betting Offices	1	0	1
Hairdressers	1	1	0
Post Offices	1	0	1
Restaurants/Cafes/ Pubs	0	1	-1
Takeaways	2	1	1
Travel Agents	0	0	0
Other	2	1	1
Total	8	5	3

Vacancies	2005	2000	Change
No.	0	2	-2

Hawthorn Drive is located in Chantry to the south west of Ipswich town centre. The retail offer is located around a purpose built square, with the shops around the perimeter and car parking in the middle. The centre is anchored by a Co-op and benefits from being one of the few local centres to have a bank (Barclays). Since 2000 an additional five service providers have opened including a post office. There are now no vacancies in the centre, compared with the two in 2000. This survey includes the adjacent Kingfisher Public House.

Total outlets = 15



Local Centre (10): Cambridge Drive

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	0	0	0	0	0	0
Multiples	1	1	0	0	0	0
Total	1	1	0	0	0	0
Details	One Stop Convenience	Dillions				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	1	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	2	2	0
Travel Agents	0	0	0
Other	0	0	0
Total	3	3	0

Vacancies	2005	2000	Change
No.	0	0	0

Cambridge Drive is in Chantry to the south west of the town centre. It contains a small parade of shops including only a single retailer (One Stop) Convenience. The only parking available is on-street.

Total outlets = 4



Local Centre (11): The Centre, Stoke Park Drive

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	0	2	-2	3	7	-4
Multiples	2	2	0	0	0	0
Total	2	4	-2	3	7	-4
Details	Cost Cutters Mc Coll's					

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	1	0	1
Hairdressers	2	1	1
Post Offices	1	0	1
Restaurants/ Cafes/Pubs	1	2	-1
Takeaways	0	2	-2
Travel Agents	0	0	0
Other	2	3	-1
Total	7	8	-1

Vacancies	2005	2000	Change
No.	15	2	13

Stoke Park is located to the south west of Ipswich town centre. The centre comprises a purpose built semi-covered, pedestrianised shopping centre and a newly built retail property of three units. The older part of the centre is in a state of closure with 15 vacancies. The newer part has no vacancies and is anchored by McColl's. A car park is situated behind the shops.

Total outlets 2005 = 27



Local Centre (12): Maidenhall Green

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	1	1	0	0	0	0
Multiples	0	1	-1	0	0	0
Total	1	2	-1	0	0	0
Details		Happy Shopper				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	0	0
Post Offices	1	1	0
Restaurants/ Cafes/ Pubs	1	1	0
Takeaways	1	1	0
Travel Agents	0	0	0
Other	1	0	1
Total	4	3	1

Vacancies	2005	2000	Change
No.	0	0	0

Maidenhall Green is south of Ipswich town centre. The centre comprises a small parade of shops which includes just two retail outlets. The centre benefits from being in close proximity to a nursery, sports centre and a library which will increase passing trade.

Total outlets 2005 = 5



Local Centre (13): Wherstead Road/Austin Street

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	3	2	0	3	5	-2
Multiples	2	1	0	0	0	0
Total	5	3	0	3	5	-2
Details	Co-op	Co-op				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	1	1	-1
Hairdressers	1	1	0
Post Offices	0	1	-1
Restaurants/ Cafes/ Pubs	4	0	2
Takeaways	1	1	1
Travel Agents	0	2	-2
Other	1	0	1
Total	8	6	0

Vacancies	2005	2000	Change
No.	7	7	-1

Wherstead Road and Austin Street are in Stoke, just south of the river Orwell. The centre has only five retail outlets, with a very high proportion of vacancies currently six. Parking is limited to on street provision.

Total outlets 2005 = 23



Local Centre (14): Ellenbrook Green

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	2	1	1	1	0	1
Multiples	2	4	-2	0	0	0
Total	4	5	-1	1	0	1
Details	McColl's, Co-op	Co-op, Aldays, Londis, Forbuys				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	1	1	0
Hairdressers	1	2	-1
Post Offices	0	1	-1
Restaurants/ Cafes/ Pubs	1	0	1
Takeaways	2	1	1
Travel Agents	0	0	0
Other	2	1	1
Total	7	6	1

Vacancies	2005	2000	Change
No.	0	1	-1

Ellenbrook Green is located to the south west of Ipswich town centre. The shops are grouped in a small parade with a good level of supporting off street parking. The centre benefits from a BP petrol station opposite the shops that increases the passing trade to the centre.

Total outlets 2005 = 12



Local Centre (15): Colchester Road (61-65)

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	0	0	0	2	2	0
Multiples	1	1	0	0	0	0
Total	1	1	0	2	2	0
Details	Co-op	Alldays				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	0	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	0	0	0
Travel Agents	0	0	0
Other	0	0	0
Total	0	0	0

Vacancies	2005	2000	Change
No.	0	0	0

Colchester Road is positioned in the north east corner of the Ipswich. The centre is located at the junction with Sidegate Lane West, comprising a Co-op and two comparison shops.

Total outlets 2005 = 3



Local Centre (16): Brunswick Road

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	0	1	-1	2	2	0
Multiples	1	0	1	0	0	0
Total	1	1	0	2	2	0
Details	Mace					

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	1	0
Post Offices	1	0	1
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	1	1	0
Travel Agents	0	0	0
Other	0	0	0
Total	3	2	1

Vacancies	2005	2000	Change
No.	0	0	0

Brunswick Road is situated to the north east of Ipswich town centre. The centre is a small parade of shops consisting of only one convenience outlet, two comparison shops and three services outlets. There is a small amount of off-street parking.

Total outlets 2005 = 6



Local Centre (17): Woodbridge Road East

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	3	4	-1	3	2	1
Multiples	3	1	2	0	0	0
Total	6	5	1	3	2	1
Details	Shell, Unwins, Co-op	Co-op				

Services			
	2005	2000	Change
Banks	2	2	0
Betting Offices	0	0	0
Hairdressers	1	1	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	1	1	0
Travel Agents	0	0	0
Other	0	2	-2
Total	4	6	-2

Vacancies	2005	2000	Change
No.	0	0	0

Woodbridge Road is one of the main shopping arterial routes out of Ipswich town centre and stretches east as far as Kesgrave. The parade of shops that comprise the Woodbridge Road East centre are between the junctions with Colchester Road and Heath Road. The centre offers a good diversity of goods and services including three national convenience outlets. Unlike the majority of other local centres Woodbridge Road benefits from having a bank (HSBC) and a building society (Britannia). There are also approximately 18 parking spaces in front of the shops.

Total outlets 2005 = 13



Local Centre (18): Woodbridge Road (418-524, 501-785)

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	4	4	-2	13	11	-2
Multiples	1	1	0	0	0	0
Total	5	5	-2	13	11	-2
Details	Spar	Spar				

Services			
	2005	2000	Change
Banks	1	1	0
Betting Offices	1	1	0
Hairdressers	2	3	-1
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	1	0	1
Takeaways	2	3	-1
Travel Agents	0	0	1
Other	3	3	2
Total	10	11	2

Vacancies	2005	2000	Change
No.	1	3	-2

This local centre on Woodbridge Road is situated approximately one mile from Ipswich town centre. The centre's convenience offer is limited to only three stores, compared to nine comparison and thirteen service outlets. Car parking is limited, with only a few off street spaces.



Local Centre (19): Cauldwell Hall Road/Spring Road

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	2	5	-3	4	9	-5
Multiples	1	1	0	0	0	0
Total	3	6	-3	4	9	-5
Details	Co-op	Co-op				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	1	-1
Post Offices	1	1	0
Restaurants/ Cafes/ Pubs	1	0	1
Takeaways	2	2	0
Travel Agents	0	0	0
Other	1	1	0
Total	5	5	1
Vacancies	2005	2000	Change
No.	4	0	4

Spring Road is in California, to the east of Ipswich town centre. The centre has seen a decline in the number of retailers by over half since 2000, and now has four vacant units. The centre has limited off-street parking.

Total outlets 2005 = 16



Local Centre (20): Cauldwell Hall Road/St John's Road

Convenience				Comparison		
	2005	2000	Change	2005	2000	Change
Independents	1	2	-1	1	1	0
Multiples	0	0	0	0	0	0
Total	1	2	-1	1	1	0
Details						

Services			Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	3	2	1
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	1	0	1
Takeaways	0	0	0
Travel Agents	0	0	0
Other	0	1	-1
Total	4	3	1
Vacancies	2005	2000	Change
No.	3	1	2

The shops in this local centre to the east of Ipswich are located around a crossroad. The retail offer is limited to only one convenience and one comparison, complemented with three hairdressers and a pub. Overall the centre has a tired appearance which is compounded by three vacancies, a high number considering the size of the centre.

Total outlets 2005 = 9



Local Centre (21): Foxhall Road (25-97, 34-124)

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	2	2	0	7	6	-1
Multiples	1	1	0	0	0	0
Total	3	3	0	7	6	-1
Details	Co-op	Co-op				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	2	3	-1
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	2	1	1
Travel Agents	0	0	0
Other	2	2	0
Total	6	6	0

Vacancies	2005	2000	Change
No.	1	5	-4

Foxhall Road is located to the east of Ipswich town centre. Since 2000 the centre has reduced in size with the removal of four units, however the retail offer has only reduced by one comparison shop. The reason for the reduction is due to the redevelopment of units to create a new large Co-op store. Car parking is restricted to only on-street.

Total outlets 2005 = 17



Local Centre (22): Bixley Road/Foxhall Road

Convenience				Comparison		
	2005	2000	Change	2005	2000	Change
Independents	1	1	0	7	7	0
Multiples	0	0	0	0	0	0
Total	1	1	0	7	7	0
Details						



Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	1	0
Post Offices	0	1	-1
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	2	1	1
Travel Agents	0	0	0
Other	1	0	1
Total	4	3	1

Vacancies	2005	2000	Change
No.	0	1	-1

Located just over a mile to the west of Ipswich town centre, around the junction between Bixley Road and Foxhall Road. The centre features eight independent retailers many of which are specialist shops. The centre also benefits from a very high volume of passing traffic. The centre also benefits from a small amount of on street parking.



Local Centre (23): Felixstowe Road (55-201, 120-190)

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	1	2	-1	11	14	-3
Multiples	2	0	2	1	1	0
Total	3	2	1	12	15	-3
Details	Aldi, Co-op			Red Cross		



Services			
	2005	2000	Change
Banks	3	2	1
Betting Offices	1	0	1
Hairdressers	2	2	0
Post Offices	0	1	-1
Restaurants/ Cafes/ Pubs	2	0	2
Takeaways	9	6	3
Travel Agents	0	0	0
Other	8	6	2
Total	25	17	8

Vacancies	2005	2000	Change
No.	2	10	-8

Felixstowe Road is one of the main routes through south east Ipswich. The shops within this parade are located between Alan Road and Derby Road. The centre has witnessed a rise in quality retailers with the inclusion of two new multiple outlets, and a rise in the number of services including an additional bank. The centre has 8 fewer vacancies than in 2000.

Total outlets 2005 = 42



Local Centre (24): Selkirk Road

Convenience			Comparison			
	2005	2000	Change	2005	2000	Change
Independents	1	2	-1	1	0	1
Multiples	1	1	0	0	0	0
Total	2	3	-1	1	0	1
Details	Co-op	Co-op				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	1	1	0
Hairdressers	1	1	0
Post Offices	0	1	-1
Restaurants/ Cafes/ Pubs	1	1	0
Takeaways	1	1	0
Travel Agents	0	0	0
Other	1	0	1
Total	5	5	0

Vacancies	2005	2000	Change
No.	0	0	0

Selkirk Road is in Rushmere St. Andrew, to the north east of Ipswich town centre. The centre is dominated by a large Co-op food store. The shops are all within a single 1930's parade with a line of approximately 20 car parking spaces in front of the shops.

Total outlets 2005 = 8



Local Centre (25): Clapgate Lane (207-221)

Convenience							Comparison		
	2005	2000	Change	2005	2000	Change			
Independents	0	3	-3	2	3	-1			
Multiples	2	1	1	0	0	0			
Total	2	4	-2	2	3	-1			
Details	Co-op, Happy Shopper	Co-op							

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	2	-1
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	1	0	1
Takeaways	0	0	0
Travel Agents	0	0	0
Other	0	0	0
Total	2	2	0

Vacancies	2005	2000	Change
No.	3	0	3

Clapgate Lane is located to the south of Ipswich town centre. The centre is dominated by a large Co-op food store. The car parking provision is reasonable for the size of the centre. Currently there are three vacancies within the centre, a comparably high level for the size of the centre.

Total outlets 2005 = 9



Local Centre (26): Reynolds Road

	Convenience		Change	Comparison		Change
	2005	2000	Change	2005	2000	Change
Independents	1	3	-2	2	3	-1
Multiples	2	1	1	0	0	0
Total	3	4	-1	2	3	-1
Details	Spar, One Stop Shop					

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	1	1	0
Hairdressers	1	1	0
Post Offices	0	1	-1
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	3	2	1
Travel Agents	0	0	0
Other	1	1	0
Total	6	6	0

Vacancies	2005	2000	Change
No.	2	1	1

Reynolds Road is in Gainsborough, to the south east of Ipswich. The local centre is located at the northern end of the road, just off Landseer Road. The centre has five retailers, two of which are multiples. Off-street car parking is provided in front of the shops.

Total outlets 2005 = 13



Local Centre (27): Clapgate Lane (251 – 259)

Convenience				Comparison		
	2005	2000	Change	2005	2000	Change
Independents	1	1	0	0	0	0
Multiples	0	0	0	0	0	0
Total	1	1	0	0	0	0
Details						

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	0	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	0	0	0
Travel Agents	0	0	0
Other	0	0	0
Total	0	0	0

Vacancies	2005	2000	Change
No.	3	3	0

Clapgate Lane is located to the south east of Ipswich town centre. The centre is in a long term state of abandonment with three out the four retail units vacant and boarded up. The remaining shop is the self descriptive corner shop. Nearby to the centre is a newly opened children's centre/nursery which was converted from a disused public house.

Total outlets 2005 = 4



Local Centre (28): Nacton Road (270 – 374)

Convenience			Comparison			
	2005	2000	Change	2005	2000	Change
Independents	6	7	-1	10	9	1
Multiples	0	0	0	1	0	1
Total	6	7	-1	11	9	2
Details				Co-op Pharmacy		



Services			
	2005	2000	Change
Banks	1	1	0
Betting Offices	1	1	0
Hairdressers	2	1	1
Post Offices	1	1	0
Restaurants/ Cafes/ Pubs	2	0	2
Takeaways	6	6	0
Travel Agents	0	0	0
Other	8	3	5
Total	21	13	8

Vacancies	2005	2000	Change
No.	1	2	-1

Nacton Road begins approximately half a mile from the south eastern edge of Ipswich town centre and stretches beyond the Ipswich Southern By-pass. The centre has a wide variety of independent retail and service offer. The centre has poor parking provision with only on-street parking.

Total outlets 2005 = 39

Local Centre (29): Queen's Way

Convenience				Comparison		
	2005	2000	Change	2005	2000	Change
Independents	4	4	0	7	9	-2
Multiples	1	2	-1	0	0	0
Total	5	6	-1	7	9	-2
Details	Co-op	Co-op, Alldays				



Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	1	1	0
Hairdressers	2	2	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	1	1	0
Takeaways	4	2	2
Travel Agents	0	0	0
Other	1	0	1
Total	9	6	3

Vacancies	2005	2000	change
No.	1	1	0

Queen's Way is situated in the south east of the Borough and runs off Nacton Road. The centre is dominated by a large Co-op food store. Since 2000 the centre has seen a movement away from retail provision towards services, however the centre lacks a bank. Car parking is off street in front of the shops.

Total outlets 2005 = 22



Local Centre (30): Felixstowe Road

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	1	2	-1	2	2	0
Multiples	0	0	0	0	0	0
Total	1	2	-1	2	2	0
Details						

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	0	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	2	1	1
Travel Agents	0	0	0
Other	2	0	2
Total	4	1	3

Vacancies	2005	2000	Change
No.	0	0	0

Felixstowe Road is the main route through south east Ipswich. The centre comprises only three retailers and four services, collectively aimed at passing trade rather than the need of the local neighbourhood. The centre offers two well known multinational fast food outlets (KFC and Subway). The general appearance of the parade is rather shabby. The centre has limited off street parking.

Total outlets 2005 = 7



Local Centre (31): Penshurst Road

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	1	2	-1	1	2	-1
Multiples	1	1	0	0	0	0
Total	2	3	-1	1	2	-1
Details	Co-op	Co-op				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	3	2	1
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	1	0	1
Takeaways	0	1	-1
Travel Agents	0	0	0
Other	1	0	1
Total	5	3	2

Vacancies	2005	2000	Change
No.	0	0	0

Penshurst Road is located in Broke Hall, in the east of the Borough. The centre contains a purpose built parade of eight shops, with ample off street car parking in front. Similar to many of the other centres, Penshurst Road is dominated by a large Co-op and has seen a rise in services with a slight loss in retailing.

Total Outlets 2005 = 8



Local Centre (32): Cliff Lane

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	2	2	0	4	2	2
Multiples	0	0	0	0	0	0
Total	2	2	0	4	2	2
Details						

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	2	1	1
Post Offices	1	1	
Restaurants/ Cafes/ Pubs	2	0	2
Takeaways	0	1	-1
Travel Agents	0	0	0
Other	1	1	0
Total	6	4	2

Vacancies	2005	2000	Change
No.	0	0	0

Cliff Lane links Landseer Road to Nacton Road, in the south east of the Borough. Its shopping offer extends to a parade of six retail shops and six service outlets on the southern side of the road. There is off-street parking in front of the shops and a wide pavement.

Total Outlets 2005 = 12



Local Centre (33): St. Helen's Street

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	4	3	0	5	2	3
Multiples	0	0	0	0	0	0
Total	4	3	0	5	2	3
Details						

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	1	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	4	0	3
Takeaways	3	3	-1
Travel Agents	0	0	0
Other	0	2	-2
Total	8	6	0

Vacancies	2005	2000	Change
No.	3	8	-5

The shops on St.Helen's Street are on the western edge of Ipswich town centre, between Grimwade Street and Regent Street. Vacancy rates have gone down since 2000 and the number of retailer comparison stores has increased. The centre lacks off street parking.

Total Outlets 2005 = 20



Local Centre (34): Bramford Lane

Convenience							Comparison		
	2005	2000	Change	2005	2000	Change			
Independents	1	2	0	2	3	-1			
Multiples	1	1	0	0	0	0			
Total	2	3	0	2	3	-1			
Details									

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	1	-1
Post Offices	1	1	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	0	1	-1
Travel Agents	0	0	0
Other	1	1	0
Total	2	4	-2

Vacancies	2005	2000	Change
No.	0	1	-1

Bramford Lane leads into Ipswich town centre from the north west of the Borough. The largest retailer is a Co-op food store. The centre has fewer units than in 2000, however there are no vacancies. This is due to the conversion of retail units to residential units. Parking is a problem with cars parked on the pavement.

Total Outlets 2005 = 6



Local Centre (35): Bramford Road

Convenience				Comparison		
	2005	2000	Change	2005	2000	Change
Independents	2	2	1	8	6	0
Multiples	1	0	0	0	0	0
Total	3	2	1	8	6	2
Details	FarmFoods					

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	1	1
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	3	3	0
Travel Agents	0	0	0
Other	3	4	0
Total	7	8	1

Vacancies	2005	2000	Change
No.	1	1	0

Bramford Road stretches from the north western fringe of Ipswich town centre to beyond the Ipswich Western By-pass. The centre now offers more retailers and services than it did in 2000, this is due to the development of mixed use residential and retail units. Parking is a problem, because it is limited on all the surrounding streets and is all on-street.

Total Outlets 2005 = 19



Local Centre (36): Spring Road

Convenience				Comparison		
	2005	2000	Change	2005	2000	Change
Independents	0	0	0	2	1	1
Multiples	1	1	0	0	0	0
Total	1	1	0	2	1	1
Details	GSKS					

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	1	0
Post Offices	0	0	0
Restaurants /Cafes/ Pubs	0	0	0
Takeaways	1	1	0
Travel Agents	0	0	0
Other	0	0	0
Total	2	2	0

Vacancies	2005	2000	Change
No.	0	2	-2

Spring Road extends due east from Ipswich town centre for around three-quarters of a mile. At its eastern end, there are five units.

Total Outlets 2005 = 5

Local Centre (37): Woodbridge Road

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	1	1	0	2	1	0
Multiples	1	1	0	0	0	0
Total	2	2	0	2	1	0
Details	Co-op	Co-op				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	1	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	1	1	0
Takeaways	0	0	0
Travel Agents	0	0	0
Other	1	1	0
Total	3	3	0

Vacancies	2005	2000	Change
No.	0	0	0

Woodbridge Road in Albion Hill, is around half a mile to the north east of Ipswich town centre. The retail offer consists of a Co-op food store, an additional convenience goods shop, a car radio shop and a stationers. The centre lacks off-street parking.

Total Outlets 2005 = 7

Local Centre (38): Lavender Hill

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	1	1	0	1	1	0
Multiples	0	0	0	0	0	0
Total	1	1	0	1	1	0
Details						

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	0	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	1	1	0
Travel Agents	0	0	0
Other	1	0	1
Total	2	1	1

Vacancies	2005	2000	Change
No.	0	0	0

Lavender Hill is located to the south west of Ipswich town centre. Its shopping facilities consist of two retail and two service outlets. The centre is very locally focused and has limited car parking.

Total Outlets 2005 = 4



Local Centre (39): Prince of Wales Drive

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	0	0	0	1	1	0
Multiples	1	1	0	0	0	0
Total	1	1	0	1	1	0
Details	Co-op	Co-op				



Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	1	0
Post Offices	0	0	0
Restaurants/Cafes/ Pubs	0	0	0
Takeaways	0	0	0
Travel Agents	0	0	0
Other	0	0	0
Total	1	1	0

Vacancies	2005	2000	Change
No.	0	0	0

Prince of Wales Drive is in Maidenhall, to the south of the town centre. The area's retailing consists of a large Co-op foodstore, a hairdresser and a fitted kitchen shop. There are good parking facilities and the centre is in close proximity to Halifax Primary School which will generate passing trade.

Total Outlets 2005 = 3



Local Centre (40): Bramford Road

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	0	0	0	0	0	0
Multiples	1	1	0	0	0	0
Total	1	1	0	0	0	0
Details	Tesco express	One Stop				

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	2	0	2
Post Offices	0	1	-1
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	0	1	-1
Travel Agents	0	0	0
Other	0	0	0
Total	2	2	0

Vacancies	2005	2000	Change
No.	0	1	-1

Bramford Road stretches from the north western fringe of Ipswich town centre to beyond the Ipswich Western Bypass. This section is located around a quarter of a mile from the Ipswich Western By-pass. Originally a One Stop convenience shop the Tesco Express is the main focus of the centre. There is also a vacant public house nearby. Parking is limited to on-street.

Total Outlets 2005 = 3



Local Centre (41) Grove Lane, St. Helen's Street

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	0	0	0	1	1	0
Multiples	0	0	0	0	0	0
Total	0	0	0	1	1	0
Details						

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	0	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	1	1	0
Takeaways	0	0	0
Travel Agents	0	0	0
Other	0	0	0
Total	1	1	0

Vacancies	2005	2000	Change
No.	1	1	0

Grove Lane is approximately a quarter of a mile outside Ipswich town centre. Where it intersects with St.Helen's Street, there are just three outlets, one of which has been vacant for a long time. The two other outlets are an Indian restaurant and a scooter shop. There is no car parking, and the parade currently barely constitutes a centre.

Total outlets 2005 = 3



Local Centre (42): Bramford Lane

Convenience				Comparison		
	2005	2000	Change	2005	2000	Change
Independents	1	1	0	0	0	0
Multiples	0	0	0	0	0	0
Total	1	1	0	0	0	0
Details						

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	1	0
Post Offices	0	0	0
Restaurants /Cafes/ Pubs	0	0	0
Takeaways	1	1	0
Travel Agents	0	0	0
Other	0	0	0
Total	2	2	0

Vacancies	2005	2000	Change
No.	0	0	0

This section of Bramford Lane is in Westbourne, to the north west of the town centre, near the Ipswich Western Bypass. The centre comprises three outlets; namely a newsagent, a takeaway and a hairdressers. There is limited off-street parking in front of the shops.

Total outlets 2005 = 3



Local Centre (43): Suffolk Road

Convenience							Comparison		
	2005	2000	Change	2005	2000	Change			
Independents	1	2	-1	0	0	0			
Multiples	0	0	0	0	0	0			
Total	1	2	-1	0	0	0			
Details									

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	0	0
Post Offices	0	0	
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	2	2	0
Travel Agents	0	0	0
Other	0	0	0
Total	2	2	0

Vacancies	2005	2000	Change
No.	0	0	0

The centre is positioned around the junction of Suffolk Road, Norfolk Road and Tuddenham Avenue, which is approximately a quarter of a mile to the north east of Ipswich town centre. The centre comprises three outlets, two of which are fast-food takeaways and the third is a convenience store. One outlet present in 2000 has now been converted to residential use.

Total outlets 2005 = 3



Local Centre (44): St. Matthew's Street

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	1	0	1	7	6	-2
Multiples	0	0	0	1	0	1
Total	1	0	1	8	6	2
Details				DP Express		

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	2	2	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	2	1	1
Takeaways	2	2	0
Travel Agents	0	0	0
Other	8	3	5
Total	14	8	6

Vacancies	2005	2000	Change
No.	3	6	-3

St. Matthew's Street is on the north western edge of Ipswich's town centre. Its retail offer is predominantly in the comparison goods sector. There are a large amount of services offered, however there are no banks or a post office. St. Matthew's Street receives a large amount of traffic, however without car parking facilities the centre will have little benefit from passing trade.

Total outlets 2005 = 26



Local Centre (45): Grimwade Street

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	0	0	0	3	1	2
Multiples	0	0	0	0	0	0
Total	0	0	0	3	1	2
Details						

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	0	0	0
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	0	0	0
Takeaways	1	1	0
Travel Agents	0	0	0
Other	1	1	
Total	2	2	0

Vacancies	2005	2000	Change
No.	1	4	-3

Grimwade Street runs along the eastern edge of Ipswich town centre. Its retail offer is focused on specialist shops and is without a convenience store. Such is the niche nature of the stores that Grimwade Street can not be considered a local centre.

Total outlets 2005 = 6



Local Centre (46): Woodbridge Road (28-110, 35-47)

Convenience Comparison						
	2005	2000	Change	2005	2000	Change
Independents	1	2	-1	0	1	-1
Multiples	0	0	0	0	0	0
Total	1	2	-1	0	1	-1
Details						

Services			
	2005	2000	Change
Banks	0	0	0
Betting Offices	0	0	0
Hairdressers	1	2	-1
Post Offices	0	0	0
Restaurants/ Cafes/ Pubs	2	0	2
Takeaways	3	3	0
Travel Agents	0	0	0
Other	3	1	2
Total	9	6	3

Vacancies	2005	2000	Change
No.	1	1	0

This centre, at the western tip of Woodbridge Road, is on the northern eastern edge of Ipswich's town centre. The centre only offers one retail outlet compared to nine service outlets. Altogether there are three vacancies in the centre. Parking is very limited with double yellow lines on both sides of the road.

Total outlets 2005 = 11



**Ipswich Borough Council
District Centres Survey 2005**

Centre 1 - Fircroft Road

	Fascia	Goad type	Multiple / Independent
Convenience	Coop Food The Croft Bakery Bakers No name	Convenience Bakers Bakers	Multiple
Comparison	None		
Sevices	Fircroft Post Office The man on the Moon Pub Noname Dry cleaners Coop Pharmacy Fircroft Fish & Chips	Employment, careers, post office & info Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Chemists, toiletries & opticians Restaurants, cafes, fast food & take away	Multiple
Other	None		
Vacant	None		
Total Outlets	8		

Centre 2 - Garrick Way

	Fascia	Goad type	Multiple / Independent
Convenience	Coop Balfour News Agent P.A Colling Grocers Butchers	Groceries & Frozen Foods CTN & Convenience Groceries & Frozen Foods Butchers	Multiple Multiple
Comparison	None		
Sevices	Get Fresh Carpet Cleaner William Hill Styles Hairdressers New China Marty's Café + Market Adams Kebabs	Laundrettes & dry cleaners Betting Hairdressing, beauty & health Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away	Multiple
Other	None		
Vacant	None		
Total Outlets	10		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 3 - Meredith Road

	Fascia	Goad type	Multiple / Independent
Convenience	Aldi Kays Grocer Co op Foodstore Local off Licence Palmers Bakery	Groceries & Frozen Foods Greengrocers & Fishmongers Groceries & Frozen Foods Off licences & Home Brew Bakers	Multiple Multiple
Comparison	Hammonds Video Blazers Fireplace Centre Coop Pharmacy	Electrical, Home Ent, Telephones & Video DIY, hardware & household goods Chemists, toiletries & opticians	Multiple
Sevices	Jade House Chinese Fry Day's Fish & Chips Choice Video Perfed Fried Chicken Vanity Hair Quality Kebabs Bekash Post Office Ladbrookes	Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Electrical, Home Ent, Telephones & Video Restaurants, cafes, fast food & take away Hairdressing, beauty & health Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Employment, careers, Post Offices & info Betting	Multiple Multiple
Other	None		
Vacant	None		
Total Outlets	17		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 4 - Dale Hall Lane/Dales Road

	Fascia	Goad type	Multiple / Independent
Convenience	Salad Bowl Krusty Bakery Balfor News agents	Greengrocers & Fishmongers Bakers CTN & Convenience	
Comparison	Penny Lane Computers	Electrical, Home Ent, Telephones & Video	
Sevices	Britannia Bank Impression Hair The Dates Pub	Banks & financial services Hairdressing, beauty & health Pubs and Bars	Multiple
Other	None		
Vacant	None		
Total Outlets	7		

Centre 5 - Ulster Avenue

	Fascia	Goad type	Multiple / Independent
Convenience	Coop Food Store The Paper Shop	Groceries & Frozen Foods CTN & Convenience	Multiple
Comparison	Willows Florest + Garden Centre	Florists & gardens	
Sevices	White House Silver Service Ladbrokes	Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Betting	Multiple
Other	None		
Vacant	Vacant Vacant	Vacant Vacant	
Total Outlets	8		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 6 - Norwich Road (197-307a)

	Fascia	Goad type	Multiple / Independent
Convenience	Balfour Loacl Off Lience Cook Bakers	CTN & Convenience Off licences & Home Brew Bakers	Multiple
Comparison	Domestic Appliance Centre Suffolk Antiques Centre Rainbow Pharmacy	DIY, hardware & household goods Charity, pets & other comparison Chemists, toiletries & opticians	
Sevices	The Emperor Pub Hannaball Furinal Service Tan-Fast Michael China Victor Barbers Continental Pasta Chop Suey House Fry Days	Pubs and bars Other Service Hairdressing, beauty & health Restaurants, cafes, fast food & take away Hairdressing, beauty & health Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away	
Other	None		
Vacant	1	Vacant	
Total Outlets	15		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 7- Norwich Road (1-9, 2-110)

	Fascia	Goad type	Multiple / Independent
Convenience	East meets West Chinese Food Store	Groceries & Frozen Foods	
	Rasputin Russian Deli	Groceries & Frozen Foods	
	Unnamed deli	Groceries & Frozen Foods	
	Ipswich Asiamat	Groceries & Frozen Foods	
	Q & N Stores	Groceries & Frozen Foods	
	Evening Star News Agents	CTN & Convenience	
	Hahal Foods	Groceries & Frozen Foods	
	Khoubsurat India Foods	Groceries & Frozen Foods	
	Parlmers Bakers	Bakers	
	Unnamed Shoe Shop	Footwear & repairs	
	Unnamed News agents	CTN & Convenience	
	Co-op	Groceries & Frozen Foods	
Comparison	Secrets Sex Shop	Charity, pets & other comparison	Multiple
	Phone Booth	Electrical, Home Ent, Telephones & Video	
	West End Music	Charity, pets & other comparison	
	Beautiful Designs	Charity, pets & other comparison	
	Anglican Windows	DIY, hardware & household goods	
	Life shop Charity	Charity, pets & other comparison	
	Magic Touch	Sports, toys, cycles & hobbies	
	Suffork Sci fi Toys	Sports, toys, cycles & hobbies	
	Coes	Mixed & general clothing	
	Dimond Sealed Windows	DIY, hardware & household goods	
	Glamour Gear	Womens, girls & childrens	
	Vantage Chemist	Chemists, toiletries & opticians	
	Drakes TV	Electrical, Home Ent, Telephones & Video	
	Just a day	Womens, girls & childrens	
	Eastwitch	Antiques & Second-hand Goods	
	Jewels	Chemists, toiletries & opticians	
	laurence	DIY, hardware & household goods	
	London Fashion shoes	Womens, girls & childrens	
	Moonwitch	2nd hand, books etc	
	Precious memories	Antiques & Second-hand Goods	
	Cooker + Freezer warehouse	Electrical, Home Ent, Telephones & Video	
	Vantage Chemist	Chemists, toiletries & opticians	
	Bathstore.com	DIY, hardware & household goods	
	Kombat UK army Surplus	Mens & Boys Wear	
	The Edge Hi Fi	Electrical, Home Ent, Telephones & Video	
	Co-op	Groceries & Frozen Foods	
Sevices	Antonio Giavani	Hairdressing, beauty & health	Multiple
	Brian Reed Photography	Other Service	
	Buzzy Needles	Other Service	
	Caribbean Breeze	Restaurants, cafes, fast food & take away	
	Cleopatra's	Other Service	
	Coral	Betting	
	Cut it Style it	Hairdressing, beauty & health	
	Driving and Industrial	Other Service	
	East Travel	Travel agent	
	Gartis	Hairdressing, beauty & health	
	Hare & Hounds	Pubs and Bars	
	JPA	Hairdressing, beauty & health	
	Magic Touch	Other Service	
	Maharani Indian Cuisine	Restaurants, cafes, fast food & take away	
	Milano Pizzeria	Restaurants, cafes, fast food & take away	
	New Roots	Hairdressing, beauty & health	
	One Call	Employment, careers, Post	
	Pascal's	Offices & info	
	Pizza Hut Delivery	Hairdressing, beauty & health	
	Shelley's Hairdressers	Restaurants, cafes, fast food & take away	
	SI	Hairdressing, beauty & health	
	Staff Pack UK Ltd	Other Service	
	Taj Mahal	Restaurants, cafes, fast food & take away	
	Tea Gardens	Restaurants, cafes, fast food & take away	
	The Rose and Crown	Restaurants, cafes, fast food & take away	
	Travail Employment Group	Other Service	

**Ipswich Borough Council
District Centres Survey 2005**

	Bodrum Kebab House Fortune Cookie	Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away	
Other	None		
Vacant	11		
Total Outlets	76		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 8 - Dickens Road

	Fascia	Goad type	Multiple / Independent
Convenience	Dickens News agents Cards & Gifts 4 U	CTN & Convenience CTN & Convenience	
Comparison	Living water Charity Shop	Charity, pets & other comparison	
Sevices	M & W Fish + Chips Good Friends Take-away Bobby Swift	Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Betting	
Other	None		
Vacant	None		
Total Outlets	6		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 9 - Hawthorn Drive

	Fascia	Goad type	Multiple / Independent
Convenience	Coop Chantry News Agents Carmans Bakers + Café DW Barclay Butchers	Groceries & Frozen Foods CTN & Convenience Restaurants, cafes, fast food & take away Butchers	Multiple
Comparison	Simply Flowers Scotts Hardware Lloyds Pharmacy	Florists & gardens DIY, hardware & household goods Chemists, toiletries & opticians	Multiple
Sevices	Chantry Fish & Chips Lucky Star Chinese Chantry Post Office Top shop Hair Area Housing Office Coral Betting Office Surgery Kingfisher Pub/ Coffee Shop Barclays	Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Employment, careers, Post Offices & info Hairdressing, beauty & health Employment, careers, Post Offices & info Betting Public Service Pub, Bar and Restaurants, cafes, fast food & take away Banks & financial services	Multiple Multiple
Other	None		
Vacant	None		
Total Outlets	16		

Centre 10 - Cambridge Drive

	Fascia	Goad type	Multiple / Independent
Convenience	One Stop	Convenience	Multiple
Comparison	None		
Sevices	Barbers J's Fish n Chips Jude Chinese	Hairdressing, beauty & health Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away	
Other	None		
Vacant	None		
Total Outlets	4		

**Ipswich Borough Council
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Centre 11 - The Centre, Stoke Park Drive

	Fascia	Goad type	Multiple / Independent
Convenience	Cost Cutters C & A Williams	Groceries & Frozen Foods Bakers	Multiple
Comparison	J & D Fashion XL Conservatories 3 Units The Harlequin Stoke Pharmacy	Mixed & general clothing DIY, hardware & household goods Charity, pets & other comparison Chemists, toiletries & opticians	
Sevices	Hair Studios Coffee Shop Coral Inqlis Mc Coll's / Post Office Stock Park Dental Care	Hairdressing, beauty & health Restaurants, cafes, fast food & take away Betting Launderettes & dry cleaners Employment, careers, Post Offices & info Hairdressing, beauty & health	Multiple
Other	None		
Vacant	15	Vacant	
Total Outlets	27		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 12 - Maidenhall Green

	Fascia	Goad type	Multiple / Independent
Convenience	Procter Butchers	Butchers	
Comparison			
Sevices	Maidenhall Residents Community Maidenhall Fish n Chip The Paper Shop Post Office The Smock	Public Service Restaurants, cafes, fast food & take away Employment, careers, Post Offices & info and CTN & Convenience Pub / Bar	
Other	None		
Vacant	None		
Total Outlets	5		

Centre 13 - Whestead/ Austin Street

	Fascia	Goad type	Multiple / Independent
Convenience	Ipswich General Food Store C J Hawes G A Colwill Premier Co op Food	Groceries & Frozen Foods CTN & Convenience Butchers CTN & Convenience Groceries & Frozen Foods	Multiple Multiple
Comparison	Harlequin Curtains Stoke Motor Spares Cable TV & Audio Electrical Goods	Furniture, Carpets & Textiles Cars, motor cycles & accessories Electrical, Home Ent, Telephones & Video	
Sevices	C J Hawes Shoe Repair Duro's Café Shipwrights Arms Pub Salon 35 Indian Take away Starfish Uncle Tom's Cabin Ladbrokes	Other Service Restaurants, cafes, fast food & take away Pubs & Bars Hairdressing, beauty & health Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away betting	
Other	None		
Vacant	7	Vacant	
Total Outlets	23		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 14 - Ellenbrook Green

	Fascia	Goad type	Multiple / Independent
Convenience	EveryDay's Convenience Store and Grocery Co op McColl's Penalty Two	Groceries & Frozen Foods Groceries & Frozen Foods Drink & Newsagent Newsagent	Multiple
Comparison	High Cliff Veterinary Practice Scotts Hardware	Charity, pets & other comparison DIY, hardware & household goods	
Sevices	Lennox Ladbroke's Belsted Arms Barbecue House Fish & Chips The Style Council Hairdressers	Drycleaners Betting Pubs & Bars Take-away Take-away Hairdressers	Multiple
Other	None		
Vacant	None		
Total Outlets	12		

Centre 15 - Colchester Road (61-65)

	Fascia	Goad type	Multiple / Independent
Convenience	Co op Foodstore	CTN & Convenience	Multiple
Comparison	Carpet + Floor centre MDF Electrical Supplies	Furniture, Carpets & Textiles Electrical, Home Ent, Telephones & Video	
Sevices	None		
Other	None		
Vacant	None		
Total Outlets	3		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 16 - Brunswick Road

	Fascia	Goad type	Multiple / Independent
Convenience	Mace Convenience Store	CTN & Convenience	
Comparison	Brunswick Road Hardware Jarrols Double Glazing	DIY, hardware & household goods DIY, hardware & household goods	
Sevices	Munchy Chinese Post Office Shadows Hairdresser	Restaurants, cafes, fast food & take away Employment, careers, Post Offices & info Hairdressing, beauty & health	Multiple
Other	None		
Vacant	None		
Total Outlets	6		

Centre 17 - Woodbridge Road East

	Fascia	Goad type	Multiple / Independent
Convenience	Balfour CTN Unwins Off Licence Co op Food store + Post Office Berks Horgh Mashing Bakery	CTN & Convenience Off licences & Home Brew Groceries & Frozen Foods Groceries & Frozen Foods Bakers	Multiple Multiple Multiple
Comparison	Shell Petrol Lattice Pharmacy Michael Mergen Interiors Laser Hi Fi Centre	Cars, motor cycles & accessories Chemists, toiletries & opticians DIY, hardware & household goods Electrical, Home Ent, Telephones & Video	Multiple
Sevices	Aus Hair + Beauty Salon HSBC Wong's Chinese Britannia Building Society	Hairdressing, beauty & health Banks & financial services Restaurants, cafes, fast food & take away Banks & financial services	Multiple Multiple
Other	None		
Vacant	None		
Total Outlets	13		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 18 - Woodbridge Road (418-524, 501-785)

	Fascia	Goad type	Multiple / Independent
Convenience	PJ Mickelsen's & Son Spar H Gibbs & Son General Convenience Store Chris's Fruit & Vegetables	Family Butchers Groceries & Frozen Foods Fishmongers Local Produce	Multiple
Comparison	GRJ Marken Eastern Exchange Mart Barnard Brothers Ebston & Pine Designer Rooms Smart Dogs AA Abbot Florist 484 Office Furniture Foxwood Ceramics Cartridge Refill Centre Crown Glass Ltd Motor Mania	Fishing Tackle Specialists Antiques & Second-hand Goods Pet Food / Poultry Food Pine Furniture Clothing Store Grooming Parlour Antiques Furniture, Carpets & Textiles DIY, hardware & household goods Charity, pets & other comparison Mirror's & Glass Ware Car Goods	
Sevices	Gilbey's Marks Barbers Barclays Bank Shirley's The John Ball Ladbroke's Independent Villa's Launder Clean Tasty Bite Me Ho Chinese	Hairdressing, beauty & health Hairdressing, beauty & health Banks & financial services Cleaners Agency pubs & Bars Betting Foreign Villa Agent Drycleaners Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away	Multiple Multiple
Other			
Vacant	1	Vacant	
Total Outlets	29		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 19 - Caudwell Hall Road/Spring Road

	Fascia	Goad type	Multiple / Independent
Convenience	Michael Philips Co op Foodstore	Family Butcher Groceries & Frozen Foods	Multiple
Comparison	Dave Wallis Car Audio Foremost Garage Doors Natasha Justin Florist Collectors and Art Mart	Cars, motor cycles & accessories DIY, hardware & household goods Florists & gardens Sports, toys, cycles & hobbies	
Sevices	Spring Clean Launderettes Evergreen Old Times Evening Star Fat Cat Pub	Launderettes & dry cleaners Chinese Take-away Public House Estate Agents Pubs & Bars	
Other	None		
Vacant	5	Vacant	
Total Outlets	16		

Centre 20 - Cauldwell Hall Road/St John's Road

	Fascia	Goad type	Multiple / Independent
Convenience	Family Choice S Clune & Sons	General Grocers and Convenience Store	
Comparison	DT Electrical Supplies	Electrical, Home Ent, Telephones & Video	
Sevices	Lions Head Pub Judith's Hair Fashions Cutting Corners Hairdressers Designer Hair	Pubs & Bars Hairdressers Hairdressing, beauty & health Hairdressing, beauty & health	
Other	None		
Vacant	3	Vacant	
Total Outlets	9		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 21 - Foxhall Road (25-97, 34-124)

	Fascia	Goad type	Multiple / Independent
Convenience	Fox Hall Newsagents Seanens Deli Co op	CTN & Convenience Groceries & Frozen Foods Groceries & Frozen Foods	Multiple
Comparison	Flower Shop Delta Pharmacy Artena Photographer Matthews TV + Radio Matthews Domestic Appliance Adam Gifts The Grave Photographers	Florists & gardens Chemists, toiletries & opticians Books, arts, crafts, stationers & copying Electrical, Home Ent, Telephones & Video DIY, hardware & household goods Gifts, china, glass & leather goods Books, arts, crafts, stationers & copying	
Sevices	Perfect Image Legend Nursery School Pekin Express Chinese Suffolk Grill GH Hairdresers The tan Box	Hairdressing, beauty & health Public service Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Hairdressing, beauty & health Hairdressing, beauty & health	
Other	None		
Vacant	1	Vacant	
Total Outlets	17		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 22 - Brixley Road/Foxhall Road

	Fascia	Good type	Multiple / Independent
Convenience	None		
Comparison	Bands Domestic Appliances Post office/Toy World Pin High Golf Animal Cradle Pets Dress Sense Fire Works Jordan Waters Cycle Revolution	DIY, hardware & household goods Sports, toys, cycles & hobbies and Employment, careers, Post Offices & info Sports, toys, cycles & hobbies Charity, pets & other comparison Mixed & general clothing Sports, toys, cycles & hobbies Gifts, china, glass & leather goods Sports, toys, cycles & hobbies	
Sevices	Delta Indian Cutters Hair Salon Stains + Co Accountants Mandarin Chinese	Restaurants, cafes, fast food & take away Hairdressing, beauty & health Banks & financial services Restaurants, cafes, fast food & take away	
Other	None		
Vacant	None		
Total Outlets	12		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 23 - Felixstowe Road (55-201, 120-190)

[illegible]

**Ipswich Borough Council
District Centres Survey 2005**

Centre 24 - Selkirk Road

	Fascia	Goad type	Multiple / Independent
Convenience	Selkirk Road News Co op Foodstore	CTN & Convenience Groceries & Frozen Foods	Multiple
Comparison	St Elizabeth Hospice	Charity, pets & other comparison	
Sevices	The Selkirk Pub Rushmere Rushmere Residents Association Janine Hair Bradfield	Pubs & Bars Restaurants, cafes, fast food & take away Hairdressing, beauty & health Betting	
Other	None		
Vacant	None		
Total Outlets	8		

Centre 25 - Clapgate Lane 207-221

	Fascia	Goad type	Multiple / Independent
Convenience	Co op Happy Shopper	Groceries & Frozen Foods CTN & Convenience	Multiple Multiple
Comparison	Paul Bargain Store Viscount Fishing Tackle	Gifts, china, glass & leather goods Sports, toys, cycles & hobbies	
Sevices	Golden Palace Chinese Snippets Hair Salon	Restaurants, cafes, fast food & take away Hairdressing, beauty & health	
Other	None		
Vacant	3		
Total Outlets	9		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 26 - Reynolds Road

	Fascia	Goad type	Multiple / Independent
Convenience	Spar Krusty's One Stop	Groceries & Frozen Foods Bakery CTN & Convenience	Multiple Multiple
Comparison	Quality Hardware Lilies The Gamesborough Pharmacy	DIY, hardware & household goods Pet Foods / Grocery Chemists, toiletries & opticians	
Sevices	J & M Kett Hairdresser Dean Racing Star Grill Hot Stuff Fish & Chips Big Breakfast South China	Hairdressing, beauty & health Betting Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Café Chinese Take-away	
Other	None		
Vacant	1		
Total Outlets	13		

Centre 27 - Clapgate Lane (251-259)

	Fascia	Goad type	Multiple / Independent
Convenience	The Corner Shop	CTN & Convenience	
Comparison	None		
Sevices	None		
Other	None		
Vacant	3		
Total Outlets	4		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 28 - Nackton Road (270-374)

	Fascia	Goat type	Multiple / Independent
Convenience	Unnamed Grocer GSK Cottage Loaf Manns Butchers Ideal Store Jan's Evening Star	Greengrocers & Fishmongers CTN & Convenience Bakers Butchers CTN & Convenience Newsagents	
Comparison	Unnamed electrical Kasias Designs Ltd Twinkle Gifts St Elizabeth's Hospice Pharmacy AW Services Scooter + Care Centre Emma's Florist Charisma Clothes The Clip Joints Health Goods Shop Moonwich & Eastwich Babes Anglian Appliances	Electrical, Home Ent, Telephones & Video DIY, hardware & household goods Gifts, china, glass & leather goods Charity, pets & other comparison Chemists, toiletries & opticians Heating and Plumbing Engineers Charity, pets & other comparison Florists & gardens Mixed & general clothing Grooming Parlour Chemists, toiletries & opticians Second-hand Furniture Baby Ware Domestic Appliance Store	
Sevices	Kelly D's Hairdresser Andaman Thai Kitchen Lloyds TSB Golden Fortune Chinese Portman Café BBQ Mania Nackton Food Coral The Rose Indian The Race Course Pub Tasty Wok Chinese Post Office Ability Driving School Doug Wade Insurance Peninsula Property Management Julie Dawn's Hairdressers FKC Office Firmans Garage	Hairdressing, beauty & health Restaurants, cafes, fast food & take away Banks & financial services Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Fish & Chip Shop Betting Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Employment, careers, Post Offices & info Other Service Banks & financial services Estate agents & auctioneers Hairdressers Banks & financial services Servicing Repair's etc	Multiple Multiple Multiple
Other	None		
Vacant	1		
Total Outlets	39		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 29 - Queens Way

	Fascia	Goad type	Multiple / Independent
Convenience	Drakes Cabin Off Licence Fruit & Veg Shop Jacksons Bakery Queensway Butchers Co op	Off licences & Home Brew Greengrocers & Fishmongers Bakers Butchers Groceries & Frozen Foods	Multiple
Comparison	Ipswich Murals Moss Pharmacy Fast Forward TV A M Carpets Bettabay Homeware Eastern Auto Spairs Animal Oasis	Books, arts, crafts, stationers & copying Chemists, toiletries & opticians Electrical, Home Ent, Telephones & Video Furniture, Carpets & Textiles DIY, hardware & household goods Cars, motor cycles & accessories Charity, pets & other comparison	Multiple
Sevices	Q Cut Community Store Golden Place Fish & Chips Coral Rendezvous Café Jets Hair Dresser Dragon Express Chinese Pizza BBQ King Rindis Hairdressers	Public Service Restaurants, cafes, fast food & take away Betting Restaurants, cafes, fast food & take away Hairdressing, beauty & health Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Hairdressing, beauty & health	
Other	None		
Vacant	1		
Total Outlets	22		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 30 - Felixstow Road (476-486)

	Fascia	Goad type	Multiple / Independent
Convenience	Evening Star	CTN & Convenience	
Comparison	The Shower Shop Haven Keyboards	Bathroom Goods Charity, pets & other comparison	
Sevices	KFC Subway Johnsons Dry Cleaner Seaton's	Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Laundrettes & dry cleaners Estate agents & auctioneers	Multiple Multiple
Other	None		
Vacant	None		
Total Outlets	7		

Centre 31 - Penshurst Road

	Fascia	Goad type	Multiple / Independent
Convenience	Co op Brokehall Newsagents	Groceries & Frozen Foods CTN & Convenience	Multiple
Comparison	Aoriental Kitchen	DIY, hardware & household goods	
Sevices	Helsinki Donalds Hairdressers Juipur India Restaurant A & C Services Michael Richards Hairdressers	Hairdressing, beauty & health Hairdressing, beauty & health Restaurants, cafes, fast food & take away Other Services Hairdressing, beauty & health	
Other	None		
Vacant	None		
Total Outlets	8		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 32 - Cliff Lane

	Fascia	Goad type	Multiple / Independent
Convenience	Highcliff Vets Johnson's News G Debmans	Charity, pets & other comparison CTN & Convenience Butchers	
Comparison	Cliff Lane Flowers Cliff Electrical Deja vu Antiques	Florists & gardens Electrical, Home Ent, Telephones & Video Antiques	
Sevices	Post Office Hairdresser Master Chef Chinese The Beauty Place The Building plans Shop Margaret Catchpole Pub	Employment, careers, Post Offices & info Hairdressing, beauty & health Restaurants, cafes, fast food & take away Hairdressing, beauty & health Other Services Pubs and bars	
Other	None		
Vacant	None		
Total Outlets	12		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 33 - St Helen's Street

	Fascia	Goad type	Multiple / Independent
Convenience	JWMNE News - Evening Star St Helen's Newsagent Al Amin Robertson's	Newsagent CTN & Convenience Grocery Store Green Grocers	
Comparison	GK Home Improvements Pit and Abbot Elmy Cycles Go-Grail Model Railways Jasmine's	DIY, hardware & household goods Electrical Contractors Sports, toys, cycles & hobbies Model Railway Store Indian Clothing	
Sevices	The Grinning Rat The Dove Iesha Tandori Roma Hairdressers Butties Sandwich Bar The Water Lilly Pub New Akbar Indian Unnamed Indian	Pub & Bars Pubs & Bars Tandori Take-away Hairdressers Restaurants, cafes, fast food & take away Pubs & Bars Restaurants, cafes, fast food & take away	
Other	3		
Vacant			
Total Outlets	20		

Centre 34 - Bramford Lane

	Fascia	Goad type	Multiple / Independent
Convenience	Co op Food The Sweet Shop	Groceries & Frozen Foods CTN & Convenience	Multiple
Comparison	Cottage Garden Florist Charity Shop	Florists & gardens Charity, pets & other comparison	
Sevices	Post Office Launderette	Employment, careers, Post Offices & info Launderettes & dry cleaners	Multiple
Other	None		
Vacant	None		
Total Outlets	6		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 35 - Bramford Road

	Fascia	Goad type	Multiple / Independent
Convenience	Farm foods Canhams Newsagents Jackson Bakery	Greengrocers & Fishmongers CTN & Convenience Bakers	
Comparison	Cash Traders Eastern Audio Eddies Mobility Centre Canine Grooming Parlour K.G.D Electrical Relax/Bretts Furniture Christine's Florist Barbour Chemist	Porn Brokers Electrical, Home Ent, Telephones & Video Charity, pets & other comparison Charity, pets & other comparison Electrical, Home Ent, Telephones & Video Furniture, Carpets & Textiles Florists & gardens Chemists, toiletries & opticians	
Sevices	Touch of Gloss Nail Bar Community Solutions Advice Centre Adam Hairdresser Dominos Pizza Ipswich Kebabs Blue Sky Chinese BB Launderettes	Hairdressing, beauty & health Public service Hairdressing, beauty & health Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Launderettes & dry cleaners	Multiple
Other	None		
Vacant	1		
Total Outlets	19		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 36 - Spring Road

	Fascia	Goad type	Multiple / Independent
Convenience	GSKS	CTN & Convenience	
Comparison	Fair Deals Edwadian Shop	Electrical, Home Ent, Telephones & Video 2nd hand Furniture, Carpets & Textiles	
Sevices	The Fish Net Olau Hairdressers	Restaurants, cafes, fast food & take away Hairdressing, beauty & health	
Other	None		
Vacant	None		
Total Outlets	5		

Centre 37 - Woodbridge Road

	Fascia	Goad type	Multiple / Independent
Convenience	Co-op Joe Johnston News	Food Store Newsagents	Multiple
Comparison	Ipswich Car Radio Andrews Office Stationary	Radio Car Stereo's Furniture Seating & Photocopiers	
Sevices	Sophisticut Cases old to Public House Papa Noel's	Hairdressers Pubs and bars Fish & Chips - Take-away Food	
Other	Cash Machine		
Vacant	None		
Total Outlets	7		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 38 - Lavender Hill

	Fascia	Goad type	Multiple / Independent
Convenience	Lavender News	CTN & Convenience	
Comparison	Community Shop 2nd Hand	Charity, pets & other comparison	
Sevices	Peking Chef Chinese Food & Fish n Chips Learning Centre	Restaurants, cafes, fast food & take away Public Service	
Other	None		
Vacant	None		
Total Outlets	4		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 39 - Prine of Wales Drive

	Fascia	Goad type	Multiple / Independent
Convenience	Co op	Groceries & Frozen Foods	Multiple
Comparison	Kitchen Plus	DIY, hardware & household goods	
Sevices	The Cutting Crew Hair dresser	Hairdressing, beauty & health	
Other	None		
Vacant	None		
Total Outlets	3		

Centre 40 - Bramford Road (651-677)

	Fascia	Goad type	Multiple / Independent
Convenience	Tesco Express	Groceries & Frozen Foods	Multiple
Comparison	None		
Sevices	Contemporary Hair Salon Pats Barber	Hairdressing, beauty & health Hairdressing, beauty & health	
Other	None		
Vacant	None		
Total Outlets	3		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 41 - Grove Lane/St Helen's Street

	Fascia	Goad type	Multiple / Independent
Convenience	None		
Comparison	Buzz Scooters	Cars, motor cycles & accessories	
Sevices	Masha Of India	Restaurants, cafes, fast food & take away	
Other	None		
Vacant	1		
Total Outlets	3		

Centre 42 - Bramford Lane (483-487)

	Fascia	Goad type	Multiple / Independent
Convenience	Estate Stores	CTN & Convenience	
Comparison	None		
Sevices	East Cottage Chinese Take Away Hair Salon Le Scranges	Restaurants, cafes, fast food & take away Hairdressing, beauty & health	
Other	None		
Vacant	None		
Total Outlets	3		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 43 - Suffolk Road/Norfolk Road/Tuddenham Ave.

	Fascia	Goad type	Multiple / Independent
Convenience	Suffolk Road	CTN & Convenience	
Comparison	None		
Sevices	City Friend Chinese Choice Kebabs	Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away	
Other	None		
Vacant	None		
Total Outlets	3		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 44 - St Matthew's Street

	Fascia	Goad type	Multiple / Independent
Convenience	News agents Unnamed Store Evening Star Cabin	CTN & Convenience CTN & Convenience CTN & Convenience	
Comparison	Olan Mill Phone Good 4 U Hardware Welch chemist DP Furniture Flava Clothing Unamed Charity Shop Pharmacy	Charity, pets & other comparison DIY, hardware & household goods Chemists, toiletries & opticians Furniture, Carpets & Textiles Mixed & general clothing Charity, pets & other comparison Chemists, toiletries & opticians	
Sevices	New Century Chinese Unnamed Launderette Franceso Hair Salon Jay . C. Homes Anglia Care trust Racial equality centre Mamma pizza Hanover Sunrise Café The Mens Room barbers SFC Chicken Rose Health Centre Freedom tattoos	Restaurants, cafes, fast food & take away Launderettes & dry cleaners Hairdressing, beauty & health Estate agents & auctioneers Public Service Public Service Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Hairdressing, beauty & health Restaurants, cafes, fast food & take away Hairdressing, beauty & health Tattoo	
Other	None		
Vacant	3		
Total Outlets	26		

Centre 45 - Grimwade Street

	Fascia	Goad type	Multiple / Independent
Convenience	None		
Comparison	Ink Express AnnAccasion Bridal Ink Express	Books, arts, crafts, stationers & copying Womens, girls & childrens Books, arts, crafts, stationers & copying	
Sevices	Community Shop	Public service	
Other	Pink House		
Vacant	1		
Total Outlets	6		

**Ipswich Borough Council
District Centres Survey 2005**

Centre 46 - Woodbridge Road 928-110, 35-47)

	Fascia	Goad type	Multiple / Independent
Convenience	Taracom Stores	General Newsagents/Convenience Store	
Comparison	None		
Sevices	Fat Bobs Tattoos Sona Banglar Balti House Poplar Fish Bar Creams CC's Dry Cleaning Ebony & Ivory Fortune Inn Chinese Horse & Green Angela's	Hairdressing, beauty & health Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Restaurants, cafes, fast food & take away Launderettes & dry cleaners Hairdressing, beauty & health Restaurants, cafes, fast food & take away Pubs & Bars Remedial Therapy/Massage	
Other	None		
Vacant	1		
Total Outlets	11		

APPENDIX 5

Pedestrian Flow Reports

PEDESTRIAN MARKET RESEARCH SERVICES

IPSWICH

2005

PEDESTRIAN FLOWCOUNT

PMRS

PEDESTRIAN MARKET RESEARCH SERVICES

REPORT

Survey Date : 20th & 21st May 2005

Weather: Friday : Rain, Dry Later

Saturday : Dry & Windy with Sunny Intervals

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PMRS Sopwell Mill, 61 Cottonmill Lane, St Albans, Herts AL1 2ES Tel: 01727 867 100

IPSWICH - 2005

NO	OCCUPIER	STREET & ADDRESS	NOTE	FRIDAY		SATURDAY		WEEK	
				COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	THAI 1 REST	39 Upper Orwell Street		0.78	10	0.72	7	3.53	8
2	DRESS CIRCLE LWR	64 Upper Orwell Street		0.48	6	0.84	8	3.11	7
3	HEARING SOLUTIONS	5 Tacket Street		3.42	42	3.48	32	16.24	36
4	SCHOLL SHOES	23 Upper Brook Street		5.88	73	10.50	96	38.54	86
5	WILKINSON	28-32 Upper Brook Street		8.28	102	12.54	114	48.99	109
6	ASPENS JWL R	1-3 Dogs Head Street	T-A	3.99	49	5.07	46	21.32	47
7	VACANT	11-13 St Nicholas Street		2.19	27	2.40	22	10.80	24
8	TKMAXX	Butter Market Shopping Centre	T	3.60	44	5.01	46	20.26	45
9	JACEYS COFFEE HOUSE	1A St Stephens Lane	T	6.33	78	10.74	98	40.17	89
10	JONES SHOES	44 Butter Market	T	8.13	100	13.98	127	52.02	116
11	ASHLEYS CARDS	14 Dale Lane	T	6.60	81	11.04	101	41.51	92
12	CAFÉ GIARDINO	14-15, Butter Market Centre	T	8.88	109	14.79	135	55.70	124
13	HALIFAX	6, Butter Market	T	9.57	118	10.65	97	47.58	106
14	CO-OP	11-13 Princes Street		1.74	21	1.80	16	8.33	19
15	ROYAL BANK OF SCOTLAND	8-10 Princes Street		2.25	28	1.92	17	9.81	22
16	THE CORN EXCHANGE	Princes Street	T	12.12	149	13.65	124	60.64	135
17	DEBENHAMS	2-10 Westgate Street	T	24.99	308	28.95	264	126.92	283
18	BON MARCHE	50-54 Westgate Street	T	9.09	112	11.16	102	47.65	106
19	NEXT	29-31 Westgate Street	T	17.52	216	18.21	166	84.07	187
20	LLOYDS BANK	13-15 Corn Hill	T-A	5.13	63	8.58	78	32.26	72
21	GAMES & GIGGLES	5 The Walk	T	7.14	88	12.72	116	46.73	104
22	STEAD & SIMPSON	9 Tavern Street	T-A	15.72	194	21.81	199	88.31	197
23	PARTNERS	19 Tower Ramparts Centre	T	6.87	85	9.66	88	38.90	87
24	HMV	20 Tavern Street	T	23.52	290	31.05	283	128.40	286
25	SUPERDRUG	21-23 Tavern Street	T	3.69	45	4.89	45	20.19	45
26	MCDONALDS	31 Tavern Street	T	17.40	215	25.89	236	101.86	227
27	GREAT WHITE HORSE HOTEL	Tavern Street		3.15	39	2.25	20	12.71	28
28	AGE CONCERN	8 Northgate Street		3.21	40	3.03	28	14.68	33
29	MILLETS	14-16 Carr Street	T	15.54	192	23.58	215	92.05	205
30	CO-OP	36-38 Carr Street	T	6.09	75	8.40	77	34.09	76
AVERAGE				8.11	100	10.98	100	44.91	100

Note T - total street/mall width counted

Note A - enumerated on adjacent street

Note C - count affected by construction work

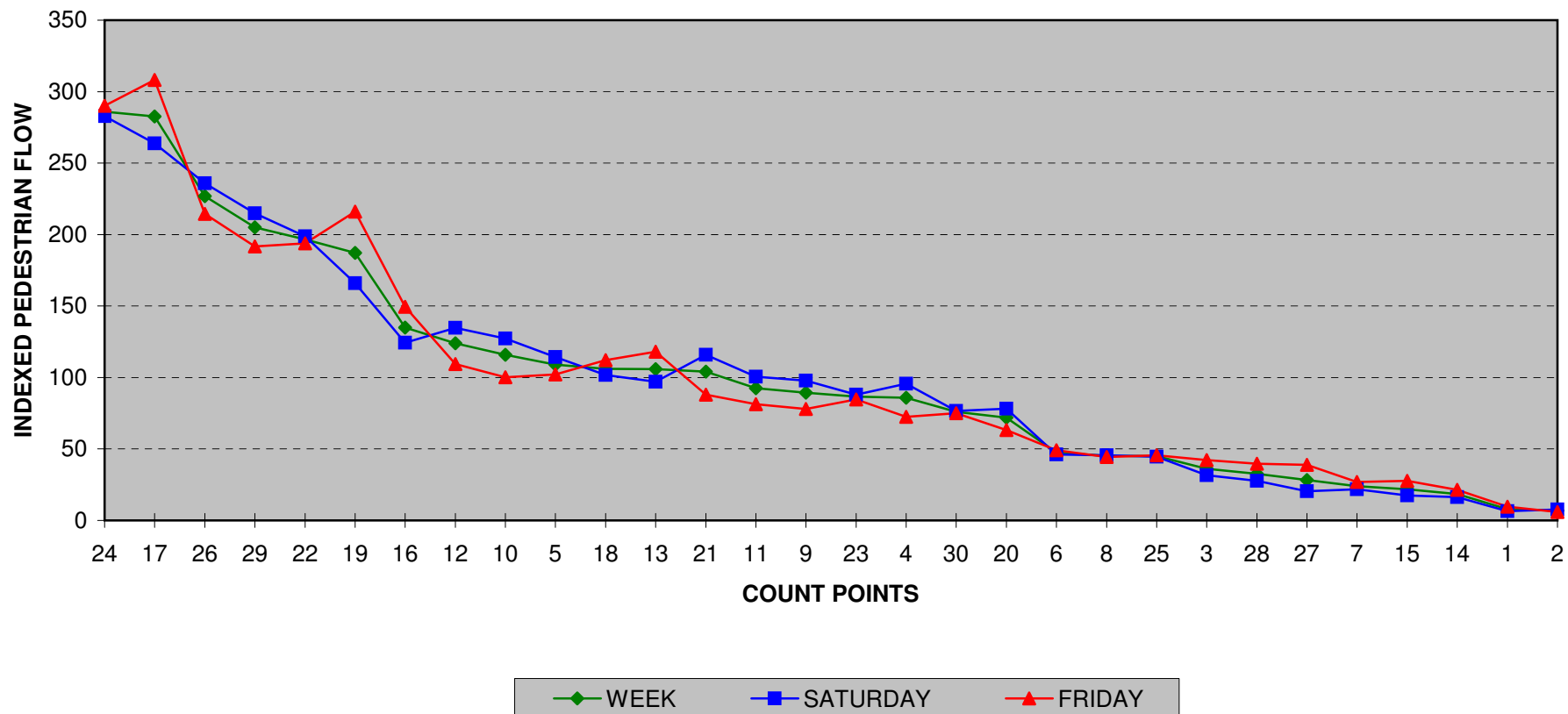
RED - busiest recorded footfall

COUNT - results shown in thousands

INDEX - percentage of average flow (benchmarked at 100)

CENTRE - IPSWICH 2005			
NO	OCCUPIER	STREET & ADDRESS	PRECISE COUNT POINT LOCATION
1	THAI 1 REST	39 Upper Orwell Street	Pavement width counted on Upper Orwell Street
2	DRESS CIRCLE LWR	64 Upper Orwell Street	Pavement width counted on Upper Orwell Street
3	HEARING SOLUTIONS	5 Tacket Street	Pavement width counted on Tacket Street
4	SCHOLL SHOES	23 Upper Brook Street	Pavement width counted on Upper Brook Street
5	WILKINSON	28-32 Upper Brook Street	Pavement width counted on Upper Brook Street
6	ASPENS JWLR	1-3 Dogs Head Street	Pavement width counted on St Stephens Lane side of unit
7	VACANT	11-13 St Nicholas Street	Pavement width counted on St Nicholas Street
8	TKMAXX	Butter Market Shopping Centre	Full width of pedestrian mall counted in Butter Market Shopping Centre
9	JACEYS COFFEE HOUSE	1A St Stephens Lane	Full width of pedestrian walkway counted on St Stephens Lane
10	JONES SHOES	44 Butter Market	Full width of pedestrian walkway counted on Butter Market
11	ASHLEYS CARDS	14 Dale Lane	Full width of pedestrian walkway counted on Dale Lane
12	CAFÉ GIARDINO	14-15, Butter Market Centre	Full width of pedestrian mall counted in Butter Market Shopping Centre
13	HALIFAX	6, Butter Market	Full width of pedestrian walkway counted on Butter Market
14	CO-OP	11-13 Princes Street	Pavement width counted on Princes Street
15	ROYAL BANK OF SCOTLAND	8-10 Princes Street	Pavement width counted on Princes Street
16	THE CORN EXCHANGE	Princes Street	Full width of pedestrian walkway counted on Princes Street
17	DEBENHAMS	2-10 Westgate Street	Full width of pedestrian walkway counted on Westgate Street
18	BON MARCHE	50-54 Westgate Street	Full width of pedestrian walkway counted on Westgate Street
19	NEXT	29-31 Westgate Street	Full width of pedestrian walkway counted on Westgate Street
20	LLOYDS BANK	13-15 Corn Hill	Full width of pedestrian walkway counted on Lloyds Avenue side of unit
21	GAMES & GIGGLES	5 The Walk	Full width of pedestrian walkway counted in The Walk
22	STEAD & SIMPSON	9 Tavern Street	Full width of pedestrian mall counted at entrance to Tower Ramparts Shopping Centre
23	PARTNERS	19 Tower Ramparts Centre	Upper level, full width of pedestrian mall counted in Tower Ramparts Shopping Centre
24	HMV	20 Tavern Street	Full width of pedestrian walkway counted on Tavern Street
25	SUPERDRUG	21-23 Tavern Street	Full width of pedestrian walkway counted on Tavern Street
26	MCDONALDS	31 Tavern Street	Full width of pedestrian walkway counted on Tavern Street
27	GREAT WHITE HORSE HOTEL	Tavern Street	Pavement width counted on Northgate Street side of unit
28	AGE CONCERN	8 Northgate Street	Pavement width counted on Northgate Street
29	MILLETS	14-16 Carr Street	Full width of pedestrian walkway counted on Carr Street
30	CO-OP	36-38 Carr Street	Full width of pedestrian walkway counted on Carr Street

IPSWICH - 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.

EXPLANATORY NOTES

- 1** The 30 count points are selected from the Goad 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 - 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- persons, traffic wardens, police, and delivery men. In the case of 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 30 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.



Survey Date: May 2005

PEDESTRIAN MARKET RESEARCH SERVICES

IPSWICH

1997

PEDESTRIAN FLOWCOUNT

PMRS

PEDESTRIAN MARKET RESEARCH SERVICES

REPORT

Survey Date : 13th & 14th June 1997

Weather: Friday : Raining

Saturday : Overcast & Dry

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PMRS Sopwell Mill, 61 Cottonmill Lane, St Albans, Herts AL1 2ES Tel: 01727 867 100

IPSWICH - 1997

NO	OCCUPIER	STREET & ADDRESS	NOTE	FRIDAY		SATURDAY		WEEK	
				COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	CO-OP IN STORE	Carr Street		8.94	90	10.74	88	46.31	89
2	MILLETS	14-16 Carr Street		14.22	143	21.24	174	83.44	160
3	VACANT	25 Upper Brook Street		3.90	39	6.84	56	25.27	49
4	SAINSBURY	9-21 Dogs Head Street		3.84	39	2.94	24	15.95	31
5	MVC	28 Upper Brook Street		7.26	73	6.06	50	31.34	60
6	JESSOP PHOTO GOODS	51 Butter Market		6.84	69	10.62	87	41.08	79
7	BHS	36-40 Butter Market		7.32	74	10.98	90	43.06	83
8	C&A	Butter Market		5.88	59	8.88	73	34.73	67
9	TOYMASTER	15 Butter Market		6.48	65	9.66	79	37.98	73
10	HALIFAX	6 Butter Market		6.84	69	6.00	49	30.21	58
11	VACANT	9 The Walk	T	7.32	74	11.16	92	43.48	84
12	WATERSTONE'S	13-15 Butter Market		6.96	70	9.60	79	38.97	75
13	BITS N BYTES	12 Dial Lane	T	8.22	83	15.42	127	55.62	107
14	RIVER ISLAND	46 Tavern Street		13.26	134	23.58	194	86.68	167
15	HMV	20 Tavern Street		15.30	154	22.32	183	88.52	170
16	ADAMS	11-13 Westgate Street		19.32	195	20.70	170	94.17	181
17	SUPERDRUG	45-59 Westgate Street		13.08	132	11.16	92	57.04	110
18	BENSON SHOES	42 Westgate Street		12.90	130	9.96	82	53.79	103
19	MARKS & SPENCER	16-20 Westgate Street		15.00	151	10.44	86	59.86	115
20	DEBENHAMS	2-10 Westgate Street		22.74	229	21.54	177	104.19	200
21	DOROTHY PERKINS	13 Tavern Street	T	16.68	168	24.60	202	97.13	187
22	VACANT	20 Tower Ramparts		6.42	65	8.52	70	35.15	68
23	TOP SHOP	11 Tower Ramparts		9.90	100	11.40	94	50.12	96
24	BODY SHOP	17 Tavern Street		20.76	209	21.24	174	98.83	190
25	MCDONALDS	31 Tavern Street		13.08	132	18.54	152	74.40	143
26	WILLYS & MILLYS	4 Northgate Street		2.22	22	5.28	43	17.65	34
27	A T MAYS	9 Carr Street		11.52	116	14.76	121	61.84	119
28	BRENTFORDS	Eastgate Shopping Ctr		2.40	24	2.94	24	12.57	24
29	ARGOS	53-65 Carr Street		6.78	68	6.60	54	31.48	61
30	VACANT	12-20 Upper Orwell St		2.22	22	1.80	15	9.46	18
AVERAGE				9.92	100	12.18	100	52.01	100

RED - busiest recorded footfall totals

COUNT - total counts for Friday/Saturday/full Week shown in thousands

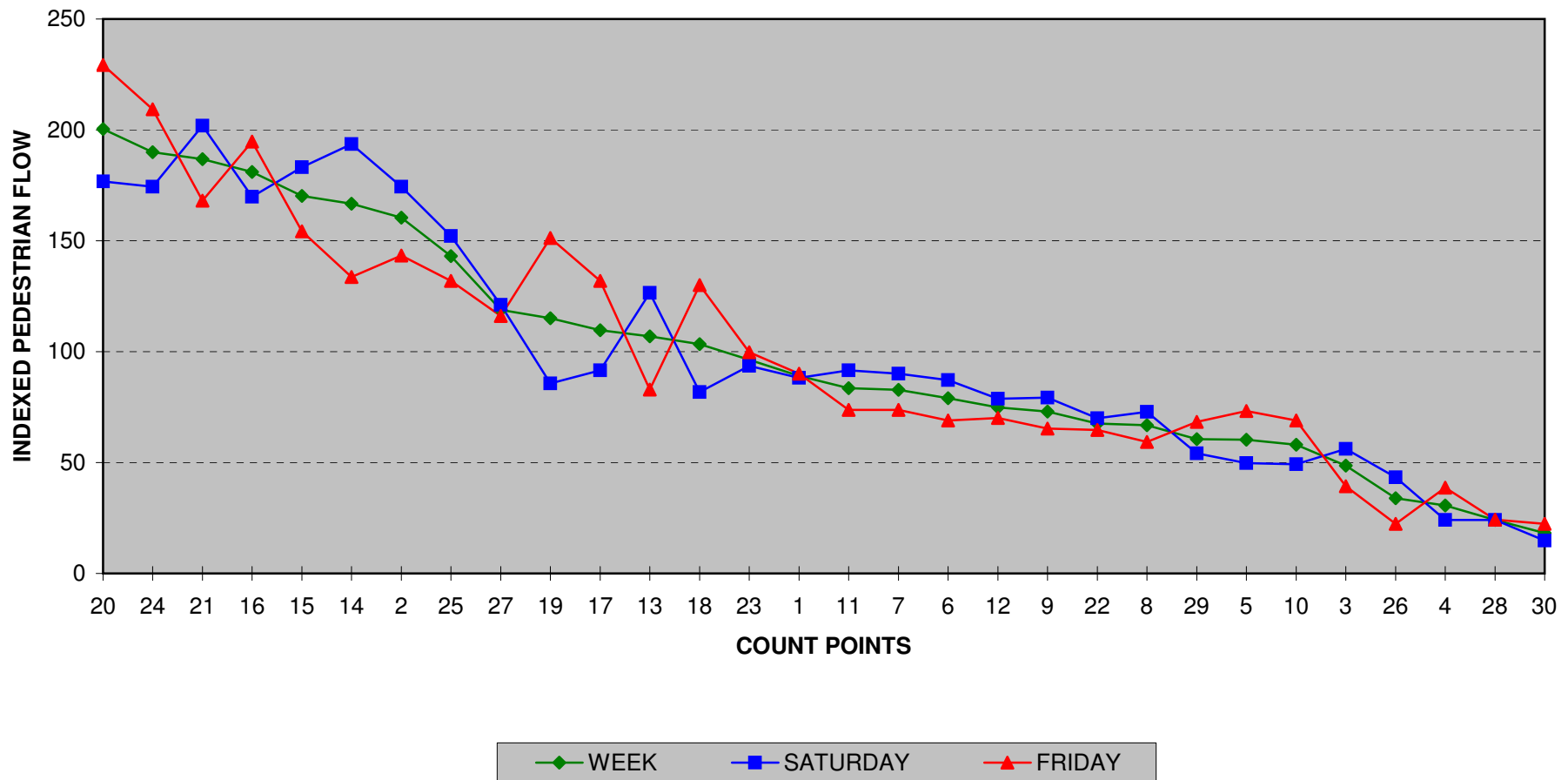
INDEX - refers to the percentage of the average flow (benchmarked at 100)

Note T - total street/mall width counted

CENTRE - IPSWICH			COUNT POINT LOCATION
NO	OCCUPIER	STREET & ADDRESS	PRECISE COUNT POINT LOCATION
1	CO-OP IN STORE	Carr Street	A distance of 20ft was counted outside entrance on Carr Street
2	MILLETS	14-16 Carr Street	A distance of 20ft was counted outside entrance on Carr Street
3	VACANT	25 Upper Brook Street	Pavement width counted outside entrance on Upper Brook Street
4	SAINSBURY	9-21 Dogs Head Street	Pavement width counted outside entrance on Dogs Head Street
5	MVC	28 Upper Brook Street	Pavement width counted outside entrance on Upper Brook Street
6	JESSOP PHOTO GOODS	51 Butter Market	Pavement width counted outside entrance on Butter Market
7	BHS	36-40 Butter Market	A distance of 20ft was counted outside entrance on Butter Market
8	C&A	Butter Market	Ground floor, a distance of 20ft was counted outside entrance in the Butter Market
9	TOYMASTER	15 Butter Market	Ground floor, a distance of 20ft was counted outside entrance in the Butter Market
10	HALIFAX	6 Butter Market	Ground floor, a distance of 20ft was counted outside entrance in the Butter Market
11	VACANT	9 The Walk	Full width of pedestrian walkway counted outside entrance on The Walk
12	WATERSTONE'S	13-15 Butter Market	A distance of 20ft was counted outside entrance on Butter Market
13	BITS N BYTES	12 Dial Lane	Full width of pedestrian walkway counted outside entrance on Dial Lane
14	RIVER ISLAND	46 Tavern Street	A distance of 20ft was counted outside entrance on Tavern Street
15	HMV	20 Tavern Street	A distance of 20ft was counted outside entrance on Tavern Street
16	ADAMS	11-13 Westgate Street	A distance of 20ft was counted outside entrance on Westgate Street
17	SUPERDRUG	45-59 Westgate Street	A distance of 20ft was counted outside entrance on Westgate Street
18	BENSON SHOES	42 Westgate Street	A distance of 20ft was counted outside entrance on Westgate Street
19	MARKS & SPENCER	16-20 Westgate Street	A distance of 20ft was counted outside entrance on Westgate Street
20	DEBENHAMS	2-10 Westgate Street	A distance of 20ft was counted outside entrance on Westgate Street
21	DOROTHY PERKINS	13 Tavern Street	Full width counted across entrance to Tower Ramparts Centre
22	VACANT	20 Tower Ramparts	Gallery level, a distance of 20ft was counted outside entrance in Tower Ramparts Centre
23	TOP SHOP	11 Tower Ramparts	Ground level, a distance of 20ft was counted outside entrance in Tower Ramparts Centre
24	BODY SHOP	17 Tavern Street	A distance of 20ft was counted outside entrance on Tavern Street
25	MCDONALDS	31 Tavern Street	A distance of 20ft was counted outside entrance on Tavern Street
26	WILLYS & MILLYS	4 Northgate Street	Pavement width counted outside entrance on Northgate Street
27	A T MAYS	9 Carr Street	A distance of 20ft was counted outside entrance on Carr Street
28	BRENTFORDS	Eastgate Shopping Ctr	A distance of 20ft was counted outside entrance in the Eastgate Shopping Centre
29	ARGOS	53-65 Carr Street	A distance of 20ft was counted outside entrance on Carr Street
30	VACANT	12-20 Upper Orwell St	Pavement width counted outside entrance on Upper Orwell Street

IPSWICH - 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.

EXPLANATORY NOTES

- 1** The 30 count points are selected from the Goad 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 between the hours of 10.00am - 5.00pm on Friday and Saturday, and during the whole week (Mon-Sat). The totals given for Friday and Saturday are grossed up by a factor of 60, the reciprocal of the sampling fraction, to allow for the fact that on either day pedestrian movements were counted for a total of 6 minutes out of 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 - Thursday which were not enumerated. This latter factor is an average based upon a series of previous counts conducted throughout the week (Mon-Sat).
- 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-persons, traffic wardens, police, and delivery men. In the case of vehicular streets, the full pavement width outside each site entrance is enumerated, and in the case of pedestrianised streets and shopping malls, a comparable area of 20ft 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 30 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.

IPSWICH



IPSWICH
TOWN FOOTBALL CLUB

IPSWICH
TOWN FC

IPSWICH
TOWN FC

Report by DTZ for

Ipswich Borough Council:

'Retail Study 2005'

FINAL REPORT

**Volume 2:
Appendix 6**

October 2005

A p p e n d i c e s

- 1 Extended Policy Section
- 2 Demographic Reports
- 3 Experian Goad Reports
- 4 District and Local Centres – DTZ Audit
- 5 Pedestrian Flowcount Reports
- 6 Street Survey – Full Tabulations
- 7 Household Telephone Survey - Full Tabulations
- 8 Retail Floorspace Schedule
- 9 ReMap Convenience Goods - Scenario 1 and 1a
- 10 ReMap Convenience Goods - Scenario 2 and 2a
- 11 ReMap Comparison Goods - Scenario 1 and 1a
- 12 ReMap Comparison Goods - Scenario 2 and 2a

APPENDIX 6

Street Survey Tables

RESEARCH TABULATIONS

IPSWICH, STREET SURVEY

**Prepared for
DTZ Pieda Consulting**

April 2005

Contents

1. Background

2. Objective

3. Methodology

- **Questionnaire**
- **Sample Reliability**

4. Tabulations

1. Background

Q2a Marketing & Research have been commissioned by DTZ Pidea Consulting to undertake a street survey in Ipswich town centre.

2. Objective

The main objective of the shopper research can be summarised as:

- To establish responses to a wide range of questions relating to the town centre, for example, main reasons for visiting, frequency of visit, mode of travel, spend levels, dwell time etc.

3. Methodology

A total of 502 face to face interviews were conducted across two separate weeks to avoid the Easter weekend;

Week 1 - between Saturday 12th March and Saturday 19th March

Week 2 – between Monday 4th April and Saturday 9th April.

The interviews were conducted at specific locations within the town centre (see below).

The interviews were conducted during main trading hours. A random sample of visitors/shoppers was interviewed, achieving a mix of demographics.

Interview Locations

1 = Westgate St – Bon Marche / Bretts

2 = Westgate St – Marks and Spencer / Next

3 = Westgate St / Cornhill – Debenhams / Lloyds

4 = Tower Ramparts SC – GF Topshop / Boots

5 = Tavern St – Blacks / Barretts

6 = Carr St – CoOp / Argos

7 = Buttermarket – Jones / BHS / Thomas Cook

8 = Buttermarket SC – GF Café Giardino / Boots

9 = Upper Brook Street – Sainsburys / Wilkinsons

10 = St Nicholas Street / St Peters Street– olde English Sweetshop / Los Mexicanos

11 = Tacket Street – Cash Converters / Outdoors

STRICTLY CONFIDENTIAL
Q2a Marketing & Research, 80 Trafalgar Road, Southport, PR8 2NJ
Tel: 01704 569200 Fax: 01704 569342
 Final

Job No. 2099/41

IPSWICH STREET SURVEY

INTRODUCTION

Good morning/afternoon my name is from Q2A Marketing & Research. We are conducting some research in the area today on behalf of Ipswich Borough Council, investigating what people think of Ipswich Town Centre. Do you have a few minutes to spare to answer some questions?.

Q1 What is the MAIN type of shopping you intend to do in Ipswich today?
CIRCLE ONE CODE ONLY - DO NOT PROMPT

Shopping for;

Food only	1	Books/papers/magazines	8
Both food and non food items	2	Chemist goods	9
Clothing/footwear items	3	Recreational/leisure goods	10
Furniture/carpets/textiles	4	Gift Items	11
Small electrical goods e.g. TV, kettle, toaster etc	5	Shopping for 'other' goods	12
Larger electrical goods e.g. washing machines, fridge, etc	6	The Market	13
DIY/household goods	7	None, not shopping	14

Other Please Specify _____

Q2 What activities or services other than shopping do you intend to do/use in Ipswich today?
CIRCLE ONE ANSWER ONLY – DO NOT PROMPT

To visit bank/financial services	1	Council Offices	11
To visit post office	2	Healthcare e.g. doctor/hospital/dentist/optician	12
To visit hairdressers/beauty salon	3	Work/business reasons	13
To visit library	4	To go to gym/health centre	14
To go to the cinema	5	To go to the Leisure Centre	15
To visit pub/wine bar	6	To go to the theatre	16
To visit a restaurant/café	7	Tourism e.g. holiday/day trip	17
To have a walk/stroll around	8	Place of Worship	18
To meet friends/socialise	9	To go to food court/sandwich bar/takeaway	19
To visit DSS/Job Centre	10	No other	20

Other, please write in _____

Q3 Have you come here today from home, work or somewhere else?
CIRCLE ONE ANSWER ONLY

Work **1**

Home **2**

Somewhere else (please specify) _____

Q4 How did you travel here today?
ONE ANSWER ONLY, RECORD MAIN MODE

Drive self in car/van **1** Train **4** Bicycle **7**

Passenger in car/van **2** Taxi **5** Motorcycle **8**

Bus **3** Walk **6**

Other (please specify) _____

Q5 On average, how often do you visit Ipswich?

CIRCLE ONE ANSWER ONLY

Everyday	1	Twice a week	5	Once every two months	9
5 times a week	2	Once a week	6	Once every six months	10
4 times a week	3	Once every two weeks	7	Once a year	11
3 times a week	4	Once a month	8	First time visit	12
				Other	13

Q6 Which MAIN store have you/do you intend to visit today?

CIRCLE ALL RESPONSES – DO NOT PROMPT

Accessorise	1	CoOp	14	Jessops	27	QD	41
Allsports	2	Debenhams	15	Jones	28	River Island	42
Allders	3	Dixons	16	Lakeland	29	Sainsburys	43
Argos	4	Dorothy Perkins	17	Laura Ashley	30	Savers	44
Bewise	5	Early Learning Centre	18	Marks & Spencer	31	Soletrader	45
Barratts	6	Etam	19	Miss Selfridge	32	Superdrug	46
BHS	7	First Sport	20	Mark One	33	TK Maxx	47
Body Shop	8	Gap	21	Millests	34	The Link	48
Boots	9	HMV	22	Monsoon	35	Topshop /man	49
Carphone Warehouse	10	H Samuel	23	New Look	36	Virgin	50
Claire's Accessories	11	Iceland	24	Next	37	WH Smith	51
Clarkes	12	JD Sports	25	Oasis	38	Waterstones	52
Clinton Cards	13	JJB Sports	26	Peacocks	39	Woolworths	53
				Primark	40	NONE	54

Other, please write in _____

Q7 Overall, approximately how much time will you spend, or have you spent, shopping here today?

CIRCLE AND WRITE IN TIME STATED _____

0 – 15 minutes	1	1 – 1.5 hours	4	3 – 4 hours	7
16 – 30 minutes	2	1.5 – 2 hours	5	4 – 5 hours	8
31 – 60 minutes	3	2 – 3 hours	6	5 hours +	9
				Just passing through / not shopping	10

Q8 Overall, approximately how much will you spend, or do you expect to spend, on NON FOOD GOODS during your visit here today?

CIRCLE AND WRITE IN AMOUNT £ _____

£5 or less	1	£41 - £50	6	£91 - £100	11	£401 - £500	16
£6 - £10	2	£51 - £60	7	£101 - £150	12	£500 +	17
£11 - £20	3	£61 - £70	8	£151 - £200	13		
£21 - £30	4	£71 - £80	9	£201 - £300	14	NOTHING	18
£31 - £40	5	£81 - £90	10	£301 - £400	15		

Q9a Will you, or have you, stopped for something to eat or drink in Ipswich today?

Yes 1, CONTINUE

No 2, GO TO Q10

Q9 b If Yes, where are you planning to go, or have been, for something to eat / drink?

RECORD ALL RESPONSES

BB's Café	1	Mannings	11	Yates	21
Burger King	2	Marks and Spencer Cafe	12	Other Tower Ramparts Cafe	22
Café Giardino	3	Pals	13	Other Buttermarket Café / Foodcourt	23
Café Nero	4	Pizza Express	14	Other Restaurant	24
Churches Café	5	Reflections	15	Other Store Café / Restaurant	25
Clowns	6	Subway	16	Other Café	26
Costa Café	7	Starbucks	17	Other Restaurant	27
Curve Bar	8	The Cheesecake Shop	18	Other Fast Food Outlet	28
Debenhams	9	The Glasshouse	19	Other Pub / Bar	29
Hogshead	10	The Rep	20	Other Shopping Centre Food Court / Cafe	30

Others, please write in _____

ASK ALL**Q10 In your opinion, what are the TWO MAIN attractions of Ipswich?**

UNPROMPTED, RECORD TWO RESPONSES

Close to home	1	Free/cheap parking	9	Choice of specialist shops	17
Close to work	2	High quality shops	10	The market	18
Easy to get to by bus	3	Nice shopping environment	11	Covered shopping centres	19
Easy to get to by train	4	Food store	12	Choice of places to eat/drink	20
Easy to get to by car	5	Choice of clothing/fashion shops	13	Safe/secure centre	21
Pedestrianised streets	6	Choice of larger chain stores	14	Place of Worship	22
Easy to find parking	7	Choice of department stores	15	Don't know	23
Easy to park near shops	8	Choice of value/discount stores	16	Nothing in particular	24

Other, please note _____

Q11 In your opinion, what are the TWO MAIN weakness of Ipswich as a place to shop/visit?

UNPROMPTED, RECORD TWO RESPONSES

Too small	1	Poor choice of stores	10	No Covered shopping centres	19
Lack of quality stores	2	Poor quality environment	11	lack of places to eat/drink	20
Hard to get to by bus	3	No large Food store	12	Not a safe/secure centre	21
Hard to get to by train	4	Lack of clothing/fashion shops	13	Lack of specialist Stores	22
Hard to get to by car	5	Lack of larger chain stores	14	Litter / graffiti	23
No pedestrianised areas	6	Lack of department stores	15	Don't know	24
Lack of leisure facilities	7	Lack of value/discount stores	16	Nothing in particular	25
Hard to park near shops	8	Too expensive to park	17		
Hard to find parking	9	Lack of larger stores	18		

Other, please note _____

Q12a) What additional types of shops or named stores would you like to see here?

CIRCLE ALL RESPONSES –

IF STATE STORE TYPE, (EG SHOE SHOP), MUST ASK FOR NAMED RETAILER

More Supermarkets/discount food stores	1	Sports goods	9	Hairdressers	17
Electrical goods shops	2	Larger stores	10	Travel Agents	18
Clothes shops/fashion and accessories	3	Other types of food store, including specialist food shops	11	Books and magazines	19
Shoe shops	4	More Designer shops	12	Healthcare Shops	20
Furniture/ furnishing/carpet stores	5	More Department stores	13	More High Quality shops	21
Computer shops	6	More discount / value retailers	14	More variety stores	22
DIY and hardware stores	7	Toys	15	More High St Names	23
Better choice / range of shops	8	Jewellers	16	Don't know	24

PLEASE SPECIFY NAMED RETAILER _____

Other, please specify _____

Q12b) Thinking of named retailers, which of these retailers would you like to see in Ipswich?

SHOWCARD A – Circle all that apply

ALDI STORES	1	GNC HEALTH SHOPS	21	PRICELESS SHOES	41
AMERICAN GOLF	2	H&M (Hennes)	22	PRINCIPLES	42
ASDA	3	HAWKSHEAD	23	QUIKSILVER	43
BANG & OLUFSEN UK	4	HOBBYCRAFT SUPERSTORES	24	RAVEL	44
BASE MENSWEAR	5	HOUSE OF FRASER	25	ROBERT DYAS	45
BEAVERBROOKS THE JEWELLERS	6	IKEA	26	SAINSBURYS	46
COTTON TRADERS	7	JOHN LEWIS	27	SCHUH	47
D2	8	KOOKAI	28	SHOEFAYRE	48
DIESEL	9	KRISP CLOTHING CO	29	SIZE UP	49
DUNE	10	LINENS DIRECT	30	SOFA WORKSHOP	50
ECCO SHOES	11	LUSH	31	SOMERFIELD	51
EISENEGGER	12	MANGO	32	TESCO	52
FAITH FOOTWEAR	13	MATALAN	33	THE PEIR	53
FARMFOODS	14	MENKIND STORES	34	THE WHITE COMPANY	54
FAT FACE	15	MOBEN KITCHENS	35	TJ HUGHES PLC	55
FEET INC	16	MODA IN PELLE	36	USC GROUP PLC	56
FENWICKS	17	MORGAN	37	WAITROSE	57
FOOTLOCKER	18	MORRISONS	38	WALLIS FASHION GROUP	58
FREE SPIRIT	19	MOSS BROS GROUP	39	ZARA UK	59
FRENCH CONNECTION	20	PETS AT HOME	40	NONE	60

If other please specify _____

Q13 What additional other facilities (e.g. leisure facilities, town centre improvements) would you like to see here?

CIRCLE ALL RESPONSES – DO NOT PROMPT

Bowling Alley	1	Health Club	7	More Restaurants	13
Cinema	2	Bingo	8	More Parking	14
Ice Rink	3	Cleaner Streets	9	Cheaper parking	15
Larger Market	4	More places to sit	10	Better Access by bus	16
Smaller Market	5	More Cafes	11	Don't know	17
Night Club	6	More bars	12	None	18

PLEASE SPECIFY NAMED 'RETAILER' _____

Other, please specify _____

Q 14 Will you visit the following streets / areas as part of your visit to Ipswich today?

	READ OUT:	Yes	No
a)	The Waterfront	1	2
b)	Cardinal Park	1	2
c)	St Nicholas / St Peters St	1	2

Q 15 Which centre, other than Ipswich, do you visit most often for your non food shopping?

CIRCLE ONE RESPONSE ONLY

Bluewater	1	Felixstowe	8	Stowmarket	15
Bury St Edmunds	2	Freeport Braintree	9	Sudbury	16
Cambridge	3	Lakeside	10	Woodbridge	17
Chelmsford	4	Lowestoft	11	None	18
Clacton Common Outlet	5	London City	12		
Colchester	6	London West End	13		
Diss	7	Norwich	14		

Other (Please specify) _____

IF NONE – GO TO Q17

Q16 On average, how often do you visit ... (centre named in Q15)?

CIRCLE ONE ANSWER ONLY

Everyday	1	Twice a week	5	Once every two months	9
5 times a week	2	Once a week	6	Once every six months	10
4 times a week	3	Once every two weeks	7	Once a year	11
3 times a week	4	Once a month	8	First time visit	12
				Other	13

ASK ALL

Q17 Where do you normally go for a night out for something to eat &/or drink?

UNPROMPTED, RECORD ONE RESPONSE

Bury St Edmunds	1	Ipswich Cardinal Park	7	Norwich	14
Cambridge	2	Ipswich Town Centre	8	Stowmarket	15
Chelmsford	3	Ipswich Waterfront	9	Sudbury	16
Colchester	4	Ipswich Other	10	Woodbridge	17
Diss	5	Lowestoft	11	Don't go out	18
Felixstowe	6	London	12	Country pub	19
		Locally	13		

Other, please specify _____

ASK ALL - CLASSIFICATION DETAILS

So that we can put your answers into context, and to make sure we are speaking to a representative cross section of people, I would like to ask you a few questions for classification purposes.

Q18 What is the occupation of the chief income earner in your household?

Occupation/job description _____

IF RETIRED - Company pension? – ask previous occupation, write in above

Q19 Now assess social grade – If only State Pension, code 6 below

A	1	C1	3	D	5	E2 Unemployed	7
B	2	C2	4	E1 Retired/State	6	Refused	8

Q20 Which age range do you fall in: **SHOW CARD B**

16 – 24	1	35 – 44	3	55 – 64	5
25 - 34	2	45 - 54	4	65 +	6

***INTERVIEWER PLEASE NOTE Q21 IS VITAL FOR ANALYSIS**

Q21 And what is your postcode at home. Please enter below ‘/’ indicates where space falls.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	/	<input type="text"/>	<input type="text"/>	<input type="text"/>
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PLEASE WRITE IN CAREFULLY

Finally, in order to comply with the Market Research Society Code of Conduct you may get a phone call just to check that this interview was completed. Could I just take your name and telephone number.

Name _____

Telephone Number _____

If respondent refuses to give their telephone number, please note their address.

CLOSE INTERVIEW - THANK RESPONDENT

Q22 Sex Female 1 Male 2

Q23 & Q24 Code location and day - below

Westgate St – Bon Marche / Bretts	1	Buttermarket – Jones / BHS / Thomas Cook	7
Westgate St – Marks & Spencer / Next	2	Buttermarket SC – GF Café Giardino / Boots	8
Westgate St / Cornhill – Debenhams / Lloyds	3	Upper Brook Street – Sainsburys / Wilkinsons	9
Tower Ramparts SC – GF Topshop / Boots	4	St Nicholas Street / St Peters Street– olde English Sweetshop / Los Mexicanos	10
Tavern St – Blacks / Barretts	5	Tacket Street – Cash Converters / Outdoors	11
Carr St – CoOp / Argos	6		

Monday	1	Wednesday	3	Friday	5
Tuesday	2	Thursday	4	Saturday	6

INTERVIEWER'S DECLARATION

I declare that this interview was conducted in accordance with your instructions and within the code of conduct of the Market Research Society.

Interviewer Name _____ Date _____

Sampling Reliability

All survey samples vary slightly in their accuracy of representation of the population from which the sample is taken. Therefore, if we are to gauge the extent to which the survey represents the populations' view, it is necessary to calculate the standard error (s.e.) of the sample taken from the population in order to assess the precision of any derived statistics.

Percentages

The standard error on %'s, is calculated on the % response. The further away from 50% the figure is the lower the standard error.

The figure is calculated using the following formula: -

$$\text{s.e. (\%)} = \sqrt{\frac{p\% \times q\%}{n}} \quad \text{where} \quad \begin{array}{ll} p & = \text{\% sample value} \\ q & = (100\% - p\%) \\ n & = \text{sample size} \end{array}$$

Confidence Intervals

Using these s.e. calculations, these can then be applied to calculate confidence intervals to determine the precision of the arithmetic mean or percentage from the sample selected.

With 95% confidence limit, the mean or % will fall within the following intervals:

$$\pm 1.96 \times \text{s.e.}$$

e.g. Telephone survey, sample 1000

1. % of shoppers who stop for a drink or snack = 59%

$$\text{s.e. (\%)} = \sqrt{\frac{p\% \times q\%}{n}} = 1.56$$

$$\text{Confidence intervals} = \pm 1.96 \times 1.56 = \pm 3.06$$

- i.e. we can be 95% confident that the 59% of respondents in the survey sample who stop for a drink represent between 55.9% and 62.1% of the entire population of the catchment area during the period of the survey.

CONFIDENCE LIMITS (Using a 95% Confidence Limit)

	2% or 98%	5% or 95%	8% or 92%	10% or 90%	15% or 85%	25% or 75%	30% or 70%	35% or 65%	40% or 60%	45% or 55%	50%
<i>Sample Size</i>											
400	1.37	2.14	2.66	2.94	3.50	4.24	4.49	4.67	4.80	4.88	4.90
500	1.23	1.91	2.38	2.63	3.13	3.80	4.02	4.18	4.29	4.36	4.38
1500	0.71	1.10	1.37	1.52	1.81	2.19	2.32	2.41	2.48	2.52	2.53

Use the top lines of the table to identify the percent affirmative replies and trace down the column to the figure that is in the row of the sample size that the percentile is taken. You can be “reasonably sure” (i.e. 95% certain) of the accuracy within plus or minus of that figure.

For example, with a sample of 1500 and a percent affirmation of 10%, you may be “reasonably sure” that the actual (population) figure would fall within plus or minus 1.5 points of 10% - i.e. between 8.5% to 11.5%

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Q1. Main type of shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50		25	75	50		50	77
Q1. Main type of shopping									
Food only	44 8.8%	9 18.0%	6 12.0%	1 4.0%	4 5.3%	3 6.0%	6 12.0%	3 6.0%	6 7.8%
Both food and non food items	43 8.6%	4 8.0%	5 10.0%	2 8.0%	6 8.0%	2 4.0%	2 4.0%	2 4.0%	8 10.4%
Clothing/footwear items	148 29.5%	10 20.0%	20 40.0%	10 40.0%	26 34.7%	15 30.0%	11 22.0%	13 26.0%	26 33.8%
Furniture/carpets/textiles	3 0.6%	-	-	-	1 1.3%	1 2.0%	1 2.0%	-	-
Small electrical goods e.g. TV, kettle, toaster etc	9 1.8%	1 2.0%	1 2.0%	1 4.0%	-	1 2.0%	1 2.0%	2 4.0%	-
Larger electrical goods e.g. washing machines, fridge, etc	2 0.4%	-	-	-	-	-	-	-	1 1.3%
DIY/household goods	20 4.0%	1 2.0%	-	-	3 4.0%	2 4.0%	4 8.0%	3 6.0%	1 1.3%
Books/papers/magazines	8 1.6%	1 2.0%	-	1 4.0%	1 1.3%	-	1 2.0%	3 6.0%	-
Chemist goods	10 2.0%	1 2.0%	1 2.0%	1 4.0%	2 2.7%	2 4.0%	2 4.0%	-	1 1.3%
Recreational/leisure goods	19 3.8%	4 8.0%	1 2.0%	-	3 4.0%	1 2.0%	3 6.0%	4 8.0%	-
Gift items	25 5.0%	2 4.0%	4 8.0%	1 4.0%	5 6.7%	4 8.0%	-	-	8 10.4%
Shopping for 'other' goods	33 6.6%	1 2.0%	2 4.0%	4 16.0%	3 4.0%	2 4.0%	8 16.0%	2 4.0%	4 5.2%
The Market	6 1.2%	-	2 4.0%	-	1 1.3%	2 4.0%	-	-	-

Q1. Main type of shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
	Base	35	20	20
Q1. Main type of shopping	502			
Food only	44 8.8%	2 5.7%	-	4 20.0%
Both food and non food items	43 8.6%	8 22.9%	3 15.0%	1 5.0%
Clothing/footwear items	148 29.5%	5 14.3%	6 30.0%	6 30.0%
Furniture/carpets/tiles	3 0.6%	-	-	-
Small electrical goods e.g. TV, kettle, toaster etc	9 1.8%	2 5.7%	-	-
Larger electrical goods e.g. washing machines, fridge, etc	2 0.4%	-	-	1 5.0%
DIY/household goods	20 4.0%	1 2.9%	2 10.0%	3 15.0%
Books/papers/magazines	8 1.6%	-	1 5.0%	-
Chemist goods	10 2.0%	-	-	-
Recreational/leisure goods	19 3.8%	1 2.9%	1 5.0%	1 5.0%
Gift items	25 5.0%	1 2.9%	-	-
Shopping for 'other' goods	33 6.6%	5 14.3%	1 5.0%	1 5.0%
The Market	6 1.2%	1 2.9%	-	-

Q1. Main type of shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Non, not shopping	131 26.1%	16 32.0%	8 16.0%	3 12.0%	20 26.7%	15 30.0%	11 22.0%	18 36.0%	22 28.6%
Just browsing around	1 0.2%	-	-	1 4.0%	-	-	-	-	-

Q1. Main type of shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
	Base 502	35	20	20
Non, not shopping	131 26.1%	9 25.7%	6 30.0%	3 15.0%
Just browsing around	1 0.2%	-	-	-

Q2. Other activities planned by Q23. Location

Absolute Break % Respondents	Base	Q23. Location									
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots		
Base	502	50	50	25	75	50	50	50	77		
Q2. Other activities planned											
To visit bank/financial services	87 17.3%	9 18.0%	12 24.0%	4 16.0%	11 14.7%	12 24.0%	14 28.0%	4 8.0%	10 13.0%		
To visit post office	4 0.8%	-	-	-	1 1.3%	1 2.0%	-	-	1 1.3%		
To visit hairdressers/beauty salon	12 2.4%	1 2.0%	-	-	2 2.7%	-	1 2.0%	3 6.0%	4 5.2%		
To visit library	5 1.0%	-	-	-	-	1 2.0%	2 4.0%	-	1 1.3%		
To go to the cinema	2 0.4%	-	1 2.0%	-	-	-	-	-	-		
To visit pub/wine bar	4 0.8%	-	1 2.0%	-	-	-	-	-	1 1.3%		
To visit a restaurant/cafe	22 4.4%	1 2.0%	1 2.0%	-	6 8.0%	-	-	9 18.0%	2 2.6%		
To have a walk/stroll around	39 7.8%	13 26.0%	-	-	5 6.7%	3 6.0%	-	3 6.0%	14 18.2%		
To meet friends/socialise	17 3.4%	1 2.0%	1 2.0%	2 8.0%	4 5.3%	3 6.0%	-	3 6.0%	1 1.3%		
To visit DSS/Job Centre	3 0.6%	-	-	-	-	-	-	-	1 1.3%		
Council Offices	4 0.8%	1 2.0%	2 4.0%	-	-	-	1 2.0%	-	-		
Healthcare e.g. doctor/hospital/dentist/optician	22 4.4%	3 6.0%	2 4.0%	1 4.0%	8 10.7%	3 6.0%	1 2.0%	2 4.0%	-		
Work/business reasons	33 6.6%	5 10.0%	1 2.0%	1 4.0%	4 5.3%	1 2.0%	2 4.0%	8 16.0%	4 5.2%		

Q2. Other activities planned by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q2. Other activities planned				
To visit bank/financial services	87 17.3%	9 25.7%	- -	2 10.0%
To visit post office	4 0.8%	1 2.9%	- -	- -
To visit hairdressers/beauty salon	12 2.4%	- -	1 5.0%	- -
To visit library	5 1.0%	- -	- -	1 5.0%
To go to the cinema	2 0.4%	- -	1 5.0%	- -
To visit pub/wine bar	4 0.8%	- -	1 5.0%	1 5.0%
To visit a restaurant/cafe	22 4.4%	1 2.9%	1 5.0%	1 5.0%
To have a walk/stroll around	39 7.8%	- -	- -	1 5.0%
To meet friends/socialise	17 3.4%	- -	1 5.0%	1 5.0%
To visit DSS/Job Centre	3 0.6%	- -	2 10.0%	- -
Council Offices	4 0.8%	- -	- -	- -
Healthcare e.g. doctor/hospital/dentist/optician	22 4.4%	- -	1 5.0%	1 5.0%
Work/business reasons	33 6.6%	3 8.6%	2 10.0%	2 10.0%

Q2. Other activities planned by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
To go to gym/health centre	3 0.6%	-	-	-	2 2.7%	-	-	1 2.0%	-
To go to the Leisure centre	4 0.8%	2 4.0%	-	-	1 1.3%	-	-	1 2.0%	-
Tourism e.g. holiday/day trip	4 0.8%	-	-	-	-	2 4.0%	-	2 4.0%	-
Place of Worship	1 0.2%	-	-	-	-	-	-	-	1 1.3%
To go to food court/sandwich bar/takeaway	9 1.8%	1 2.0%	-	6 24.0%	-	-	1 2.0%	-	1 1.3%
No other	215 42.8%	12 24.0%	29 58.0%	10 40.0%	30 40.0%	24 48.0%	27 54.0%	13 26.0%	35 45.5%
Bingo Hall	2 0.4%	1 2.0%	-	1 4.0%	-	-	-	-	-
College	5 1.0%	-	-	-	1 1.3%	-	1 2.0%	-	-
To have car serviced	2 0.4%	-	-	-	-	-	-	-	1 1.3%
To go round Estate Agents	3 0.6%	-	-	-	-	-	-	1 2.0%	-

Q2. Other activities planned by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
To go to gym/health centre	3 0.6%	-	-	-
To go to the Leisure centre	4 0.8%	-	-	-
Tourism e.g. holiday/day trip	4 0.8%	-	-	-
Place of Worship	1 0.2%	-	-	-
To go to food court/sandwich bar/takeaway	9 1.8%	-	-	-
No other	215 42.8%	18 51.4%	8 40.0%	9 45.0%
Bingo Hall	2 0.4%	-	-	-
College	5 1.0%	2 5.7%	-	1 5.0%
To have car serviced	2 0.4%	-	1 5.0%	-
To go round Estate Agents	3 0.6%	1 2.9%	1 5.0%	-

Q3. Where travelled from by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q3. Where travelled from									
Work	76 15.1%	15 30.0%	7 14.0%	2 8.0%	7 9.3%	6 12.0%	7 14.0%	11 22.0%	9 11.7%
Home	418 83.3%	34 68.0%	41 82.0%	23 92.0%	66 88.0%	44 88.0%	43 86.0%	39 78.0%	67 87.0%
Friend's house	6 1.2%	1 2.0%	1 2.0%	-	2 2.7%	-	-	-	1 1.3%
Boarding School	1 0.2%	-	1 2.0%	-	-	-	-	-	-
Staying Locally	1 0.2%	-	-	-	-	-	-	-	-

Q3. Where travelled from by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q3. Where travelled from				
Work	76 15.1%	8 22.9%	3 15.0%	1 5.0%
Home	418 83.3%	26 74.3%	16 80.0%	19 95.0%
Friend's house	6 1.2%	1 2.9%	-	-
Boarding School	1 0.2%	-	-	-
Staying Locally	1 0.2%	-	1 5.0%	-

Q4. Mode of travel by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q4. Mode of travel									
Drive self in car/van	170 33.9%	11 22.0%	14 28.0%	8 32.0%	33 44.0%	19 38.0%	7 14.0%	20 40.0%	39 50.6%
Passenger in car/van	48 9.6%	5 10.0%	11 22.0%	6 24.0%	1 1.3%	8 16.0%	3 6.0%	1 2.0%	7 9.1%
Bus	146 29.1%	6 12.0%	14 28.0%	6 24.0%	25 33.3%	16 32.0%	20 40.0%	15 30.0%	15 19.5%
Train	10 2.0%	2 4.0%	3 6.0%	-	-	-	2 4.0%	-	1 1.3%
Taxi	2 0.4%	-	-	-	-	-	-	2 4.0%	-
Walk	108 21.5%	24 48.0%	8 16.0%	4 16.0%	15 20.0%	6 12.0%	13 26.0%	11 22.0%	11 14.3%
Bicycle	9 1.8%	1 2.0%	-	1 4.0%	1 1.3%	-	2 4.0%	1 2.0%	1 1.3%
Motorcycle	4 0.8%	1 2.0%	-	-	-	-	1 2.0%	-	1 1.3%
Park and Ride	5 1.0%	-	-	-	-	1 2.0%	2 4.0%	-	2 2.6%

Q4. Mode of travel by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
	Base	35	20	20
	502			
Q4. Mode of travel				
Drive self in car/van	170 33.9%	9 25.7%	5 25.0%	5 25.0%
Passenger in car/van	48 9.6%	1 2.9%	3 15.0%	2 10.0%
Bus	146 29.1%	15 42.9%	6 30.0%	8 40.0%
Train	10 2.0%	2 5.7%	-	-
Taxi	2 0.4%	-	-	-
Walk	108 21.5%	8 22.9%	5 25.0%	3 15.0%
Bicycle	9 1.8%	-	-	2 10.0%
Motorcycle	4 0.8%	-	1 5.0%	-
Park and Ride	5 1.0%	-	-	-

Q5. Average No. visits by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q5. Average No. visits									
Everyday	77 15.3%	13 26.0%	3 6.0%	2 8.0%	11 14.7%	8 16.0%	9 18.0%	8 16.0%	12 15.6%
5 times a week	36 7.2%	10 20.0%	1 2.0%	1 4.0%	3 4.0%	1 2.0%	3 6.0%	7 14.0%	2 2.6%
4 times a week	10 2.0%	2 4.0%	1 2.0%	1 4.0%	- -	- -	2 4.0%	1 2.0%	2 2.6%
3 times a week	41 8.2%	4 8.0%	3 6.0%	4 16.0%	7 9.3%	1 2.0%	5 10.0%	2 4.0%	7 9.1%
Twice a week	73 14.5%	5 10.0%	7 14.0%	2 8.0%	13 17.3%	7 14.0%	14 28.0%	7 14.0%	7 9.1%
Once a week	108 21.5%	7 14.0%	10 20.0%	7 28.0%	17 22.7%	16 32.0%	6 12.0%	8 16.0%	19 24.7%
Once every two weeks	59 11.8%	5 10.0%	9 18.0%	2 8.0%	8 10.7%	4 8.0%	5 10.0%	6 12.0%	10 13.0%
Once a month	47 9.4%	1 2.0%	10 20.0%	2 8.0%	10 13.3%	7 14.0%	2 4.0%	3 6.0%	10 13.0%
Once every two months	25 5.0%	1 2.0%	4 8.0%	3 12.0%	3 4.0%	3 6.0%	1 2.0%	4 8.0%	4 5.2%
Once every six months	9 1.8%	- -	2 4.0%	1 4.0%	1 1.3%	2 4.0%	- -	1 2.0%	1 1.3%
Once a year	7 1.4%	1 2.0%	- -	- -	- -	1 2.0%	1 2.0%	2 4.0%	1 1.3%
First time visit	6 1.2%	- -	- -	- -	2 2.7%	- -	- -	1 2.0%	2 2.6%
Other	4 0.8%	1 2.0%	- -	- -	- -	- -	2 4.0%	- -	- -

Q5. Average No. visits by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
	Base	35	20	20
Q5. Average No. visits	502			
Everyday	77 15.3%	5 14.3%	4 20.0%	2 10.0%
5 times a week	36 7.2%	6 17.1%	- -	2 10.0%
4 times a week	10 2.0%	1 2.9%	- -	- -
3 times a week	41 8.2%	4 11.4%	3 15.0%	1 5.0%
Twice a week	73 14.5%	3 8.6%	4 20.0%	4 20.0%
Once a week	108 21.5%	7 20.0%	5 25.0%	6 30.0%
Once every two weeks	59 11.8%	5 14.3%	2 10.0%	3 15.0%
Once a month	47 9.4%	1 2.9%	- -	1 5.0%
Once every two months	25 5.0%	1 2.9%	- -	1 5.0%
Once every six months	9 1.8%	- -	1 5.0%	- -
Once a year	7 1.4%	1 2.9%	- -	- -
First time visit	6 1.2%	- -	1 5.0%	- -
Other	4 0.8%	1 2.9%	- -	- -

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q6. Main store intend to visit									
Allders	36 7.2%	-	2 4.0%	1 4.0%	4 5.3%	5 10.0%	1 2.0%	-	23 29.9%
Argos	7 1.4%	-	1 2.0%	-	1 1.3%	3 6.0%	1 2.0%	1 2.0%	-
Bewise	2 0.4%	-	1 2.0%	-	-	1 2.0%	-	-	-
Barratts	2 0.4%	-	-	-	1 1.3%	-	1 2.0%	-	-
Bhs	21 4.2%	2 4.0%	3 6.0%	1 4.0%	3 4.0%	2 4.0%	4 8.0%	-	4 5.2%
Body Shop	1 0.2%	1 2.0%	-	-	-	-	-	-	-
Boots	55 11.0%	2 4.0%	5 10.0%	3 12.0%	13 17.3%	6 12.0%	2 4.0%	5 10.0%	13 16.9%
Carphone Warehouse	1 0.2%	-	-	-	-	1 2.0%	-	-	-
Clares Accessories	1 0.2%	1 2.0%	-	-	-	-	-	-	-
Clarks	4 0.8%	-	-	-	2 2.7%	-	-	1 2.0%	-
Clinton Cards	5 1.0%	-	-	-	3 4.0%	-	-	-	2 2.6%
Co-Op	30 6.0%	2 4.0%	2 4.0%	1 4.0%	4 5.3%	8 16.0%	5 10.0%	1 2.0%	2 2.6%
Debenhams	78 15.5%	6 12.0%	7 14.0%	4 16.0%	16 21.3%	9 18.0%	7 14.0%	2 4.0%	18 23.4%
Dixons	6 1.2%	-	-	1 4.0%	1 1.3%	1 2.0%	-	-	3 3.9%

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q6. Main store intend to visit				
Alders	36 7.2%	-	-	-
Argos	7 1.4%	-	-	-
Bewise	2 0.4%	-	-	-
Barratts	2 0.4%	-	-	-
Bhs	21 4.2%	2 5.7%	-	-
Body Shop	1 0.2%	-	-	-
Boots	55 11.0%	1 2.9%	3 15.0%	2 10.0%
Carphone Warehouse	1 0.2%	-	-	-
Clares Accessories	1 0.2%	-	-	-
Clarks	4 0.8%	1 2.9%	-	-
Clinton Cards	5 1.0%	-	-	-
Co-Op	30 6.0%	3 8.6%	-	2 10.0%
Debenhams	78 15.5%	-	5 25.0%	4 20.0%
Dixons	6 1.2%	-	-	-

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Dorothy Perkins	5 1.0%	-	1 2.0%	-	1 1.3%	-	1 2.0%	-	2 2.6%
Early Learning Centre	1 0.2%	-	-	-	-	-	-	-	1 1.3%
Etam	7 1.4%	-	-	2 8.0%	3 4.0%	-	-	-	1 1.3%
Gap	7 1.4%	-	3 6.0%	-	-	-	-	1 2.0%	2 2.6%
HMV	19 3.8%	2 4.0%	2 4.0%	-	-	1 2.0%	3 6.0%	3 6.0%	3 3.9%
H Samuel	2 0.4%	-	-	-	1 1.3%	-	-	-	1 1.3%
J D Sports	4 0.8%	-	-	-	1 1.3%	-	1 2.0%	1 2.0%	1 1.3%
JJB Sports	6 1.2%	-	1 2.0%	-	-	2 4.0%	1 2.0%	1 2.0%	1 1.3%
Jessops	9 1.8%	-	-	-	-	-	-	4 8.0%	1 1.3%
Jones	1 0.2%	-	-	-	-	-	-	-	-
Lakeland	9 1.8%	1 2.0%	2 4.0%	-	-	1 2.0%	1 2.0%	2 4.0%	1 1.3%
Laura Ashley	4 0.8%	-	2 4.0%	-	1 1.3%	-	-	-	1 1.3%
Marks & Spencer	83 16.5%	8 16.0%	10 20.0%	5 20.0%	14 18.7%	5 10.0%	6 12.0%	5 10.0%	20 26.0%
Miss Selfridge	3 0.6%	-	2 4.0%	-	-	-	1 2.0%	-	-
Mark One	4 0.8%	1 2.0%	-	-	-	-	-	-	2 2.6%

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
	Base 502	35	20	20
Dorothy Perkins	5 1.0%	-	-	-
Early Learning Centre	1 0.2%	-	-	-
Etam	7 1.4%	1 2.9%	-	-
Gap	7 1.4%	-	1 5.0%	-
HMV	19 3.8%	1 2.9%	2 10.0%	2 10.0%
H Samuel	2 0.4%	-	-	-
J D Sports	4 0.8%	-	-	-
JJB Sports	6 1.2%	-	-	-
Jessops	9 1.8%	4 11.4%	-	-
Jones	1 0.2%	1 2.9%	-	-
Lakeland	9 1.8%	1 2.9%	-	-
Laura Ashley	4 0.8%	-	-	-
Marks & Spencer	83 16.5%	1 2.9%	5 25.0%	4 20.0%
Miss Selfridge	3 0.6%	-	-	-
Mark One	4 0.8%	1 2.9%	-	-

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Millets	1 0.2%	-	-	-	-	-	-	-	1 1.3%
		-	-	-	-	-	-	-	-
Monsoon	2 0.4%	-	1 2.0%	-	1 1.3%	-	-	-	-
		-	-	-	-	-	-	-	-
New Look	12 2.4%	-	-	1 4.0%	3 4.0%	-	1 2.0%	2 4.0%	4 5.2%
		-	-	-	-	-	-	-	-
Next	20 4.0%	2 4.0%	6 12.0%	1 4.0%	5 6.7%	-	1 2.0%	-	3 3.9%
		-	-	-	-	-	-	-	-
Oasis	2 0.4%	-	-	-	1 1.3%	-	-	-	1 1.3%
		-	-	-	-	-	-	-	-
Peacocks	1 0.2%	-	-	-	-	-	-	-	1 1.3%
		-	-	-	-	-	-	-	-
Primark	20 4.0%	1 2.0%	6 12.0%	2 8.0%	3 4.0%	1 2.0%	2 4.0%	2 4.0%	2 2.6%
		-	-	-	-	-	-	-	-
QD	10 2.0%	-	2 4.0%	-	1 1.3%	1 2.0%	4 8.0%	-	1 1.3%
		-	-	-	-	-	-	-	-
River Island	10 2.0%	-	1 2.0%	-	3 4.0%	2 4.0%	2 4.0%	-	2 2.6%
		-	-	-	-	-	-	-	-
Sainsburys	46 9.2%	2 4.0%	4 8.0%	1 4.0%	4 5.3%	2 4.0%	6 12.0%	3 6.0%	6 7.8%
		-	-	-	-	-	-	-	-
Savers	8 1.6%	-	-	-	1 1.3%	2 4.0%	2 4.0%	-	-
		-	-	-	-	-	-	-	-
Superdrug	15 3.0%	4 8.0%	1 2.0%	3 12.0%	1 1.3%	1 2.0%	1 2.0%	2 4.0%	1 1.3%
		-	-	-	-	-	-	-	-
TKMaxx	15 3.0%	1 2.0%	2 4.0%	-	2 2.7%	-	2 4.0%	1 2.0%	5 6.5%
		-	-	-	-	-	-	-	-
The Link	1 0.2%	-	-	-	-	-	-	-	1 1.3%
		-	-	-	-	-	-	-	-
Topshop/man	10 2.0%	1 2.0%	1 2.0%	-	3 4.0%	1 2.0%	1 2.0%	-	2 2.6%
		-	-	-	-	-	-	-	-

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
	Base 502	35	20	20
Millets	1 0.2%	-	-	-
Monsoon	2 0.4%	-	-	-
New Look	12 2.4%	-	1 5.0%	-
Next	20 4.0%	-	2 10.0%	-
Oasis	2 0.4%	-	-	-
Peacocks	1 0.2%	-	-	-
Primark	20 4.0%	1 2.9%	-	-
QD	10 2.0%	-	1 5.0%	-
River Island	10 2.0%	-	-	-
Sainsburys	46 9.2%	9 25.7%	-	9 45.0%
Savers	8 1.6%	-	1 5.0%	2 10.0%
Superdrug	15 3.0%	-	1 5.0%	-
TK Maxx	15 3.0%	-	-	2 10.0%
The Link	1 0.2%	-	-	-
Topshop/man	10 2.0%	-	1 5.0%	-

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Virgin	11	1	2	-	-	1	2	2	1
	2.2%	2.0%	4.0%	-	-	2.0%	4.0%	4.0%	1.3%
WH Smith	19	2	3	-	2	1	3	3	3
	3.8%	4.0%	6.0%	-	2.7%	2.0%	6.0%	6.0%	3.9%
Waterstones	16	2	2	-	2	2	-	1	6
	3.2%	4.0%	4.0%	-	2.7%	4.0%	-	2.0%	7.8%
Woolworths	31	1	1	2	4	5	9	-	3
	6.2%	2.0%	2.0%	8.0%	5.3%	10.0%	18.0%	-	3.9%
NONE	93	18	6	5	15	11	4	15	8
	18.5%	36.0%	12.0%	20.0%	20.0%	22.0%	8.0%	30.0%	10.4%
Glymmers	1	-	-	-	-	-	-	-	1
	0.2%	-	-	-	-	-	-	-	1.3%
Poundland	16	-	2	1	1	3	7	-	1
	3.2%	-	4.0%	4.0%	1.3%	6.0%	14.0%	-	1.3%
Wilkinsons	26	1	1	-	5	2	1	1	4
	5.2%	2.0%	2.0%	-	6.7%	4.0%	2.0%	2.0%	5.2%
Vodafone	3	-	1	-	-	1	-	-	1
	0.6%	-	2.0%	-	-	2.0%	-	-	1.3%
Evans	2	-	-	-	-	-	1	-	1
	0.4%	-	-	-	-	-	2.0%	-	1.3%
Holland & Barrett	1	-	-	-	-	-	-	-	1
	0.2%	-	-	-	-	-	-	-	1.3%
The Purple Shop	2	-	1	-	-	-	-	-	1
	0.4%	-	2.0%	-	-	-	-	-	1.3%
Tammy	1	-	-	-	-	-	-	-	1
	0.2%	-	-	-	-	-	-	-	1.3%
Thorntons	3	1	-	-	1	-	-	-	1
	0.6%	2.0%	-	-	1.3%	-	-	-	1.3%
Whittards	2	1	-	-	-	-	-	-	1
	0.4%	2.0%	-	-	-	-	-	-	1.3%

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
	Base	35	20	20
	502			
Virgin	11	-	-	2
	2.2%	-	-	10.0%
WH Smith	19	-	1	1
	3.8%	-	5.0%	5.0%
Waterstones	16	1	-	-
	3.2%	2.9%	-	-
Woolworths	31	3	2	1
	6.2%	8.6%	10.0%	5.0%
NONE	93	6	3	2
	18.5%	17.1%	15.0%	10.0%
Glymmers	1	-	-	-
	0.2%	-	-	-
Poundland	16	1	-	-
	3.2%	2.9%	-	-
Wilkinsons	26	5	1	5
	5.2%	14.3%	5.0%	25.0%
Vodaphone	3	-	-	-
	0.6%	-	-	-
Evans	2	-	-	-
	0.4%	-	-	-
Holland & Barrett	1	-	-	-
	0.2%	-	-	-
The Purple Shop	2	-	-	-
	0.4%	-	-	-
Tammy	1	-	-	-
	0.2%	-	-	-
Thorntons	3	-	-	-
	0.6%	-	-	-
Whittards	2	-	-	-
	0.4%	-	-	-

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Toymaster	1	-	-	-	1	-	-	-	-
	0.2%	-	-	-	1.3%	-	-	-	-
Littlewoods	15	-	-	1	5	1	3	1	3
	3.0%	-	-	4.0%	6.7%	2.0%	6.0%	2.0%	3.9%
Vision Express	3	1	-	-	2	-	-	-	-
	0.6%	2.0%	-	-	2.7%	-	-	-	-
Adams	1	-	-	-	1	-	-	-	-
	0.2%	-	-	-	1.3%	-	-	-	-
Ann Summers	2	-	-	-	1	-	1	-	-
	0.4%	-	-	-	1.3%	-	2.0%	-	-
Shoe Zone	2	1	-	-	1	-	-	-	-
	0.4%	2.0%	-	-	1.3%	-	-	-	-
Market	2	1	-	-	-	-	-	1	-
	0.4%	2.0%	-	-	-	-	-	2.0%	-
Franklins	1	1	-	-	-	-	-	-	-
	0.2%	2.0%	-	-	-	-	-	-	-
Bon Marche	4	1	1	-	-	-	1	-	-
	0.8%	2.0%	2.0%	-	-	-	2.0%	-	-
Butchers	4	-	-	-	-	1	-	-	-
	0.8%	-	-	-	-	2.0%	-	-	-
Don't know/not sure	9	-	2	1	-	-	-	2	-
	1.8%	-	4.0%	4.0%	-	-	-	4.0%	-
Orange Shop	1	-	-	-	-	-	-	-	-
	0.2%	-	-	-	-	-	-	-	-
Additions	1	-	-	-	-	-	-	-	-
	0.2%	-	-	-	-	-	-	-	-
Index	4	-	-	-	1	1	1	-	-
	0.8%	-	-	-	1.3%	2.0%	2.0%	-	-
Thomas Cook	1	-	-	-	-	-	-	-	-
	0.2%	-	-	-	-	-	-	-	-

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
	Base	502	35	20
Toymaster	1 0.2%	-	-	-
Littlewoods	15 3.0%	1 2.9%	-	-
Vision Express	3 0.6%	-	-	-
Adams	1 0.2%	-	-	-
Ann Summers	2 0.4%	-	-	-
Shoe Zone	2 0.4%	-	-	-
Market	2 0.4%	-	-	-
Franklins	1 0.2%	-	-	-
Bon Marche	4 0.8%	-	-	1 5.0%
Butchers	4 0.8%	3 8.6%	-	-
Don't know/not sure	9 1.8%	2 5.7%	1 5.0%	1 5.0%
Orange Shop	1 0.2%	1 2.9%	-	-
Additions	1 0.2%	1 2.9%	-	-
Index	4 0.8%	1 2.9%	-	-
Thomas Cook	1 0.2%	1 2.9%	-	-

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Bay Trading	1	-	-	-	-	-	-	-	-
	0.2%	-	-	-	-	-	-	-	-
The Works	3	-	-	-	-	-	-	-	1
	0.6%	-	-	-	-	-	-	-	1.3%
Market	3	-	-	-	-	1	1	-	-
	0.6%	-	-	-	-	2.0%	2.0%	-	-
Maplins	4	-	-	-	-	1	2	-	-
	0.8%	-	-	-	-	2.0%	4.0%	-	-
Cash Converters	2	-	-	-	-	-	2	-	-
	0.4%	-	-	-	-	-	4.0%	-	-
Gamestation	3	-	-	-	-	-	1	2	-
	0.6%	-	-	-	-	-	2.0%	4.0%	-
Music World	1	-	-	1	-	-	-	-	-
	0.2%	-	-	4.0%	-	-	-	-	-
Game	3	-	-	-	1	-	1	-	-
	0.6%	-	-	-	1.3%	-	2.0%	-	-
Blacks	2	-	-	-	-	2	-	-	-
	0.4%	-	-	-	-	4.0%	-	-	-
Past Times	1	-	-	-	-	-	-	-	-
	0.2%	-	-	-	-	-	-	-	-
Stead & Simpson	2	-	-	-	1	-	-	-	-
	0.4%	-	-	-	1.3%	-	-	-	-
Lunn Poly	1	-	-	-	1	-	-	-	-
	0.2%	-	-	-	1.3%	-	-	-	-
Thomas Cook	2	1	-	-	-	-	-	1	-
	0.4%	2.0%	-	-	-	-	-	2.0%	-

Q6. Main store intend to visit by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Bay Trading	1 0.2%	1 2.9%	-	-
The Works	3 0.6%	1 2.9%	-	1 5.0%
Market	3 0.6%	-	-	1 5.0%
Maplins	4 0.8%	1 2.9%	-	-
Cash Converters	2 0.4%	-	-	-
Gamestation	3 0.6%	-	-	-
Mus ic World	1 0.2%	-	-	-
Game	3 0.6%	1 2.9%	-	-
Blacks	2 0.4%	-	-	-
Past Times	1 0.2%	-	1 5.0%	-
Stead & Simpson	2 0.4%	-	1 5.0%	-
Lunn Poly	1 0.2%	-	-	-
Thomas Cook	2 0.4%	-	-	-

Q7b. Approx. time will spend shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
	Base	50	50	25	75	50	50	50	77
Q7b. Approx. time will spend shopping									
0 - 15 minutes	17 3.4%	5 10.0%	- -	- -	2 2.7%	1 2.0%	4 8.0%	4 8.0%	1 1.3%
16 - 30 minutes	51 10.2%	7 14.0%	4 8.0%	1 4.0%	6 8.0%	3 6.0%	4 8.0%	5 10.0%	8 10.4%
31 - 60 minutes	36 7.2%	8 16.0%	1 2.0%	1 4.0%	6 8.0%	6 12.0%	1 2.0%	2 4.0%	7 9.1%
1 - 1.5 hours	88 17.5%	7 14.0%	6 12.0%	3 12.0%	14 18.7%	11 22.0%	7 14.0%	10 20.0%	11 14.3%
1.5 - 2 hours	77 15.3%	8 16.0%	8 16.0%	2 8.0%	14 18.7%	11 22.0%	5 10.0%	8 16.0%	13 16.9%
2 - 3 hours	111 22.1%	1 2.0%	16 32.0%	8 32.0%	19 25.3%	12 24.0%	13 26.0%	5 10.0%	19 24.7%
3 - 4 hours	54 10.8%	2 4.0%	10 20.0%	7 28.0%	5 6.7%	2 4.0%	9 18.0%	2 4.0%	12 15.6%
4 - 5 hours	12 2.4%	1 2.0%	2 4.0%	1 4.0%	- -	2 4.0%	2 4.0%	- -	2 2.6%
5 hours +	10 2.0%	- -	2 4.0%	1 4.0%	- -	2 4.0%	3 6.0%	- -	2 2.6%
Just passing through/not shopping	46 9.2%	11 22.0%	1 2.0%	1 4.0%	9 12.0%	- -	2 4.0%	14 28.0%	2 2.6%

Q7b. Approx. time will spend shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
	Base	35	20	20
Q7b. Approx. time will spend shopping	502			
0 - 15 minutes	17 3.4%	- -	- -	- -
16 - 30 minutes	51 10.2%	7 20.0%	3 15.0%	3 15.0%
31 - 60 minutes	36 7.2%	2 5.7%	1 5.0%	1 5.0%
1 - 1.5 hours	88 17.5%	6 17.1%	7 35.0%	6 30.0%
1.5 - 2 hours	77 15.3%	5 14.3%	2 10.0%	1 5.0%
2 - 3 hours	111 22.1%	10 28.6%	2 10.0%	6 30.0%
3 - 4 hours	54 10.8%	2 5.7%	3 15.0%	- -
4 - 5 hours	12 2.4%	1 2.9%	- -	1 5.0%
5 hours +	10 2.0%	- -	- -	- -
Just passing through/not shopping	46 9.2%	2 5.7%	2 10.0%	2 10.0%

Q8a. Approx. spend on non-food by Q23. Location showing Q8a*1.00 scored as Q8a. Approx. spend on non-food

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	16435.00	922.00	2407.00	847.00	3549.00	1614.00	1547.00	1166.00	2188.00
Q8a. Approx. spend on non-food									
Valid	16435.00 100%	922.00 100%	2407.00 100%	847.00 100%	3549.00 100%	1614.00 100%	1547.00 100%	1166.00 100%	2188.00 100%
Mean	32.74	18.44	48.14	33.88	47.32	32.28	30.94	23.32	28.42
Standard Error	2.19	5.99	10.57	5.66	6.49	5.89	5.50	6.31	5.26

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	16435.00	1148.00	731.00	316.00
Q8a. Approx. spend on non-food				
Valid	16435.00 100%	1148.00 100%	731.00 100%	316.00 100%
Mean	32.74	32.80	36.55	15.80
Standard Error	2.19	6.68	11.15	4.27

Q8b. Approx. spend on non-food by Q23. Location scored as Q8a. Approx. spend on non-food

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q8b. Approx. spend on non-food									
£5 or less	39 8%	8 16%	4 8%	-	3 4%	6 12%	2 4%	1 2%	7 9%
£6 - £10	47 9%	5 10%	5 10%	1 4%	5 7%	3 6%	8 16%	2 4%	10 13%
£11 - £20	80 16%	6 12%	4 8%	4 16%	8 11%	5 10%	9 18%	9 18%	17 22%
£21 - £30	59 12%	1 2%	9 18%	9 36%	4 5%	6 12%	5 10%	5 10%	11 14%
£31 - £40	28 6%	1 2%	3 6%	-	9 12%	3 6%	3 6%	3 6%	5 6%
£41 - £50	44 9%	1 2%	6 12%	3 12%	12 16%	6 12%	5 10%	4 8%	6 8%
£51 - £60	15 3%	1 2%	3 6%	1 4%	4 5%	1 2%	1 2%	1 2%	1 1%
£61 - £70	4 1%	-	1 2%	-	1 1%	-	-	1 2%	-
£71 - £80	12 2%	-	2 4%	-	3 4%	2 4%	-	1 2%	-
£81 - £90	1 0%	-	-	-	-	-	-	-	-
£91 - £100	25 5%	2 4%	5 10%	4 16%	4 5%	2 4%	4 8%	-	2 3%
£101 - £150	10 2%	1 2%	-	-	3 4%	2 4%	1 2%	-	-
£151- £200	6 1%	-	1 2%	-	1 1%	1 2%	1 2%	-	1 1%
£201 - £300	7 1%	1 2%	-	-	3 4%	-	-	1 2%	2 3%

Q8b. Approx. spend on non-food by Q23. Location scored as Q8a. Approx. spend on non-food

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
	Base	35	20	20
Q8b. Approx. spend on non-food	502			
£5 or less	39 8%	3 9%	2 10%	3 15%
£6 - £10	47 9%	5 14%	2 10%	1 5%
£11 - £20	80 16%	5 14%	7 35%	6 30%
£21 - £30	59 12%	4 11%	3 15%	2 10%
£31 - £40	28 6%	1 3%	-	-
£41 - £50	44 9%	-	-	1 5%
£51 - £60	15 3%	1 3%	1 5%	-
£61 - £70	4 1%	-	1 5%	-
£71 - £80	12 2%	3 9%	-	1 5%
£81 - £90	1 0%	1 3%	-	-
£91 - £100	25 5%	2 6%	-	-
£101 - £150	10 2%	2 6%	1 5%	-
£151- £200	6 1%	-	1 5%	-
£201 - £300	7 1%	-	-	-

Q8b. Approx. spend on non-food by Q23. Location scored as Q8a. Approx. spend on non-food

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
£401 - £500	1 0%	-	1 2%	-	-	-	-	-	-
Nothing	110 22%	23 46%	5 10%	2 8%	15 20%	12 24%	8 16%	22 44%	10 13%
Don't know	14 3%	-	1 2%	1 4%	-	1 2%	3 6%	-	5 6%
Mean	32.74	18.44	48.14	33.88	47.32	32.28	30.94	23.32	28.42
Standard Error	2.19	5.99	10.57	5.66	6.49	5.89	5.50	6.31	5.26

Q8b. Approx. spend on non-food by Q23. Location scored as Q8a. Approx. spend on non-food

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
£401 - £500	1 0%	-	-	-
Nothing	110 22%	5 14%	2 10%	6 30%
Don't know	14 3%	3 9%	-	-
Mean	32.74	32.80	36.55	15.80
Standard Error	2.19	6.68	11.15	4.27

Q9a. Stopped for refreshments by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q9a. Stopped for refreshments									
Yes	231 46%	17 34%	24 48%	17 68%	29 39%	28 56%	21 42%	29 58%	34 44%
No	271 54%	33 66%	26 52%	8 32%	46 61%	22 44%	29 58%	21 42%	43 56%

Absolute Break % Respondents	Base	Q23. Location			
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors	
Base	502	35	20	20	
Q9a. Stopped for refreshments					
Yes	231 46%	13 37%	10 50%	9 45%	
No	271 54%	22 63%	10 50%	11 55%	

Q9b. Where taken refreshments by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	231	17	24	17	29	28	21	29	34
Q9b. Where taken refreshments									
Burger King	11 5%	- -	- -	- -	1 3%	5 18%	1 5%	3 10%	1 3%
Cafe Giardino	9 4%	- -	- -	- -	1 3%	- -	2 10%	- -	6 18%
Cafe Nero	7 3%	- -	- -	- -	- -	- -	1 5%	2 7%	1 3%
Costa Cafe	10 4%	1 6%	- -	1 6%	2 7%	- -	- -	1 3%	4 12%
Debenhams	15 6%	- -	2 8%	- -	3 10%	3 11%	1 5%	3 10%	2 6%
Mannings	1 0%	1 6%	- -	- -	- -	- -	- -	- -	- -
Marks & Spencer Cafe	12 5%	1 6%	2 8%	- -	2 7%	1 4%	- -	1 3%	4 12%
Reflections	2 1%	- -	1 4%	- -	1 3%	- -	- -	- -	- -
Subway	2 1%	- -	- -	- -	- -	- -	- -	2 7%	- -
Starbucks	6 3%	- -	- -	1 6%	2 7%	1 4%	- -	- -	2 6%
The Cheesecake Shop	1 0%	- -	- -	- -	- -	- -	- -	- -	1 3%
Other Tower Ramparts Cafe	5 2%	1 6%	- -	- -	1 3%	- -	2 10%	- -	- -
Other Buttermarket Cafe/Foodcourt	8 3%	- -	1 4%	- -	2 7%	1 4%	- -	3 10%	- -
Other Restaurant	5 2%	- -	- -	- -	- -	1 4%	- -	- -	2 6%

Q9b. Where taken refreshments by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	231	13	10	9
Q9b. Where taken refreshments				
Burger King	11 5%	- -	- -	- -
Cafe Giardino	9 4%	- -	- -	- -
Cafe Nero	7 3%	2 15%	- -	1 11%
Costa Cafe	10 4%	1 8%	- -	- -
Debenhams	15 6%	- -	1 10%	- -
Mannings	1 0%	- -	- -	- -
Marks & Spencer Cafe	12 5%	1 8%	- -	- -
Reflections	2 1%	- -	- -	- -
Subway	2 1%	- -	- -	- -
Starbucks	6 3%	- -	- -	- -
The Cheesecake Shop	1 0%	- -	- -	- -
Other Tower Ramparts Cafe	5 2%	- -	1 10%	- -
Other Buttermarket Cafe/Foodcourt	8 3%	- -	1 10%	- -
Other Restaurant	5 2%	1 8%	- -	1 11%

Q9b. Where taken refreshments by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	231	17	24	17	29	28	21	29	34
Other Store Cafe/Restaurant	19 8%	3 18%	- -	- -	2 7%	4 14%	1 5%	6 21%	2 6%
Other Cafe	30 13%	4 24%	8 33%	1 6%	1 3%	3 11%	2 10%	4 14%	2 6%
Other Restaurant	9 4%	- -	1 4%	- -	1 3%	1 4%	2 10%	1 3%	2 6%
Other Fast Food Outlet	19 8%	2 12%	2 8%	3 18%	3 10%	1 4%	2 10%	- -	1 3%
Other Pub/Bar	13 6%	1 6%	1 4%	3 18%	- -	- -	5 24%	- -	- -
Other Shopping Centre Food Court/Cafe	11 5%	- -	- -	1 6%	2 7%	4 14%	1 5%	- -	2 6%
Oggy Oggy	1 0%	- -	- -	- -	- -	- -	- -	- -	1 3%
T Junction	1 0%	- -	- -	- -	- -	- -	- -	- -	1 3%
Berridges	1 0%	- -	- -	- -	- -	- -	- -	- -	1 3%
Boots	2 1%	- -	- -	1 6%	- -	- -	- -	- -	1 3%
Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	1 3%
Woolworths	8 3%	- -	1 4%	- -	- -	4 14%	1 5%	- -	1 3%
Littlewoods	5 2%	- -	- -	2 12%	2 7%	1 4%	- -	- -	- -
Don't know	18 8%	2 12%	4 17%	4 24%	4 14%	2 7%	1 5%	- -	- -
Bhs	3 1%	- -	1 4%	- -	- -	- -	- -	- -	- -

Q9b. Where taken refreshments by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	231	13	10	9
Other Store Cafe/Restaurant	19 8%	- -	- -	1 11%
Other Cafe	30 13%	1 8%	2 20%	2 22%
Other Restaurant	9 4%	- -	- -	1 11%
Other Fast Food Outlet	19 8%	2 15%	2 20%	1 11%
Other Pub/Bar	13 6%	- -	2 20%	1 11%
Other Shopping Centre Food Court/Cafe	11 5%	1 8%	- -	- -
Oggy Oggy	1 0%	- -	- -	- -
T Junction	1 0%	- -	- -	- -
Berridges	1 0%	- -	- -	- -
Boots	2 1%	- -	- -	- -
Sainsburys	1 0%	- -	- -	- -
Woolworths	8 3%	1 8%	- -	- -
Littlewoods	5 2%	- -	- -	- -
Don't know	18 8%	1 8%	- -	- -
Bhs	3 1%	2 15%	- -	- -

Q9b. Where taken refreshments by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	231	17	24	17	29	28	21	29	34
McDonalds	18 8%	1 6%	1 4%	- -	2 7%	3 11%	2 10%	3 10%	2 6%

Q9b. Where taken refreshments by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	231	13	10	9
McDonalds	18 8%	1 8%	1 10%	2 22%

Q10. Two main attractions by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q10. Two main attractions									
Close to home	59 12%	7 14%	3 6%	- -	9 12%	7 14%	3 6%	6 12%	20 26%
Close to work	9 2%	6 12%	- -	- -	2 3%	1 2%	- -	- -	- -
Easy to get to by bus	15 3%	3 6%	- -	1 4%	1 1%	1 2%	1 2%	7 14%	- -
Easy to get to by train	2 0%	- -	1 2%	- -	1 1%	- -	- -	- -	- -
Easy to get to by car	3 1%	- -	- -	- -	1 1%	- -	1 2%	- -	1 1%
Pedestrianised streets	32 6%	1 2%	3 6%	- -	6 8%	1 2%	2 4%	5 10%	6 8%
Easy to find parking	10 2%	1 2%	2 4%	1 4%	3 4%	- -	1 2%	1 2%	1 1%
Easy to park near shops	4 1%	- -	1 2%	1 4%	- -	- -	- -	- -	1 1%
High quality shops	63 13%	1 2%	4 8%	- -	10 13%	1 2%	2 4%	9 18%	25 32%
Nice shopping environment	82 16%	5 10%	5 10%	3 12%	16 21%	10 20%	9 18%	6 12%	17 22%
Food store	2 0%	1 2%	- -	- -	- -	- -	- -	- -	1 1%
Choice of clothing/fashion shops	46 9%	1 2%	7 14%	1 4%	6 8%	8 16%	2 4%	2 4%	11 14%
Choice of larger chain stores	15 3%	6 12%	1 2%	- -	2 3%	3 6%	1 2%	- -	1 1%
Choice of department stores	30 6%	4 8%	4 8%	3 12%	4 5%	4 8%	3 6%	- -	4 5%

Q10. Two main attractions by Q23. Location

Absolute Break % Respondents	Base	Q23. Location			
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors	
Base	502	35	20	20	
Q10. Two main attractions					
Close to home	59 12%	1 3%	2 10%	1 5%	
Close to work	9 2%	- -	- -	- -	
Easy to get to by bus	15 3%	- -	1 5%	- -	
Easy to get to by train	2 0%	- -	- -	- -	
Easy to get to by car	3 1%	- -	- -	- -	
Pedestrianised streets	32 6%	5 14%	2 10%	1 5%	
Easy to find parking	10 2%	- -	- -	- -	
Easy to park near shops	4 1%	- -	- -	1 5%	
High quality shops	63 13%	2 6%	2 10%	7 35%	
Nice shopping environment	82 16%	5 14%	4 20%	2 10%	
Food store	2 0%	- -	- -	- -	
Choice of clothing/fashion shops	46 9%	5 14%	3 15%	- -	
Choice of larger chain stores	15 3%	1 3%	- -	- -	
Choice of department stores	30 6%	4 11%	- -	- -	

Q10. Two main attractions by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Choice of value/discount stores	6 1%	1 2%	2 4%	1 4%	1 1%	1 2%	- -	- -	- -
Choice of specialist shops	6 1%	1 2%	1 2%	1 4%	1 1%	2 4%	- -	- -	- -
The market	14 3%	2 4%	3 6%	- -	1 1%	- -	1 2%	5 10%	1 1%
Covered shopping centre	18 4%	1 2%	1 2%	- -	4 5%	1 2%	- -	- -	10 13%
Choice of places to eat/drink	28 6%	6 12%	1 2%	1 4%	8 11%	1 2%	- -	5 10%	3 4%
Safe/secure centre	9 2%	2 4%	- -	- -	- -	- -	1 2%	2 4%	- -
Don't know	29 6%	2 4%	5 10%	1 4%	8 11%	2 4%	2 4%	1 2%	5 6%
Nothing in particular	117 23%	9 18%	15 30%	10 40%	18 24%	13 26%	15 30%	10 20%	5 6%
Museum	4 1%	1 2%	- -	- -	1 1%	- -	- -	1 2%	1 1%
Christchurch Park	10 2%	- -	- -	1 4%	1 1%	4 8%	- -	2 4%	1 1%
Football Team	6 1%	2 4%	- -	- -	1 1%	- -	- -	- -	2 3%
Architecture - Old Buildings	16 3%	1 2%	- -	2 8%	2 3%	1 2%	- -	4 8%	2 3%
Friendly people	8 2%	3 6%	- -	1 4%	1 1%	- -	- -	1 2%	- -
Park & Ride	5 1%	- -	2 4%	1 4%	- -	- -	- -	- -	1 1%
Shops all close together	19 4%	2 4%	1 2%	2 8%	1 1%	- -	7 14%	3 6%	1 1%

Q10. Two main attractions by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Choice of value/discount stores	6 1%	- -	- -	- -
Choice of specialist shops	6 1%	- -	- -	- -
The market	14 3%	- -	- -	1 5%
Covered shopping centre	18 4%	- -	- -	1 5%
Choice of places to eat/drink	28 6%	- -	2 10%	1 5%
Safe/secure centre	9 2%	4 11%	- -	- -
Don't know	29 6%	- -	1 5%	2 10%
Nothing in particular	117 23%	12 34%	4 20%	6 30%
Museum	4 1%	- -	- -	- -
Christchurch Park	10 2%	1 3%	- -	- -
Football Team	6 1%	- -	- -	1 5%
Architecture - Old Buildings	16 3%	1 3%	1 5%	2 10%
Friendly people	8 2%	- -	2 10%	- -
Park & Ride	5 1%	- -	1 5%	- -
Shops all close together	19 4%	1 3%	1 5%	- -

Q10. Two main attractions by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Relatives/Friends live here	3 1%	1 2%	1 2%	- -	- -	- -	1 2%	- -	- -
Sports shops	2 0%	- -	- -	- -	1 1%	- -	1 2%	- -	- -
Waterfront	4 1%	1 2%	- -	- -	- -	1 2%	- -	1 2%	- -
Theatre	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -
Good toilets	1 0%	- -	- -	- -	- -	- -	- -	1 2%	- -
Swimming pool	1 0%	- -	- -	- -	- -	- -	- -	1 2%	- -

Q10. Two main attractions by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Relatives/Friends live here	3 1%	- -	- -	- -
Sports shops	2 0%	- -	- -	- -
Waterfront	4 1%	1 3%	- -	- -
Theatre	1 0%	- -	- -	- -
Good toilets	1 0%	- -	- -	- -
Swimming pool	1 0%	- -	- -	- -

Q11. Two main weaknesses by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q11. Two main weaknesses									
Too small	3 1%	- -	- -	- -	1 1%	1 2%	- -	- -	1 1%
Lack of quality stores	6 1%	1 2%	- -	- -	1 1%	- -	- -	2 4%	2 3%
Hard to get to by bus	7 1%	- -	- -	- -	2 3%	1 2%	- -	2 4%	1 1%
Hard to get to by train	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Hard to get to by car	13 3%	1 2%	1 2%	- -	2 3%	- -	- -	2 4%	- -
No pedestrianised areas	4 1%	- -	1 2%	- -	- -	- -	- -	1 2%	- -
Lack of leisure facilities	1 0%	- -	- -	- -	- -	1 2%	- -	- -	- -
Hard to park near shops	8 2%	1 2%	- -	1 4%	1 1%	- -	1 2%	1 2%	3 4%
Hard to find parking	27 5%	4 8%	1 2%	2 8%	5 7%	7 14%	- -	1 2%	2 3%
Poor choice of stores	28 6%	2 4%	3 6%	1 4%	6 8%	2 4%	- -	5 10%	5 6%
Poor quality environment	10 2%	- -	1 2%	- -	4 5%	- -	1 2%	1 2%	2 3%
No large Food store	6 1%	- -	- -	- -	3 4%	- -	- -	- -	3 4%
Lack of clothing/fashion shops	8 2%	1 2%	- -	1 4%	- -	1 2%	2 4%	1 2%	1 1%
Lack of larger chain stores	7 1%	3 6%	- -	- -	2 3%	- -	1 2%	- -	1 1%

Q11. Two main weaknesses by Q23. Location

Absolute Break % Respondents	Base	Q23. Location			
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors	
Base	502	35	20	20	
Q11. Two main weaknesses					
Too small	3 1%	- -	- -	- -	
Lack of quality stores	6 1%	- -	- -	- -	
Hard to get to by bus	7 1%	1 3%	- -	- -	
Hard to get to by train	1 0%	- -	- -	- -	
Hard to get to by car	13 3%	3 9%	2 10%	2 10%	
No pedestrianised areas	4 1%	1 3%	- -	1 5%	
Lack of leisure facilities	1 0%	- -	- -	- -	
Hard to park near shops	8 2%	- -	- -	- -	
Hard to find parking	27 5%	2 6%	3 15%	- -	
Poor choice of stores	28 6%	1 3%	1 5%	2 10%	
Poor quality environment	10 2%	- -	1 5%	- -	
No large Food store	6 1%	- -	- -	- -	
Lack of clothing/fashion shops	8 2%	- -	1 5%	- -	
Lack of larger chain stores	7 1%	- -	- -	- -	

Q11. Two main weaknesses by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Lack of department stores	16 3%	2 4%	- -	1 4%	4 5%	- -	3 6%	- -	6 8%
Lack of value/discount stores	2 0%	- -	- -	- -	2 3%	- -	- -	- -	- -
Too expensive to park	69 14%	7 14%	5 10%	5 20%	11 15%	9 18%	5 10%	7 14%	9 12%
Lack of larger stores	3 1%	- -	- -	- -	1 1%	- -	- -	- -	2 3%
No covered shopping centres	2 0%	- -	1 2%	- -	1 1%	- -	- -	- -	- -
Lack of places to eat/drink	4 1%	- -	- -	1 4%	3 4%	- -	- -	- -	- -
Not a safe/secure centre	6 1%	1 2%	- -	- -	1 1%	2 4%	- -	- -	1 1%
Lack of specialist stores	13 3%	- -	1 2%	2 8%	3 4%	- -	3 6%	2 4%	1 1%
Litter/graffiti	72 14%	13 26%	5 10%	- -	12 16%	- -	7 14%	7 14%	15 19%
Don't know	32 6%	7 14%	2 4%	1 4%	8 11%	5 10%	2 4%	1 2%	4 5%
Nothing in particular	134 27%	5 10%	20 40%	10 40%	16 21%	19 38%	10 20%	11 22%	24 31%
Too many shops are closing	8 2%	- -	- -	- -	- -	2 4%	1 2%	2 4%	2 3%
Lack of disabled facilities	6 1%	1 2%	- -	- -	1 1%	- -	1 2%	1 2%	1 1%
Too overcrowded	17 3%	3 6%	2 4%	- -	2 3%	2 4%	2 4%	4 8%	2 3%
Allders closing down	3 1%	- -	- -	- -	- -	- -	- -	1 2%	2 3%

Q11. Two main weaknesses by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Lack of department stores	16 3%	- -	- -	- -
Lack of value/discount stores	2 0%	- -	- -	- -
Too expensive to park	69 14%	2 6%	5 25%	4 20%
Lack of larger stores	3 1%	- -	- -	- -
No covered shopping centres	2 0%	- -	- -	- -
Lack of places to eat/drink	4 1%	- -	- -	- -
Not a safe/secure centre	6 1%	1 3%	- -	- -
Lack of specialist stores	13 3%	1 3%	- -	- -
Litter/graffiti	72 14%	7 20%	3 15%	3 15%
Don't know	32 6%	- -	- -	2 10%
Nothing in particular	134 27%	12 34%	4 20%	3 15%
Too many shops are closing	8 2%	1 3%	- -	- -
Lack of disabled facilities	6 1%	- -	1 5%	- -
Too overcrowded	17 3%	- -	- -	- -
Allders closing down	3 1%	- -	- -	- -

Q11. Two main weaknesses by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Lack of sports shops	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Too many foreigners	5 1%	1 2%	1 2%	- -	1 1%	1 2%	- -	- -	1 1%
Too many charity shops	3 1%	- -	- -	1 4%	1 1%	- -	- -	- -	1 1%
Buses too expensive	2 0%	- -	- -	- -	1 1%	- -	- -	- -	- -
Lack of smaller stores	8 2%	- -	- -	- -	1 1%	1 2%	1 2%	- -	1 1%
Expensive	2 0%	2 4%	- -	- -	- -	- -	- -	- -	- -
Danger of it expanding	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -
Shops outside could be brought in	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
No ashtrays in town	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -
Not bicycle friendly	3 1%	1 2%	- -	- -	- -	- -	- -	1 2%	- -
Not enough shoe shops	2 0%	1 2%	- -	1 4%	- -	- -	- -	- -	- -
Too many cheap shops	3 1%	- -	- -	- -	- -	- -	1 2%	1 2%	- -
More entertainment needed for evenings	5 1%	1 2%	- -	- -	- -	- -	- -	- -	- -
Not enough shops in the main street	2 0%	- -	- -	- -	- -	2 4%	- -	- -	- -
Chewing Gum on the floor	6 1%	1 2%	- -	- -	1 1%	2 4%	2 4%	- -	- -

Q11. Two main weaknesses by Q23. Location

Absolute Break % Respondents	Base	Q23. Location			
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors	
Base	502	35	20	20	
Lack of sports shops	1 0%	- -	- -	- -	
Too many foreigners	5 1%	- -	- -	- -	
Too many charity shops	3 1%	- -	- -	- -	
Buses too expensive	2 0%	1 3%	- -	- -	
Lack of smaller stores	8 2%	2 6%	- -	2 10%	
Expensive	2 0%	- -	- -	- -	
Danger of it expanding	1 0%	- -	- -	- -	
Shops outside could be brought in	1 0%	- -	- -	- -	
No ashtrays in town	1 0%	- -	- -	- -	
Not bicycle friendly	3 1%	- -	- -	1 5%	
Not enough shoe shops	2 0%	- -	- -	- -	
Too many cheap shops	3 1%	1 3%	- -	- -	
More entertainment needed for evenings	5 1%	3 9%	- -	1 5%	
Not enough shops in the main street	2 0%	- -	- -	- -	
Chewing Gum on the floor	6 1%	- -	- -	- -	

Q11. Two main weaknesses by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
No Public Toilets	6 1%	- -	1 2%	1 4%	- -	- -	2 4%	- -	- -
Clothes shops for bigger people	1 0%	- -	- -	- -	- -	- -	1 2%	- -	- -
Too spread out	4 1%	- -	- -	- -	- -	- -	2 4%	- -	- -
Youths / rough people hanging around	22 4%	3 6%	5 10%	- -	4 5%	- -	4 8%	3 6%	- -
Too many empty shops	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Shops close too early	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Greyfriars is a nightmare	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Need a bigger market	5 1%	- -	1 2%	- -	- -	1 2%	2 4%	- -	- -
Policemen not very friendly	1 0%	- -	- -	- -	- -	- -	1 2%	- -	- -
Better Street name signs	1 0%	- -	- -	- -	- -	- -	1 2%	- -	- -
People unfriendly	7 1%	- -	1 2%	- -	2 3%	1 2%	1 2%	2 4%	- -
Too far from home	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
One way system	2 0%	- -	- -	- -	- -	- -	- -	1 2%	- -
Narrow roads	3 1%	- -	- -	- -	- -	- -	- -	1 2%	- -
Too many clothes shops	1 0%	- -	- -	- -	- -	- -	- -	1 2%	- -

Q11. Two main weaknesses by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
No Public Toilets	6 1%	- -	1 5%	1 5%
Clothes shops for bigger people	1 0%	- -	- -	- -
Too spread out	4 1%	- -	1 5%	1 5%
Youths / rough people hanging around	22 4%	- -	2 10%	1 5%
Too many empty shops	1 0%	- -	- -	- -
Shops close too early	1 0%	- -	- -	- -
Greyfriars is a nightmare	1 0%	- -	- -	- -
Need a bigger market	5 1%	- -	1 5%	- -
Policemen not very friendly	1 0%	- -	- -	- -
Better Street name signs	1 0%	- -	- -	- -
People unfriendly	7 1%	- -	- -	- -
Too far from home	1 0%	- -	- -	1 5%
One way system	2 0%	1 3%	- -	- -
Narrow roads	3 1%	2 6%	- -	- -
Too many clothes shops	1 0%	- -	- -	- -

Q11. Two main weaknesses by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
The number of flats that are cropping up	1 0%	- -	- -	- -	1 1%	- -	- -	- -	- -
Queues of buses	2 0%	1 2%	- -	- -	- -	- -	- -	1 2%	- -
Apartments expensive	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -

Q11. Two main weaknesses by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
The number of flats that are cropping up	1 0%	- -	- -	- -
Queues of buses	2 0%	- -	- -	- -
Apartments expensive	1 0%	- -	- -	- -

Q12a. Additional shops would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q12a. Additional shops would like									
More supermarket-s/discount food stores	21 4%	1 2%	2 4%	- -	5 7%	1 2%	- -	1 2%	7 9%
Electrical goods shops	3 1%	1 2%	- -	- -	1 1%	- -	- -	1 2%	- -
Clothes shops/fashion and accessories	34 7%	4 8%	7 14%	4 16%	6 8%	1 2%	5 10%	4 8%	1 1%
Shoe shops	14 3%	2 4%	- -	2 8%	7 9%	- -	1 2%	- -	2 3%
Furniture/furnishing-s/carpet stores	7 1%	- -	1 2%	- -	3 4%	1 2%	1 2%	- -	1 1%
Computer shops	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -
DIY and hardware stores	9 2%	3 6%	- -	- -	1 1%	1 2%	- -	- -	2 3%
Better choice/range of shops	7 1%	1 2%	- -	- -	3 4%	- -	- -	- -	2 3%
Sports goods	7 1%	1 2%	- -	- -	1 1%	1 2%	1 2%	- -	2 3%
Larger stores	31 6%	2 4%	2 4%	1 4%	11 15%	1 2%	- -	- -	14 18%
Other types of food stores, including specialist food shops	18 4%	2 4%	2 4%	4 16%	3 4%	- -	3 6%	2 4%	- -
More Designer shops	27 5%	1 2%	2 4%	1 4%	7 9%	2 4%	3 6%	3 6%	5 6%
More Department stores	69 14%	8 16%	4 8%	2 8%	12 16%	11 22%	5 10%	4 8%	18 23%

Q12a. Additional shops would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q12a. Additional shops would like				
More supermarket-s/discount food stores	21 4%	1 3%	2 10%	1 5%
Electrical goods shops	3 1%	- -	- -	- -
Clothes shops/fashion and accessories	34 7%	2 6%	- -	- -
Shoe shops	14 3%	- -	- -	- -
Furniture/furnishing-s/carpet stores	7 1%	- -	- -	- -
Computer shops	1 0%	- -	- -	- -
DIY and hardware stores	9 2%	- -	- -	2 10%
Better choice/range of shops	7 1%	1 3%	- -	- -
Sports goods	7 1%	- -	1 5%	- -
Larger stores	31 6%	- -	- -	- -
Other types of food stores, including specialist food shops	18 4%	1 3%	- -	1 5%
More Designer shops	27 5%	2 6%	1 5%	- -
More Department stores	69 14%	4 11%	1 5%	- -

Q12a. Additional shops would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
More discount/value retailers	6 1%	- -	1 2%	- -	3 4%	1 2%	- -	- -	1 1%
Toys	2 0%	1 2%	- -	1 4%	- -	- -	- -	- -	- -
Travel Agents	1 0%	- -	- -	- -	1 1%	- -	- -	- -	- -
Books and Magazines	1 0%	- -	1 2%	- -	- -	- -	- -	- -	- -
Healthcare shops	2 0%	1 2%	- -	1 4%	- -	- -	- -	- -	- -
More high quality shops	8 2%	1 2%	- -	- -	1 1%	- -	1 2%	4 8%	- -
More variety stores	7 1%	- -	- -	2 8%	2 3%	- -	- -	2 4%	1 1%
More High Street names	25 5%	3 6%	1 2%	4 16%	3 4%	- -	3 6%	4 8%	3 4%
Don't know	238 47%	25 50%	26 52%	7 28%	34 45%	30 60%	22 44%	24 48%	31 40%
Republik	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Craft Shops	5 1%	- -	- -	- -	- -	- -	- -	1 2%	2 3%
Antique Shops	2 0%	- -	- -	- -	1 1%	- -	- -	- -	1 1%
Hardwear shop	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Matalan	8 2%	- -	1 2%	- -	3 4%	3 6%	1 2%	- -	- -
More independent shops	26 5%	2 4%	4 8%	2 8%	- -	2 4%	3 6%	4 8%	2 3%

Q12a. Additional shops would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
More discount/value retailers	6 1%	- -	- -	- -
Toys	2 0%	- -	- -	- -
Travel Agents	1 0%	- -	- -	- -
Books and Magazines	1 0%	- -	- -	- -
Healthcare shops	2 0%	- -	- -	- -
More high quality shops	8 2%	1 3%	- -	- -
More variety stores	7 1%	- -	- -	- -
More High Street names	25 5%	1 3%	3 15%	- -
Don't know	238 47%	20 57%	7 35%	12 60%
Republik	1 0%	- -	- -	- -
Craft Shops	5 1%	1 3%	1 5%	- -
Antique Shops	2 0%	- -	- -	- -
Hardwear shop	1 0%	1 3%	- -	- -
Matalan	8 2%	- -	- -	- -
More independent shops	26 5%	2 6%	3 15%	2 10%

Q12a. Additional shops would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Christian shops	2 0%	- -	- -	- -	- -	- -	1 2%	- -	1 1%
Children's shops	4 1%	- -	1 2%	- -	- -	- -	2 4%	- -	1 1%
Gift shops	1 0%	- -	- -	- -	- -	- -	1 2%	- -	- -
Gardening shops	2 0%	- -	1 2%	- -	- -	- -	1 2%	- -	- -
Clothing for older people	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
More Indian Shops	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Music shops	3 1%	1 2%	- -	- -	- -	- -	- -	2 4%	- -
Child friendly cafes	1 0%	- -	- -	- -	- -	- -	- -	1 2%	- -

Q12a. Additional shops would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Christian shops	2 0%	- -	- -	- -
Children's shops	4 1%	- -	- -	- -
Gift shops	1 0%	- -	- -	- -
Gardening shops	2 0%	- -	- -	- -
Clothing for older people	3 1%	- -	1 5%	2 10%
More Indian Shops	1 0%	- -	- -	1 5%
Music shops	3 1%	- -	- -	- -
Child friendly cafes	1 0%	- -	- -	- -

Q12b. Named retailers would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q12b. Named retailers would like									
Aldi Stores	13 3%	2 4%	- -	- -	3 4%	2 4%	1 2%	1 2%	1 1%
American Golf	10 2%	2 4%	- -	- -	4 5%	- -	- -	2 4%	2 3%
Asda	18 4%	3 6%	- -	- -	3 4%	1 2%	4 8%	1 2%	4 5%
Bank & Olufsen UK	10 2%	3 6%	- -	- -	- -	1 2%	2 4%	1 2%	3 4%
Base Menswear	3 1%	- -	- -	- -	1 1%	- -	1 2%	- -	1 1%
Beaverbrooks the Jewellers	3 1%	2 4%	- -	- -	1 1%	- -	- -	- -	- -
Cotton Traders	11 2%	- -	2 4%	- -	1 1%	1 2%	- -	1 2%	4 5%
D2	3 1%	- -	- -	- -	- -	- -	1 2%	1 2%	1 1%
Diesel	26 5%	5 10%	4 8%	- -	3 4%	3 6%	2 4%	6 12%	1 1%
Dune	8 2%	2 4%	- -	- -	2 3%	- -	- -	1 2%	2 3%
Ecco Shoes	13 3%	1 2%	3 6%	- -	2 3%	- -	2 4%	1 2%	3 4%
Eisenegger	4 1%	- -	- -	- -	1 1%	- -	- -	- -	3 4%
Faith Footwear	14 3%	3 6%	1 2%	- -	2 3%	- -	1 2%	1 2%	3 4%
Farmfoods	8 2%	- -	1 2%	- -	2 3%	1 2%	- -	2 4%	2 3%

Q12b. Named retailers would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q12b. Named retailers would like				
Aldi Stores	13 3%	- -	2 10%	1 5%
American Golf	10 2%	- -	- -	- -
Asda	18 4%	1 3%	- -	1 5%
Bank & Olufsen UK	10 2%	- -	- -	- -
Base Menswear	3 1%	- -	- -	- -
Beaverbrooks the Jewellers	3 1%	- -	- -	- -
Cotton Traders	11 2%	1 3%	1 5%	- -
D2	3 1%	- -	- -	- -
Diesel	26 5%	- -	- -	2 10%
Dune	8 2%	- -	1 5%	- -
Ecco Shoes	13 3%	- -	- -	1 5%
Eisenegger	4 1%	- -	- -	- -
Faith Footwear	14 3%	- -	2 10%	1 5%
Farmfoods	8 2%	- -	- -	- -

Q12b. Named retailers would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Fat Face	12 2%	2 4%	2 4%	1 4%	2 3%	- -	- -	3 6%	2 3%
Fenwicks	12 2%	1 2%	- -	- -	2 3%	1 2%	1 2%	1 2%	5 6%
Footlocker	20 4%	2 4%	1 2%	- -	6 8%	2 4%	2 4%	3 6%	3 4%
Free Spirit	6 1%	- -	1 2%	- -	1 1%	1 2%	- -	1 2%	1 1%
French Connection	44 9%	4 8%	6 12%	- -	7 9%	2 4%	3 6%	6 12%	12 16%
GNC Health Shops	3 1%	1 2%	- -	- -	1 1%	- -	- -	1 2%	- -
H & M (Hennes)	36 7%	1 2%	6 12%	2 8%	8 11%	1 2%	- -	2 4%	12 16%
Hawkshead	16 3%	1 2%	1 2%	- -	5 7%	2 4%	1 2%	1 2%	1 1%
Hobbycraft Superstores	22 4%	3 6%	1 2%	1 4%	3 4%	1 2%	4 8%	3 6%	4 5%
House of Fraser	59 12%	8 16%	5 10%	- -	7 9%	7 14%	6 12%	4 8%	14 18%
Ikea	79 16%	8 16%	7 14%	2 8%	9 12%	5 10%	7 14%	10 20%	16 21%
John Lewis	125 25%	13 26%	10 20%	4 16%	26 35%	14 28%	7 14%	10 20%	26 34%
Kookai	13 3%	1 2%	3 6%	- -	5 7%	- -	- -	1 2%	- -
Linens Direct	7 1%	- -	- -	- -	1 1%	1 2%	2 4%	1 2%	1 1%
Lush	10 2%	2 4%	1 2%	1 4%	- -	1 2%	- -	3 6%	2 3%

Q12b. Named retailers would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Fat Face	12 2%	- -	- -	- -
Fenwicks	12 2%	- -	1 5%	- -
Footlocker	20 4%	- -	1 5%	- -
Free Spirit	6 1%	- -	1 5%	- -
French Connection	44 9%	1 3%	3 15%	- -
GNC Health Shops	3 1%	- -	- -	- -
H & M (Hennes)	36 7%	1 3%	3 15%	- -
Hawkshead	16 3%	2 6%	2 10%	- -
Hobbycraft Superstores	22 4%	1 3%	- -	1 5%
House of Fraser	59 12%	5 14%	2 10%	1 5%
Ikea	79 16%	6 17%	3 15%	6 30%
John Lewis	125 25%	6 17%	4 20%	5 25%
Kookai	13 3%	1 3%	1 5%	1 5%
Linens Direct	7 1%	- -	1 5%	- -
Lush	10 2%	- -	- -	- -

Q12b. Named retailers would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Mango	16 3%	2 4%	3 6%	- -	3 4%	- -	- -	1 2%	6 8%
Matalan	52 10%	4 8%	2 4%	2 8%	12 16%	9 18%	4 8%	2 4%	10 13%
Moben Kitchens	2 0%	- -	1 2%	- -	1 1%	- -	- -	- -	- -
Morgan	11 2%	2 4%	- -	1 4%	2 3%	- -	1 2%	3 6%	1 1%
Morrisons	22 4%	2 4%	- -	- -	7 9%	1 2%	1 2%	2 4%	6 8%
Moss Bros Group	2 0%	1 2%	- -	- -	- -	- -	1 2%	- -	- -
Pets at Home	14 3%	- -	3 6%	- -	3 4%	- -	1 2%	1 2%	3 4%
Priceless Shoes	2 0%	- -	- -	- -	1 1%	- -	1 2%	- -	- -
Principles	14 3%	4 8%	3 6%	- -	4 5%	2 4%	- -	- -	1 1%
Quiksilver	23 5%	2 4%	4 8%	- -	5 7%	2 4%	3 6%	3 6%	2 3%
Ravel	8 2%	2 4%	1 2%	- -	2 3%	- -	- -	1 2%	1 1%
Robert Dyas	6 1%	- -	2 4%	- -	- -	- -	1 2%	2 4%	1 1%
Sainsburys	3 1%	2 4%	- -	- -	- -	1 2%	- -	- -	- -
Schuh	10 2%	- -	- -	- -	3 4%	1 2%	- -	2 4%	4 5%
Shoefayre	2 0%	- -	- -	- -	1 1%	- -	- -	- -	- -

Q12b. Named retailers would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Mango	16 3%	1 3%	- -	- -
Matalan	52 10%	1 3%	3 15%	3 15%
Moben Kitchens	2 0%	- -	- -	- -
Morgan	11 2%	1 3%	- -	- -
Morrisons	22 4%	1 3%	2 10%	- -
Moss Bros Group	2 0%	- -	- -	- -
Pets at Home	14 3%	- -	- -	3 15%
Priceless Shoes	2 0%	- -	- -	- -
Principles	14 3%	- -	- -	- -
Quiksilver	23 5%	- -	1 5%	1 5%
Ravel	8 2%	- -	1 5%	- -
Robert Dyas	6 1%	- -	- -	- -
Sainsburys	3 1%	- -	- -	- -
Schuh	10 2%	- -	- -	- -
Shoefayre	2 0%	- -	1 5%	- -

Q12b. Named retailers would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Size Up	6 1%	1 2%	1 2%	- -	1 1%	- -	1 2%	- -	2 3%
Sofa Workshop	5 1%	1 2%	1 2%	- -	- -	1 2%	- -	1 2%	- -
Somerfield	9 2%	1 2%	- -	- -	3 4%	- -	- -	3 6%	1 1%
Tesco	24 5%	2 4%	1 2%	1 4%	6 8%	1 2%	2 4%	1 2%	3 4%
The Pier	23 5%	3 6%	2 4%	- -	9 12%	- -	1 2%	3 6%	3 4%
The White Company	8 2%	1 2%	1 2%	- -	1 1%	- -	1 2%	1 2%	2 3%
TJ Hughes Plc	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -
USC Group Plc	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Waitrose	48 10%	2 4%	5 10%	2 8%	7 9%	5 10%	3 6%	8 16%	10 13%
Wallis Fashion Group	8 2%	1 2%	- -	- -	4 5%	1 2%	1 2%	- -	1 1%
Zara UK	18 4%	3 6%	1 2%	- -	3 4%	1 2%	1 2%	2 4%	3 4%
None	139 28%	14 28%	23 46%	11 44%	12 16%	15 30%	17 34%	9 18%	11 14%
Republik	2 0%	- -	- -	- -	- -	- -	- -	1 2%	1 1%
Karen Millen	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
C & A	4 1%	- -	- -	- -	2 3%	1 2%	- -	- -	1 1%

Q12b. Named retailers would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Size Up	6	-	-	-
	1%	-	-	-
Sofa Workshop	5	1	-	-
	1%	3%	-	-
Somerfield	9	-	1	-
	2%	-	5%	-
Tesco	24	1	3	3
	5%	3%	15%	15%
The Pier	23	-	-	2
	5%	-	-	10%
The White Company	8	1	-	-
	2%	3%	-	-
TJ Hughes Plc	1	-	-	-
	0%	-	-	-
USC Group Plc	1	-	-	-
	0%	-	-	-
Waitrose	48	3	-	3
	10%	9%	-	15%
Wallis Fashion Group	8	-	-	-
	2%	-	-	-
Zara UK	18	1	2	1
	4%	3%	10%	5%
None	139	20	4	3
	28%	57%	20%	15%
Republik	2	-	-	-
	0%	-	-	-
Karen Millen	1	-	-	-
	0%	-	-	-
C & A	4	-	-	-
	1%	-	-	-

Q12b. Named retailers would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
B & Q	2 0%	1 2%	- -	- -	- -	- -	- -	- -	1 1%
Bennetts	1 0%	- -	- -	- -	1 1%	- -	- -	- -	- -
Mothercare	1 0%	- -	- -	- -	1 1%	- -	- -	- -	- -
Habitat	3 1%	- -	- -	1 4%	1 1%	- -	1 2%	- -	- -
Iceland	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -
Army & Navy Stores	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -
Alders	9 2%	- -	1 2%	1 4%	- -	4 8%	1 2%	- -	1 1%
Harvey Nicholls	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Disney Store	2 0%	- -	- -	- -	1 1%	- -	- -	- -	1 1%
Gucchi	1 0%	- -	- -	1 4%	- -	- -	- -	- -	- -

Q12b. Named retailers would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
B & Q	2 0%	- -	- -	- -
Bennetts	1 0%	- -	- -	- -
Mothercare	1 0%	- -	- -	- -
Habitat	3 1%	- -	- -	- -
Iceland	1 0%	- -	- -	- -
Army & Navy Stores	1 0%	- -	- -	- -
Alders	9 2%	1 3%	- -	- -
Harvey Nicholls	1 0%	1 3%	- -	- -
Disney Store	2 0%	- -	- -	- -
Gucchi	1 0%	- -	- -	- -

Q13. Other facilities would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q13. Other facilities would like									
Bowling Alley	12 2%	1 2%	- -	2 8%	3 4%	1 2%	- -	3 6%	2 3%
Cinema	5 1%	- -	1 2%	2 8%	- -	- -	- -	- -	1 1%
Ice Rink	26 5%	- -	1 2%	1 4%	6 8%	4 8%	4 8%	4 8%	3 4%
Larger Market	18 4%	4 8%	1 2%	2 8%	3 4%	2 4%	- -	4 8%	- -
Night Club	9 2%	2 4%	- -	- -	1 1%	- -	2 4%	2 4%	- -
Health Club	2 0%	1 2%	- -	- -	1 1%	- -	- -	- -	- -
Cleaner Streets	17 3%	4 8%	1 2%	- -	3 4%	2 4%	- -	3 6%	3 4%
More places to sit	10 2%	- -	1 2%	2 8%	2 3%	- -	1 2%	1 2%	3 4%
More Cafes	10 2%	1 2%	1 2%	2 8%	1 1%	- -	- -	4 8%	1 1%
More bars	7 1%	- -	1 2%	- -	- -	- -	- -	1 2%	- -
More restaurants	13 3%	3 6%	2 4%	- -	3 4%	- -	- -	- -	2 3%
More parking	20 4%	2 4%	- -	1 4%	4 5%	6 12%	- -	2 4%	3 4%
Cheaper parking	46 9%	6 12%	1 2%	2 8%	14 19%	9 18%	1 2%	3 6%	8 10%
Better access by bus	2 0%	- -	1 2%	- -	- -	- -	- -	1 2%	- -

Q13. Other facilities would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q13. Other facilities would like				
Bowling Alley	12 2%	- -	- -	- -
Cinema	5 1%	- -	- -	1 5%
Ice Rink	26 5%	3 9%	- -	- -
Larger Market	18 4%	- -	1 5%	1 5%
Night Club	9 2%	1 3%	- -	1 5%
Health Club	2 0%	- -	- -	- -
Cleaner Streets	17 3%	- -	- -	1 5%
More places to sit	10 2%	- -	- -	- -
More Cafes	10 2%	- -	- -	- -
More bars	7 1%	1 3%	3 15%	1 5%
More restaurants	13 3%	3 9%	- -	- -
More parking	20 4%	- -	- -	2 10%
Cheaper parking	46 9%	- -	1 5%	1 5%
Better access by bus	2 0%	- -	- -	- -

Q13. Other facilities would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Don't know	69 14%	7 14%	7 14%	5 20%	5 7%	9 18%	11 22%	12 24%	7 9%
None	200 40%	15 30%	20 40%	10 40%	34 45%	23 46%	21 42%	6 12%	39 51%
Better sports facilities	7 1%	- -	- -	- -	1 1%	- -	1 2%	- -	3 4%
Better disabled facilities	4 1%	1 2%	- -	- -	- -	- -	- -	1 2%	1 1%
Childrens play areas / family areas	14 3%	1 2%	3 6%	- -	2 3%	1 2%	3 6%	1 2%	1 1%
Keep theatres going	4 1%	- -	1 2%	- -	1 1%	- -	- -	1 2%	- -
Public Toilets	29 6%	7 14%	5 10%	- -	3 4%	1 2%	2 4%	4 8%	- -
Basketball courts	2 0%	2 4%	- -	- -	- -	- -	- -	- -	- -
Streets need cleaning more often	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
More seating needed	1 0%	- -	- -	- -	- -	1 2%	- -	- -	- -
Better Post Office	2 0%	- -	1 2%	- -	- -	1 2%	- -	- -	- -
Better Swimming Pool	15 3%	1 2%	1 2%	- -	- -	2 4%	2 4%	3 6%	4 5%
A fountain with style	1 0%	- -	- -	- -	- -	- -	1 2%	- -	- -
More for older people	2 0%	- -	- -	- -	- -	- -	1 2%	- -	1 1%
A University	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%

Q13. Other facilities would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Don't know	69 14%	- -	3 15%	3 15%
None	200 40%	19 54%	7 35%	6 30%
Better sports facilities	7 1%	- -	1 5%	1 5%
Better disabled facilities	4 1%	1 3%	- -	- -
Childrens play areas / family areas	14 3%	- -	2 10%	- -
Keep theatres going	4 1%	1 3%	- -	- -
Public Toilets	29 6%	5 14%	1 5%	1 5%
Basketball courts	2 0%	- -	- -	- -
Streets need cleaning more often	1 0%	1 3%	- -	- -
More seating needed	1 0%	- -	- -	- -
Better Post Office	2 0%	- -	- -	- -
Better Swimming Pool	15 3%	- -	1 5%	1 5%
A fountain with style	1 0%	- -	- -	- -
More for older people	2 0%	- -	- -	- -
A University	1 0%	- -	- -	- -

Q13. Other facilities would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Social Clubs	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Cheaper parking	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
More pedestrianisation	2 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
More parks	1 0%	- -	1 2%	- -	- -	- -	- -	- -	- -
Roller Skating Rink	2 0%	- -	2 4%	- -	- -	- -	- -	- -	- -
Art Galleries	2 0%	- -	- -	1 4%	- -	- -	- -	- -	- -
More Arcades	3 1%	1 2%	- -	- -	- -	- -	2 4%	- -	- -
Information boards about historic buildings	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
A Spa	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Taxi Stand	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
A tram system	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Skateboard Park	1 0%	- -	- -	- -	- -	- -	- -	1 2%	- -
Better security	1 0%	- -	- -	- -	1 1%	- -	- -	- -	- -
More cycle paths	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -

Q13. Other facilities would like by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Social Clubs	1 0%	- -	- -	- -
Cheaper parking	1 0%	- -	- -	- -
More pedestrianisation	2 0%	1 3%	- -	- -
More parks	1 0%	- -	- -	- -
Roller Skating Rink	2 0%	- -	- -	- -
Art Galleries	2 0%	- -	- -	1 5%
More Arcades	3 1%	- -	- -	- -
Information boards about historic buildings	1 0%	- -	1 5%	- -
A Spa	1 0%	- -	1 5%	- -
Taxi Stand	1 0%	- -	- -	1 5%
A tram system	1 0%	1 3%	- -	- -
Skateboard Park	1 0%	- -	- -	- -
Better security	1 0%	- -	- -	- -
More cycle paths	1 0%	- -	- -	- -

Q14a. Will visit The Waterfront by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q14a. Will visit The Waterfront									
Yes	26 5%	1 2%	5 10%	- -	3 4%	2 4%	3 6%	2 4%	4 5%
No	476 95%	49 98%	45 90%	25 100%	72 96%	48 96%	47 94%	48 96%	73 95%

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q14a. Will visit The Waterfront				
Yes	26 5%	3 9%	1 5%	2 10%
No	476 95%	32 91%	19 95%	18 90%

Q14b. Will visit Cardinal Park by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q14b. Will visit Cardinal Park									
Yes	36 7%	1 2%	4 8%	1 4%	9 12%	1 2%	3 6%	6 12%	5 6%
No	466 93%	49 98%	46 92%	24 96%	66 88%	49 98%	47 94%	44 88%	72 94%

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q14b. Will visit Cardinal Park				
Yes	36 7%	- -	4 20%	2 10%
No	466 93%	35 100%	16 80%	18 90%

Q14c. Will visit St Nicholas/St Peter Street by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q14c. Will visit St Nicholas/St Peter Street									
Yes	35 7%	3 6%	3 6%	2 8%	4 5%	2 4%	2 4%	5 10%	9 12%
No	467 93%	47 94%	47 94%	23 92%	71 95%	48 96%	48 96%	45 90%	68 88%

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q14c. Will visit St Nicholas/St Peter Street				
Yes	35 7%	- -	3 15%	2 10%
No	467 93%	35 100%	17 85%	18 90%

Q15. Other centres visited for non-food shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q15. Other centres visited for non-food shopping									
Bluewater	10 2%	1 2%	- -	- -	4 5%	1 2%	2 4%	- -	1 1%
Bury St Edmunds	33 7%	5 10%	6 12%	4 16%	2 3%	3 6%	- -	1 2%	8 10%
Cambridge	11 2%	2 4%	- -	- -	- -	- -	- -	5 10%	2 3%
Chelmsford	2 0%	- -	- -	- -	1 1%	- -	- -	- -	1 1%
Clacton Common Outlet	3 1%	- -	1 2%	- -	- -	2 4%	- -	- -	- -
Colchester	80 16%	8 16%	11 22%	5 20%	10 13%	6 12%	10 20%	5 10%	13 17%
Diss	2 0%	- -	- -	1 4%	1 1%	- -	- -	- -	- -
Felixstowe	42 8%	4 8%	1 2%	1 4%	5 7%	4 8%	6 12%	8 16%	4 5%
Freeport Braintree	4 1%	1 2%	- -	- -	- -	1 2%	- -	- -	1 1%
Lakeside	18 4%	1 2%	1 2%	- -	4 5%	1 2%	3 6%	2 4%	4 5%
Lowestoft	5 1%	- -	- -	- -	1 1%	1 2%	- -	- -	2 3%
London City	18 4%	5 10%	- -	2 8%	2 3%	- -	1 2%	4 8%	2 3%
London West End	18 4%	3 6%	4 8%	1 4%	1 1%	- -	3 6%	1 2%	4 5%
Norwich	56 11%	5 10%	6 12%	3 12%	11 15%	5 10%	4 8%	6 12%	8 10%

Q15. Other centres visited for non-food shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q15. Other centres visited for non-food shopping				
Bluewater	10 2%	- -	- -	1 5%
Bury St Edmunds	33 7%	1 3%	3 15%	- -
Cambridge	11 2%	- -	1 5%	1 5%
Chelmsford	2 0%	- -	- -	- -
Clacton Common Outlet	3 1%	- -	- -	- -
Colchester	80 16%	2 6%	5 25%	5 25%
Diss	2 0%	- -	- -	- -
Felixstowe	42 8%	5 14%	1 5%	3 15%
Freeport Braintree	4 1%	1 3%	- -	- -
Lakeside	18 4%	2 6%	- -	- -
Lowestoft	5 1%	1 3%	- -	- -
London City	18 4%	1 3%	- -	1 5%
London West End	18 4%	1 3%	- -	- -
Norwich	56 11%	3 9%	3 15%	2 10%

Q15. Other centres visited for non-food shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Stowmarket	11 2%	3 6%	1 2%	1 4%	- -	3 6%	2 4%	- -	- -
Sudbury	3 1%	- -	- -	1 4%	- -	1 2%	1 2%	- -	- -
Woodbridge	23 5%	- -	3 6%	1 4%	2 3%	6 12%	2 4%	4 8%	2 3%
None	139 28%	11 22%	16 32%	5 20%	27 36%	15 30%	15 30%	11 22%	18 23%
Plymouth	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Clacton	2 0%	- -	- -	- -	- -	- -	1 2%	- -	1 1%
Halesworth	2 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Manchester	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Romford	3 1%	- -	- -	- -	- -	1 2%	- -	- -	1 1%
Sheffield	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Reading	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Leicester	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Great Yarmouth	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Blackpool	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Portsmouth	1 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q15. Other centres visited for non-food shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Stowmarket	11 2%	- -	1 5%	- -
Sudbury	3 1%	- -	- -	- -
Woodbridge	23 5%	1 3%	- -	2 10%
None	139 28%	15 43%	4 20%	2 10%
Plymouth	1 0%	- -	- -	- -
Clacton	2 0%	- -	- -	- -
Halesworth	2 0%	1 3%	- -	- -
Manchester	1 0%	1 3%	- -	- -
Romford	3 1%	- -	- -	1 5%
Sheffield	1 0%	- -	- -	- -
Reading	1 0%	- -	- -	- -
Leicester	1 0%	- -	- -	- -
Great Yarmouth	2 0%	- -	2 10%	- -
Blackpool	1 0%	- -	- -	1 5%
Portsmouth	1 0%	- -	- -	1 5%

Q15. Other centres visited for non-food shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Gravesend	1	-	-	-	-	-	-	1	-
	0%	-	-	-	-	-	-	2%	-
Northampton	1	-	-	-	1	-	-	-	-
	0%	-	-	-	1%	-	-	-	-
Harwich	1	-	-	-	1	-	-	-	-
	0%	-	-	-	1%	-	-	-	-
Belfast	1	-	-	-	1	-	-	-	-
	0%	-	-	-	1%	-	-	-	-
Kesgrave	1	-	-	-	1	-	-	-	-
	0%	-	-	-	1%	-	-	-	-
Braintree	1	1	-	-	-	-	-	-	-
	0%	2%	-	-	-	-	-	-	-
York	1	-	-	-	-	-	-	1	-
	0%	-	-	-	-	-	-	2%	-
Derby	1	-	-	-	-	-	-	1	-
	0%	-	-	-	-	-	-	2%	-

Q15. Other centres visited for non-food shopping by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Gravesend	1 0%	- -	- -	- -
Northampton	1 0%	- -	- -	- -
Harwich	1 0%	- -	- -	- -
Belfast	1 0%	- -	- -	- -
Kesgrave	1 0%	- -	- -	- -
Braintree	1 0%	- -	- -	- -
York	1 0%	- -	- -	- -
Derby	1 0%	- -	- -	- -

Q16. Average No. visits to other centres by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	363	39	34	20	48	35	35	39	59
Q16. Average No. visits to other centres									
Everyday	6 2%	- -	- -	1 5%	1 2%	2 6%	1 3%	- -	- -
5 times a week	1 0%	1 3%	- -	- -	- -	- -	- -	- -	- -
4 times a week	3 1%	1 3%	1 3%	- -	- -	- -	- -	- -	1 2%
3 times a week	6 2%	- -	- -	- -	- -	2 6%	- -	- -	2 3%
Twice a week	14 4%	1 3%	- -	- -	4 8%	4 11%	- -	- -	3 5%
Once a week	44 12%	2 5%	5 15%	5 25%	5 10%	4 11%	5 14%	5 13%	6 10%
Once every two weeks	39 11%	5 13%	4 12%	1 5%	1 2%	1 3%	4 11%	10 26%	7 12%
Once a month	115 32%	11 28%	12 35%	7 35%	17 35%	9 26%	13 37%	12 31%	17 29%
Once every two months	76 21%	12 31%	8 24%	4 20%	8 17%	7 20%	9 26%	6 15%	12 20%
Once every six months	46 13%	5 13%	4 12%	2 10%	8 17%	3 9%	2 6%	4 10%	10 17%
Once a year	13 4%	1 3%	- -	- -	4 8%	3 9%	1 3%	2 5%	1 2%

Q16. Average No. visits to other centres by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	363	20	16	18
Q16. Average No. visits to other centres				
Everyday	6 2%	1 5%	- -	- -
5 times a week	1 0%	- -	- -	- -
4 times a week	3 1%	- -	- -	- -
3 times a week	6 2%	1 5%	1 6%	- -
Twice a week	14 4%	- -	1 6%	1 6%
Once a week	44 12%	3 15%	1 6%	3 17%
Once every two weeks	39 11%	- -	4 25%	2 11%
Once a month	115 32%	8 40%	2 13%	7 39%
Once every two months	76 21%	3 15%	7 44%	- -
Once every six months	46 13%	3 15%	- -	5 28%
Once a year	13 4%	1 5%	- -	- -

Q17. Where go for a night/meals out by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q17. Where go for a night/meals out									
Bury St Edmunds	6 1%	2 4%	2 4%	- -	- -	- -	- -	1 2%	- -
Cambridge	2 0%	- -	- -	- -	1 1%	- -	- -	- -	1 1%
Chelmsford	2 0%	- -	- -	1 4%	- -	- -	- -	1 2%	- -
Colchester	11 2%	- -	3 6%	1 4%	- -	- -	2 4%	- -	3 4%
Felixstowe	8 2%	- -	1 2%	2 8%	1 1%	1 2%	- -	1 2%	1 1%
Ipswich Cardinal Park	40 8%	8 16%	1 2%	2 8%	13 17%	2 4%	2 4%	2 4%	8 10%
Ipswich Town Centre	144 29%	18 36%	13 26%	7 28%	18 24%	19 38%	16 32%	20 40%	14 18%
Ipswich Waterfront	18 4%	- -	2 4%	- -	2 3%	- -	2 4%	5 10%	4 5%
Ipswich Other	33 7%	2 4%	2 4%	- -	2 3%	3 6%	5 10%	- -	12 16%
Lowestoft	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
London	9 2%	2 4%	- -	1 4%	1 1%	- -	- -	2 4%	2 3%
Locally	25 5%	3 6%	3 6%	- -	4 5%	2 4%	6 12%	4 8%	2 3%
Norwich	3 1%	- -	- -	- -	1 1%	- -	- -	1 2%	1 1%
Stowmarket	3 1%	- -	1 2%	- -	- -	1 2%	- -	- -	- -

Q17. Where go for a night/meals out by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q17. Where go for a night/meals out				
Bury St Edmunds	6 1%	- -	- -	1 5%
Cambridge	2 0%	- -	- -	- -
Chelmsford	2 0%	- -	- -	- -
Colchester	11 2%	1 3%	1 5%	- -
Felixstowe	8 2%	1 3%	- -	- -
Ipswich Cardinal Park	40 8%	- -	2 10%	- -
Ipswich Town Centre	144 29%	10 29%	5 25%	4 20%
Ipswich Waterfront	18 4%	1 3%	- -	2 10%
Ipswich Other	33 7%	2 6%	4 20%	1 5%
Lowestoft	1 0%	- -	- -	- -
London	9 2%	- -	- -	1 5%
Locally	25 5%	- -	- -	1 5%
Norwich	3 1%	- -	- -	- -
Stowmarket	3 1%	1 3%	- -	- -

Q17. Where go for a night/meals out by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Sudbury	1 0%	- -	- -	- -	- -	- -	1 2%	- -	- -
Woodbridge	12 2%	1 2%	1 2%	- -	2 3%	3 6%	1 2%	1 2%	- -
Don't go out	114 23%	10 20%	11 22%	6 24%	20 27%	10 20%	13 26%	8 16%	15 19%
Country pub	61 12%	3 6%	10 20%	4 16%	9 12%	8 16%	1 2%	4 8%	12 16%
Plymouth	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Hadleigh	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -
Halesworth	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bolton	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Great Yarmouth	1 0%	- -	- -	- -	- -	- -	1 2%	- -	- -
Manningtree	1 0%	- -	- -	1 4%	- -	- -	- -	- -	- -
Braintree	1 0%	- -	- -	- -	- -	1 2%	- -	- -	- -
Blackpool	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Belfast	1 0%	- -	- -	- -	1 1%	- -	- -	- -	- -

Q17. Where go for a night/meals out by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Sudbury	1 0%	- -	- -	- -
Woodbridge	12 2%	3 9%	- -	- -
Don't go out	114 23%	8 23%	7 35%	6 30%
Country pub	61 12%	6 17%	1 5%	3 15%
Plymouth	1 0%	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -
Halesworth	1 0%	1 3%	- -	- -
Bolton	1 0%	1 3%	- -	- -
Great Yarmouth	1 0%	- -	- -	- -
Manningtree	1 0%	- -	- -	- -
Braintree	1 0%	- -	- -	- -
Blackpool	1 0%	- -	- -	1 5%
Belfast	1 0%	- -	- -	- -

Q19. Social grade by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q19. Social grade									
A	6 1%	- -	1 2%	- -	1 1%	- -	- -	1 2%	2 3%
B	102 20%	12 24%	10 20%	5 20%	10 13%	10 20%	6 12%	17 34%	21 27%
C1	143 28%	15 30%	9 18%	6 24%	24 32%	13 26%	16 32%	11 22%	25 32%
C2	114 23%	6 12%	11 22%	6 24%	18 24%	12 24%	14 28%	10 20%	16 21%
D	65 13%	8 16%	8 16%	5 20%	12 16%	8 16%	4 8%	3 6%	6 8%
E1 Retired/State	34 7%	5 10%	4 8%	2 8%	6 8%	5 10%	3 6%	2 4%	6 8%
E2 Unemployed	34 7%	4 8%	7 14%	- -	4 5%	1 2%	7 14%	4 8%	1 1%
Refused	4 1%	- -	- -	1 4%	- -	1 2%	- -	2 4%	- -

Q19. Social grade by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q19. Social grade				
A	6 1%	- -	- -	1 5%
B	102 20%	6 17%	2 10%	3 15%
C1	143 28%	11 31%	8 40%	5 25%
C2	114 23%	9 26%	4 20%	8 40%
D	65 13%	6 17%	3 15%	2 10%
E1 Retired/State	34 7%	1 3%	- -	- -
E2 Unemployed	34 7%	2 6%	3 15%	1 5%
Refused	4 1%	- -	- -	- -

Q20. Age by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q20. Age									
16 - 24	90 18%	7 14%	9 18%	2 8%	19 25%	5 10%	15 30%	11 22%	11 14%
25 - 34	70 14%	11 22%	6 12%	3 12%	9 12%	7 14%	3 6%	8 16%	14 18%
35 - 44	58 12%	7 14%	6 12%	6 24%	6 8%	7 14%	5 10%	6 12%	7 9%
45 - 54	83 17%	8 16%	9 18%	6 24%	7 9%	5 10%	7 14%	15 30%	14 18%
55 - 64	90 18%	8 16%	9 18%	5 20%	17 23%	11 22%	10 20%	4 8%	9 12%
65+	111 22%	9 18%	11 22%	3 12%	17 23%	15 30%	10 20%	6 12%	22 29%

Q20. Age by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q20. Age				
16 - 24	90 18%	4 11%	4 20%	3 15%
25 - 34	70 14%	4 11%	3 15%	2 10%
35 - 44	58 12%	3 9%	2 10%	3 15%
45 - 54	83 17%	7 20%	4 20%	1 5%
55 - 64	90 18%	8 23%	4 20%	5 25%
65+	111 22%	9 26%	3 15%	6 30%

Q22. Sex by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q22. Sex									
Female	315 63%	19 38%	43 86%	18 72%	54 72%	33 66%	31 62%	27 54%	53 69%
Male	187 37%	31 62%	7 14%	7 28%	21 28%	17 34%	19 38%	23 46%	24 31%

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q22. Sex				
Female	315 63%	18 51%	8 40%	11 55%
Male	187 37%	17 49%	12 60%	9 45%

Q23. Location by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q23. Location									
Westgate St - Bon Marche/Bretts	50 10%	50 100%	- -	- -	- -	- -	- -	- -	- -
Westgate St - Marks & Spencer/Next	50 10%	- -	50 100%	- -	- -	- -	- -	- -	- -
Westgate St/Cornhill - Debenhams/Lloyds	25 5%	- -	- -	25 100%	- -	- -	- -	- -	- -
Tower Ramparts SC- GF Topshop/Boots	75 15%	- -	- -	- -	75 100%	- -	- -	- -	- -
Tavern St - Blacks/Barretts	50 10%	- -	- -	- -	- -	50 100%	- -	- -	- -
Carr St - Co-Op/Argos	50 10%	- -	- -	- -	- -	- -	50 100%	- -	- -
Buttermarket - Jones/BHS/Thomas Cook	50 10%	- -	- -	- -	- -	- -	- -	50 100%	- -
Buttermarket SC - GF Cafe Giardino/Boots	77 15%	- -	- -	- -	- -	- -	- -	- -	77 100%
Upper Brook Street - Sainsburys/Wilkins- ons	35 7%	- -	- -	- -	- -	- -	- -	- -	- -
St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	20 4%	- -	- -	- -	- -	- -	- -	- -	- -
Tacket Street - Cash Converters/Outdoor- s	20 4%	- -	- -	- -	- -	- -	- -	- -	- -

Q23. Location by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q23. Location				
Westgate St - Bon Marche/Bretts	50 10%	- -	- -	- -
Westgate St - Marks & Spencer/Next	50 10%	- -	- -	- -
Westgate St/Cornhill - Debenhams/Lloyds	25 5%	- -	- -	- -
Tower Ramparts SC- GF Topshop/Boots	75 15%	- -	- -	- -
Tavern St - Blacks/Barretts	50 10%	- -	- -	- -
Carr St - Co- Op/Argos	50 10%	- -	- -	- -
Buttermarket - Jones/BHS/Thomas Cook	50 10%	- -	- -	- -
Buttermarket SC - GF Cafe Giardino/Boots	77 15%	- -	- -	- -
Upper Brook Street - Sainsburys/Wilkins- ons	35 7%	35 100%	- -	- -
St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	20 4%	- -	20 100%	- -
Tacket Street - Cash Converters/Outdoor- s	20 4%	- -	- -	20 100%

Q24. Day of Interview by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co- Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q24. Day of Interview									
Monday	50	-	-	-	-	25	-	-	25
	10%	-	-	-	-	50%	-	-	32%
Tuesday	117	25	25	-	-	25	6	27	-
	23%	50%	50%	-	-	50%	12%	54%	-
Wednesday	96	-	-	-	-	-	44	-	27
	19%	-	-	-	-	-	88%	-	35%
Thursday	83	-	-	-	50	-	-	-	-
	17%	-	-	-	67%	-	-	-	-
Friday	56	25	-	-	-	-	-	23	-
	11%	50%	-	-	-	-	-	46%	-
Saturday	100	-	25	25	25	-	-	-	25
	20%	-	50%	100%	33%	-	-	-	32%

Q24. Day of Interview by Q23. Location

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q24. Day of Interview				
Monday	50	-	-	-
	10%	-	-	-
Tuesday	117	-	5	4
	23%	-	25%	20%
Wednesday	96	25	-	-
	19%	71%	-	-
Thursday	83	10	15	8
	17%	29%	75%	40%
Friday	56	-	-	8
	11%	-	-	40%
Saturday	100	-	-	-
	20%	-	-	-

Q25. Week by Q23. Location

Absolute Break % Respondents	Base	Q23. Location							
		Westgate St - Bon Marche/Bretts	Westgate St - Marks & Spencer/Next	Westgate St/Cornhill - Debenhams/Lloyds	Tower Ramparts SC- GF Topshop/Boots	Tavern St - Blacks/Barretts	Carr St - Co-Op/Argos	Buttermarket - Jones/BHS/Thomas Cook	Buttermarket SC - GF Cafe Giardino/Boots
Base	502	50	50	25	75	50	50	50	77
Q25. Week									
1	219 44%	25 50%	25 50%	25 100%	25 33%	25 50%	19 38%	- -	50 65%
2	283 56%	25 50%	25 50%	- -	50 67%	25 50%	31 62%	50 100%	27 35%

Absolute Break % Respondents	Base	Q23. Location		
		Upper Brook Street - Sainsburys/Wilkinsons	St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	Tacket Street - Cash Converters/Outdoors
Base	502	35	20	20
Q25. Week				
1	219 44%	25 71%	- -	- -
2	283 56%	10 29%	20 100%	20 100%

Q1. Main type of shopping by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q1. Main type of shopping			
Food only	44 8.8%	22 10.0%	22 7.8%
Both food and non food items	43 8.6%	19 8.7%	24 8.5%
Clothing/footwear items	148 29.5%	62 28.3%	86 30.4%
Furniture/carpets/textiles	3 0.6%	- -	3 1.1%
Small electrical goods e.g. TV, kettle, toaster etc	9 1.8%	3 1.4%	6 2.1%
Larger electrical goods e.g. washing machines, fridge, etc	2 0.4%	1 0.5%	1 0.4%
DIY/household goods	20 4.0%	3 1.4%	17 6.0%
Books/papers/magazines	8 1.6%	1 0.5%	7 2.5%
Chemist goods	10 2.0%	6 2.7%	4 1.4%
Recreational/leisure goods	19 3.8%	2 0.9%	17 6.0%
Gift items	25 5.0%	20 9.1%	5 1.8%
Shopping for 'other' goods	33 6.6%	25 11.4%	8 2.8%
The Market	6 1.2%	3 1.4%	3 1.1%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Non, not shopping	131 26.1%	51 23.3%	80 28.3%
Just browsing around	1 0.2%	1 0.5%	- -

Q2. Other activities planned by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q2. Other activities planned			
To visit bank/financial services	87 17.3%	37 16.9%	50 17.7%
To visit post office	4 0.8%	2 0.9%	2 0.7%
To visit hairdressers/beauty salon	12 2.4%	4 1.8%	8 2.8%
To visit library	5 1.0%	2 0.9%	3 1.1%
To go to the cinema	2 0.4%	1 0.5%	1 0.4%
To visit pub/wine bar	4 0.8%	2 0.9%	2 0.7%
To visit a restaurant/cafe	22 4.4%	7 3.2%	15 5.3%
To have a walk/stroll around	39 7.8%	11 5.0%	28 9.9%
To meet friends/socialise	17 3.4%	4 1.8%	13 4.6%
To visit DSS/Job Centre	3 0.6%	- -	3 1.1%
Council Offices	4 0.8%	1 0.5%	3 1.1%
Healthcare e.g. doctor/hospital/dentist/optician	22 4.4%	10 4.6%	12 4.2%
Work/business reasons	33 6.6%	8 3.7%	25 8.8%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
To go to gym/health centre	3 0.6%	- -	3 1.1%
To go to the Leisure centre	4 0.8%	2 0.9%	2 0.7%
Tourism e.g. holiday/day trip	4 0.8%	- -	4 1.4%
Place of Worship	1 0.2%	- -	1 0.4%
To go to food court/sandwich bar/takeaway	9 1.8%	8 3.7%	1 0.4%
No other	215 42.8%	114 52.1%	101 35.7%
Bingo Hall	2 0.4%	2 0.9%	- -
College	5 1.0%	3 1.4%	2 0.7%
To have car serviced	2 0.4%	1 0.5%	1 0.4%
To go round Estate Agents	3 0.6%	- -	3 1.1%

Q3. Where travelled from by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q3. Where travelled from			
Work	76 15.1%	35 16.0%	41 14.5%
Home	418 83.3%	180 82.2%	238 84.1%
Friend's house	6 1.2%	3 1.4%	3 1.1%
Boarding School	1 0.2%	1 0.5%	- -
Staying Locally	1 0.2%	- -	1 0.4%

Q4. Mode of travel by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q4. Mode of travel			
Drive self in car/van	170 33.9%	69 31.5%	101 35.7%
Passenger in car/van	48 9.6%	33 15.1%	15 5.3%
Bus	146 29.1%	61 27.9%	85 30.0%
Train	10 2.0%	6 2.7%	4 1.4%
Taxi	2 0.4%	- -	2 0.7%
Walk	108 21.5%	44 20.1%	64 22.6%
Bicycle	9 1.8%	4 1.8%	5 1.8%
Motorcycle	4 0.8%	2 0.9%	2 0.7%
Park and Ride	5 1.0%	- -	5 1.8%

Q5. Average No. visits by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q5. Average No. visits			
Everyday	77 15.3%	38 17.4%	39 13.8%
5 times a week	36 7.2%	10 4.6%	26 9.2%
4 times a week	10 2.0%	5 2.3%	5 1.8%
3 times a week	41 8.2%	21 9.6%	20 7.1%
Twice a week	73 14.5%	29 13.2%	44 15.5%
Once a week	108 21.5%	46 21.0%	62 21.9%
Once every two weeks	59 11.8%	27 12.3%	32 11.3%
Once a month	47 9.4%	19 8.7%	28 9.9%
Once every two months	25 5.0%	14 6.4%	11 3.9%
Once every six months	9 1.8%	2 0.9%	7 2.5%
Once a year	7 1.4%	3 1.4%	4 1.4%
First time visit	6 1.2%	3 1.4%	3 1.1%
Other	4 0.8%	2 0.9%	2 0.7%

Q6. Main store intend to visit by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q6. Main store intend to visit			
Allders	36 7.2%	36 16.4%	- -
Argos	7 1.4%	3 1.4%	4 1.4%
Bewise	2 0.4%	1 0.5%	1 0.4%
Barratts	2 0.4%	1 0.5%	1 0.4%
Bhs	21 4.2%	15 6.8%	6 2.1%
Body Shop	1 0.2%	1 0.5%	- -
Boots	55 11.0%	31 14.2%	24 8.5%
Carphone Warehouse	1 0.2%	- -	1 0.4%
Claire's Accessories	1 0.2%	1 0.5%	- -
Clarkes	4 0.8%	2 0.9%	2 0.7%
Clinton Cards	5 1.0%	3 1.4%	2 0.7%
Co-Op	30 6.0%	16 7.3%	14 4.9%
Debenhams	78 15.5%	30 13.7%	48 17.0%
Dixons	6 1.2%	3 1.4%	3 1.1%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Dorothy Perkins	5 1.0%	3 1.4%	2 0.7%
Early Learning Centre	1 0.2%	1 0.5%	- -
Etam	7 1.4%	5 2.3%	2 0.7%
Gap	7 1.4%	5 2.3%	2 0.7%
HMV	19 3.8%	7 3.2%	12 4.2%
H Samuel	2 0.4%	- -	2 0.7%
J D Sports	4 0.8%	3 1.4%	1 0.4%
JJB Sports	6 1.2%	3 1.4%	3 1.1%
Jessops	9 1.8%	4 1.8%	5 1.8%
Jones	1 0.2%	1 0.5%	- -
Lakeland	9 1.8%	5 2.3%	4 1.4%
Laura Ashley	4 0.8%	2 0.9%	2 0.7%
Marks & Spencer	83 16.5%	43 19.6%	40 14.1%
Miss Selfridge	3 0.6%	- -	3 1.1%
Mark One	4 0.8%	3 1.4%	1 0.4%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Millets	1 0.2%	1 0.5%	- -
Monsoon	2 0.4%	2 0.9%	- -
New Look	12 2.4%	7 3.2%	5 1.8%
Next	20 4.0%	13 5.9%	7 2.5%
Oasis	2 0.4%	- -	2 0.7%
Peacocks	1 0.2%	1 0.5%	- -
Primark	20 4.0%	12 5.5%	8 2.8%
QD	10 2.0%	4 1.8%	6 2.1%
River Island	10 2.0%	4 1.8%	6 2.1%
Sainsburys	46 9.2%	18 8.2%	28 9.9%
Savers	8 1.6%	4 1.8%	4 1.4%
Superdrug	15 3.0%	8 3.7%	7 2.5%
TK Maxx	15 3.0%	7 3.2%	8 2.8%
The Link	1 0.2%	- -	1 0.4%
Topshop/man	10 2.0%	5 2.3%	5 1.8%

Q6. Main store intend to visit by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Virgin	11 2.2%	4 1.8%	7 2.5%
WH Smith	19 3.8%	5 2.3%	14 4.9%
Waterstones	16 3.2%	8 3.7%	8 2.8%
Woolworths	31 6.2%	15 6.8%	16 5.7%
NONE	93 18.5%	24 11.0%	69 24.4%
Glymmers	1 0.2%	1 0.5%	- -
Poundland	16 3.2%	12 5.5%	4 1.4%
Wilkinsons	26 5.2%	9 4.1%	17 6.0%
Vodafone	3 0.6%	3 1.4%	- -
Evans	2 0.4%	1 0.5%	1 0.4%
Holland & Barrett	1 0.2%	1 0.5%	- -
The Purple Shop	2 0.4%	2 0.9%	- -
Tammy	1 0.2%	1 0.5%	- -
Thorntons	3 0.6%	2 0.9%	1 0.4%
Whittards	2 0.4%	1 0.5%	1 0.4%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Toymaster	1 0.2%	1 0.5%	- -
Littlewoods	15 3.0%	7 3.2%	8 2.8%
Vision Express	3 0.6%	3 1.4%	- -
Adams	1 0.2%	1 0.5%	- -
Ann Summers	2 0.4%	1 0.5%	1 0.4%
Shoe Zone	2 0.4%	2 0.9%	- -
Market	2 0.4%	1 0.5%	1 0.4%
Franklins	1 0.2%	1 0.5%	- -
Bon Marche	4 0.8%	2 0.9%	2 0.7%
Butchers	4 0.8%	3 1.4%	1 0.4%
Don't know/not sure	9 1.8%	3 1.4%	6 2.1%
Orange Shop	1 0.2%	1 0.5%	- -
Additions	1 0.2%	1 0.5%	- -
Index	4 0.8%	3 1.4%	1 0.4%
Thomas Cook	1 0.2%	1 0.5%	- -

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Bay Trading	1 0.2%	1 0.5%	- -
The Works	3 0.6%	1 0.5%	2 0.7%
Market	3 0.6%	2 0.9%	1 0.4%
Maplins	4 0.8%	3 1.4%	1 0.4%
Cash Converters	2 0.4%	2 0.9%	- -
Gamestation	3 0.6%	1 0.5%	2 0.7%
Music World	1 0.2%	1 0.5%	- -
Game	3 0.6%	- -	3 1.1%
Blacks	2 0.4%	- -	2 0.7%
Past Times	1 0.2%	- -	1 0.4%
Stead & Simpson	2 0.4%	- -	2 0.7%
Lunn Poly	1 0.2%	- -	1 0.4%
Thomas Cook	2 0.4%	- -	2 0.7%

Q7b. Approx. time will spend shopping by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q7b. Approx. time will spend shopping			
0 - 15 minutes	17 3.4%	8 3.7%	9 3.2%
16 - 30 minutes	51 10.2%	18 8.2%	33 11.7%
31 - 60 minutes	36 7.2%	16 7.3%	20 7.1%
1 - 1.5 hours	88 17.5%	37 16.9%	51 18.0%
1.5 - 2 hours	77 15.3%	35 16.0%	42 14.8%
2 - 3 hours	111 22.1%	52 23.7%	59 20.8%
3 - 4 hours	54 10.8%	35 16.0%	19 6.7%
4 - 5 hours	12 2.4%	7 3.2%	5 1.8%
5 hours +	10 2.0%	7 3.2%	3 1.1%
Just passing through/not shopping	46 9.2%	4 1.8%	42 14.8%

Q8a. Approx. spend on non-food by Q25. Week showing Q8a*1.00 scored as Q8a. Approx. spend on non-food

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	16435.00	8594.00	7841.00
Q8a. Approx. spend on non-food			
Valid	16435.00	8594.00	7841.00
	100%	100%	100%
Mean	32.74	39.24	27.71
Standard Error	2.19	3.94	2.38

Q8b. Approx. spend on non-food by Q25. Week scored as Q8a. Approx. spend on non-food

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q8b. Approx. spend on non-food			
£5 or less	39 8%	22 10%	17 6%
£6 - £10	47 9%	21 10%	26 9%
£11 - £20	80 16%	34 16%	46 16%
£21 - £30	59 12%	28 13%	31 11%
£31 - £40	28 6%	10 5%	18 6%
£41 - £50	44 9%	21 10%	23 8%
£51 - £60	15 3%	8 4%	7 2%
£61 - £70	4 1%	- -	4 1%
£71 - £80	12 2%	6 3%	6 2%
£81 - £90	1 0%	- -	1 0%
£91 - £100	25 5%	15 7%	10 4%
£101 - £150	10 2%	6 3%	4 1%
£151- £200	6 1%	3 1%	3 1%
£201 - £300	7 1%	5 2%	2 1%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
£401 - £500	1 0%	1 0%	- -
Nothing	110 22%	33 15%	77 27%
Don't know	14 3%	6 3%	8 3%
Mean	32.74	39.24	27.71
Standard Error	2.19	3.94	2.38

Q9a. Stopped for refreshments by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q9a. Stopped for refreshments			
Yes	231 46%	101 46%	130 46%
No	271 54%	118 54%	153 54%

Q9b. Where taken refreshments by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	231	101	130
Q9b. Where taken refreshments			
Burger King	11 5%	2 2%	9 7%
Cafe Giardino	9 4%	5 5%	4 3%
Cafe Nero	7 3%	3 3%	4 3%
Costa Cafe	10 4%	6 6%	4 3%
Debenhams	15 6%	6 6%	9 7%
Mannings	1 0%	1 1%	- -
Marks & Spencer Cafe	12 5%	8 8%	4 3%
Reflections	2 1%	2 2%	- -
Subway	2 1%	- -	2 2%
Starbucks	6 3%	4 4%	2 2%
The Cheesecake Shop	1 0%	1 1%	- -
Other Tower Ramparts Cafe	5 2%	1 1%	4 3%
Other Buttermarket Cafe/Foodcourt	8 3%	1 1%	7 5%
Other Restaurant	5 2%	2 2%	3 2%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	231	101	130
Other Store Cafe/Restaurant	19 8%	5 5%	14 11%
Other Cafe	30 13%	12 12%	18 14%
Other Restaurant	9 4%	4 4%	5 4%
Other Fast Food Outlet	19 8%	7 7%	12 9%
Other Pub/Bar	13 6%	7 7%	6 5%
Other Shopping Centre Food Court/Cafe	11 5%	6 6%	5 4%
Oggy Oggy	1 0%	1 1%	- -
T Junction	1 0%	1 1%	- -
Berridges	1 0%	1 1%	- -
Boots	2 1%	2 2%	- -
Sainsburys	1 0%	1 1%	- -
Woolworths	8 3%	4 4%	4 3%
Littlewoods	5 2%	4 4%	1 1%
Don't know	18 8%	8 8%	10 8%
Bhs	3 1%	2 2%	1 1%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	231	101	130
McDonalds	18 8%	4 4%	14 11%

Q10. Two main attractions by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q10. Two main attractions			
Close to home	59 12%	24 11%	35 12%
Close to work	9 2%	5 2%	4 1%
Easy to get to by bus	15 3%	3 1%	12 4%
Easy to get to by train	2 0%	2 1%	- -
Easy to get to by car	3 1%	2 1%	1 0%
Pedestrianised streets	32 6%	12 5%	20 7%
Easy to find parking	10 2%	6 3%	4 1%
Easy to park near shops	4 1%	2 1%	2 1%
High quality shops	63 13%	19 9%	44 16%
Nice shopping environment	82 16%	30 14%	52 18%
Food store	2 0%	1 0%	1 0%
Choice of clothing/fashion shops	46 9%	23 11%	23 8%
Choice of larger chain stores	15 3%	11 5%	4 1%
Choice of department stores	30 6%	18 8%	12 4%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Choice of value/discount stores	6 1%	5 2%	1 0%
Choice of specialist shops	6 1%	4 2%	2 1%
The market	14 3%	3 1%	11 4%
Covered shopping centre	18 4%	10 5%	8 3%
Choice of places to eat/drink	28 6%	6 3%	22 8%
Safe/secure centre	9 2%	5 2%	4 1%
Don't know	29 6%	15 7%	14 5%
Nothing in particular	117 23%	51 23%	66 23%
Museum	4 1%	3 1%	1 0%
Christchurch Park	10 2%	2 1%	8 3%
Football Team	6 1%	2 1%	4 1%
Architecture - Old Buildings	16 3%	5 2%	11 4%
Friendly people	8 2%	2 1%	6 2%
Park & Ride	5 1%	3 1%	2 1%
Shops all close together	19 4%	3 1%	16 6%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Relatives/Friends live here	3 1%	1 0%	2 1%
Sports shops	2 0%	- -	2 1%
Waterfront	4 1%	- -	4 1%
Theatre	1 0%	- -	1 0%
Good toilets	1 0%	- -	1 0%
Swimming pool	1 0%	- -	1 0%

Q11. Two main weaknesses by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q11. Two main weaknesses			
Too small	3 1%	2 1%	1 0%
Lack of quality stores	6 1%	2 1%	4 1%
Hard to get to by bus	7 1%	2 1%	5 2%
Hard to get to by train	1 0%	1 0%	-
Hard to get to by car	13 3%	4 2%	9 3%
No pedestrianised areas	4 1%	1 0%	3 1%
Lack of leisure facilities	1 0%	1 0%	-
Hard to park near shops	8 2%	5 2%	3 1%
Hard to find parking	27 5%	12 5%	15 5%
Poor choice of stores	28 6%	10 5%	18 6%
Poor quality environment	10 2%	3 1%	7 2%
No large Food store	6 1%	5 2%	1 0%
Lack of clothing/fashion shops	8 2%	3 1%	5 2%
Lack of larger chain stores	7 1%	3 1%	4 1%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Lack of department stores	16 3%	7 3%	9 3%
Lack of value/discount stores	2 0%	-	2 1%
Too expensive to park	69 14%	33 15%	36 13%
Lack of larger stores	3 1%	2 1%	1 0%
No covered shopping centres	2 0%	2 1%	-
Lack of places to eat/drink	4 1%	2 1%	2 1%
Not a safe/secure centre	6 1%	3 1%	3 1%
Lack of specialist stores	13 3%	7 3%	6 2%
Litter/graffiti	72 14%	21 10%	51 18%
Don't know	32 6%	18 8%	14 5%
Nothing in particular	134 27%	63 29%	71 25%
Too many shops are closing	8 2%	4 2%	4 1%
Lack of disabled facilities	6 1%	3 1%	3 1%
Too overcrowded	17 3%	7 3%	10 4%
Alders closing down	3 1%	2 1%	1 0%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Lack of sports shops	1 0%	1 0%	-
Too many foreigners	5 1%	3 1%	2 1%
Too many charity shops	3 1%	2 1%	1 0%
Buses too expensive	2 0%	2 1%	-
Lack of smaller stores	8 2%	4 2%	4 1%
Expensive	2 0%	1 0%	1 0%
Danger of it expanding	1 0%	1 0%	-
Shops outside could be brought in	1 0%	1 0%	-
No ashtrays in town	1 0%	1 0%	-
Not bicycle friendly	3 1%	1 0%	2 1%
Not enough shoe shops	2 0%	2 1%	-
Too many cheap shops	3 1%	2 1%	1 0%
More entertainment needed for evenings	5 1%	2 1%	3 1%
Not enough shops in the main street	2 0%	1 0%	1 0%
Chewing Gum on the floor	6 1%	2 1%	4 1%

Q11. Two main weaknesses by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
No Public Toilets	6 1%	3 1%	3 1%
Clothes shops for bigger people	1 0%	1 0%	- -
Too spread out	4 1%	2 1%	2 1%
Youths / rough people hanging around	22 4%	5 2%	17 6%
Too many empty shops	1 0%	1 0%	- -
Shops close too early	1 0%	1 0%	- -
Greyfriars is a nightmare	1 0%	- -	1 0%
Need a bigger market	5 1%	- -	5 2%
Policemen not very friendly	1 0%	- -	1 0%
Better Street name signs	1 0%	- -	1 0%
People unfriendly	7 1%	- -	7 2%
Too far from home	1 0%	- -	1 0%
One way system	2 0%	- -	2 1%
Narrow roads	3 1%	- -	3 1%
Too many clothes shops	1 0%	- -	1 0%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
The number of flats that are cropping up	1 0%	- -	1 0%
Queues of buses	2 0%	- -	2 1%
Apartments expensive	1 0%	- -	1 0%

Q12a. Additional shops would like by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q12a. Additional shops would like			
More supermarket-s/discount food stores	21 4%	11 5%	10 4%
Electrical goods shops	3 1%	1 0%	2 1%
Clothes shops/fashion and accessories	34 7%	17 8%	17 6%
Shoe shops	14 3%	8 4%	6 2%
Furniture/furnishing-s/carpet stores	7 1%	4 2%	3 1%
Computer shops	1 0%	1 0%	- -
DIY and hardware stores	9 2%	6 3%	3 1%
Better choice/range of shops	7 1%	5 2%	2 1%
Sports goods	7 1%	2 1%	5 2%
Larger stores	31 6%	6 3%	25 9%
Other types of food stores, including specialist food shops	18 4%	11 5%	7 2%
More Designer shops	27 5%	8 4%	19 7%
More Department stores	69 14%	28 13%	41 14%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
More discount/value retailers	6 1%	2 1%	4 1%
Toys	2 0%	2 1%	- -
Travel Agents	1 0%	- -	1 0%
Books and Magazines	1 0%	1 0%	- -
Healthcare shops	2 0%	2 1%	- -
More high quality shops	8 2%	2 1%	6 2%
More variety stores	7 1%	3 1%	4 1%
More High Street names	25 5%	8 4%	17 6%
Don't know	238 47%	102 47%	136 48%
Republik	1 0%	1 0%	- -
Craft Shops	5 1%	3 1%	2 1%
Antique Shops	2 0%	1 0%	1 0%
Hardwear shop	1 0%	1 0%	- -
Matalan	8 2%	3 1%	5 2%
More independent shops	26 5%	10 5%	16 6%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Christian shops	2 0%	2 1%	- -
Children's shops	4 1%	2 1%	2 1%
Gift shops	1 0%	1 0%	- -
Gardening shops	2 0%	1 0%	1 0%
Clothing for older people	3 1%	- -	3 1%
More Indian Shops	1 0%	- -	1 0%
Music shops	3 1%	- -	3 1%
Child friendly cafes	1 0%	- -	1 0%

Q12b. Named retailers would like by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q12b. Named retailers would like			
Aldi Stores	13 3%	5 2%	8 3%
American Golf	10 2%	4 2%	6 2%
Asda	18 4%	11 5%	7 2%
Bank & Olufsen UK	10 2%	6 3%	4 1%
Base Menswear	3 1%	2 1%	1 0%
Beaverbrooks the Jewellers	3 1%	- -	3 1%
Cotton Traders	11 2%	7 3%	4 1%
D2	3 1%	1 0%	2 1%
Diesel	26 5%	9 4%	17 6%
Dune	8 2%	2 1%	6 2%
Ecco Shoes	13 3%	7 3%	6 2%
Eisenegger	4 1%	2 1%	2 1%
Faith Footwear	14 3%	6 3%	8 3%
Farmfoods	8 2%	5 2%	3 1%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Fat Face	12 2%	5 2%	7 2%
Fenwicks	12 2%	5 2%	7 2%
Footlocker	20 4%	7 3%	13 5%
Free Spirit	6 1%	2 1%	4 1%
French Connection	44 9%	18 8%	26 9%
GNC Health Shops	3 1%	- -	3 1%
H & M (Hennes)	36 7%	16 7%	20 7%
Hawkshead	16 3%	10 5%	6 2%
Hobbycraft Superstores	22 4%	15 7%	7 2%
House of Fraser	59 12%	23 11%	36 13%
Ikea	79 16%	37 17%	42 15%
John Lewis	125 25%	45 21%	80 28%
Kookai	13 3%	3 1%	10 4%
Linens Direct	7 1%	3 1%	4 1%
Lush	10 2%	6 3%	4 1%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Mango	16 3%	7 3%	9 3%
Matalan	52 10%	26 12%	26 9%
Moben Kitchens	2 0%	1 0%	1 0%
Morgan	11 2%	5 2%	6 2%
Morrisons	22 4%	11 5%	11 4%
Moss Bros Group	2 0%	1 0%	1 0%
Pets at Home	14 3%	8 4%	6 2%
Priceless Shoes	2 0%	1 0%	1 0%
Principles	14 3%	8 4%	6 2%
Quiksilver	23 5%	10 5%	13 5%
Ravel	8 2%	1 0%	7 2%
Robert Dyas	6 1%	4 2%	2 1%
Sainsburys	3 1%	2 1%	1 0%
Schuh	10 2%	4 2%	6 2%
Shoefayre	2 0%	1 0%	1 0%

Q12b. Named retailers would like by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Size Up	6 1%	5 2%	1 0%
Sofa Workshop	5 1%	3 1%	2 1%
Somerfield	9 2%	3 1%	6 2%
Tesco	24 5%	12 5%	12 4%
The Pier	23 5%	8 4%	15 5%
The White Company	8 2%	4 2%	4 1%
TJ Hughes Plc	1 0%	1 0%	- -
USC Group Plc	1 0%	1 0%	- -
Waitrose	48 10%	20 9%	28 10%
Wallis Fashion Group	8 2%	6 3%	2 1%
Zara UK	18 4%	6 3%	12 4%
None	139 28%	55 25%	84 30%
Republik	2 0%	1 0%	1 0%
Karen Millen	1 0%	1 0%	- -
C & A	4 1%	4 2%	- -

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
B & Q	2 0%	2 1%	- -
Bennetts	1 0%	1 0%	- -
Mothercare	1 0%	1 0%	- -
Habitat	3 1%	2 1%	1 0%
Iceland	1 0%	1 0%	- -
Army & Navy Stores	1 0%	1 0%	- -
Alders	9 2%	6 3%	3 1%
Harvey Nicholls	1 0%	1 0%	- -
Disney Store	2 0%	1 0%	1 0%
Gucchi	1 0%	1 0%	- -

Q13. Other facilities would like by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q13. Other facilities would like			
Bowling Alley	12 2%	6 3%	6 2%
Cinema	5 1%	3 1%	2 1%
Ice Rink	26 5%	12 5%	14 5%
Larger Market	18 4%	6 3%	12 4%
Night Club	9 2%	3 1%	6 2%
Health Club	2 0%	1 0%	1 0%
Cleaner Streets	17 3%	7 3%	10 4%
More places to sit	10 2%	6 3%	4 1%
More Cafes	10 2%	6 3%	4 1%
More bars	7 1%	2 1%	5 2%
More restaurants	13 3%	10 5%	3 1%
More parking	20 4%	4 2%	16 6%
Cheaper parking	46 9%	21 10%	25 9%
Better access by bus	2 0%	1 0%	1 0%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Don't know	69 14%	27 12%	42 15%
None	200 40%	95 43%	105 37%
Better sports facilities	7 1%	4 2%	3 1%
Better disabled facilities	4 1%	2 1%	2 1%
Childrens play areas / family areas	14 3%	5 2%	9 3%
Keep theatres going	4 1%	1 0%	3 1%
Public Toilets	29 6%	6 3%	23 8%
Basketball courts	2 0%	1 0%	1 0%
Streets need cleaning more often	1 0%	1 0%	-
More seating needed	1 0%	1 0%	-
Better Post Office	2 0%	1 0%	1 0%
Better Swimming Pool	15 3%	7 3%	8 3%
A fountain with style	1 0%	1 0%	-
More for older people	2 0%	2 1%	-
A University	1 0%	1 0%	-

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Social Clubs	1 0%	1 0%	-
Cheaper parking	1 0%	1 0%	-
More pedestrianisation	2 0%	1 0%	1 0%
More parks	1 0%	1 0%	-
Roller Skating Rink	2 0%	2 1%	-
Art Galleries	2 0%	1 0%	1 0%
More Arcades	3 1%	-	3 1%
Information boards about historic buildings	1 0%	-	1 0%
A Spa	1 0%	-	1 0%
Taxi Stand	1 0%	-	1 0%
A tram system	1 0%	-	1 0%
Skateboard Park	1 0%	-	1 0%
Better security	1 0%	-	1 0%
More cycle paths	1 0%	-	1 0%

Q14a. Will visit The Waterfront by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q14a. Will visit The Waterfront			
Yes	26 5%	11 5%	15 5%
No	476 95%	208 95%	268 95%

Q14b. Will visit Cardinal Park by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q14b. Will visit Cardinal Park			
Yes	36 7%	16 7%	20 7%
No	466 93%	203 93%	263 93%

Q14c. Will visit St Nicholas/St Peter Street by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q14c. Will visit St Nicholas/St Peter Street			
Yes	35 7%	17 8%	18 6%
No	467 93%	202 92%	265 94%

Q15. Other centres visited for non-food shopping by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q15. Other centres visited for non-food shopping			
Bluewater	10 2%	2 1%	8 3%
Bury St Edmunds	33 7%	20 9%	13 5%
Cambridge	11 2%	2 1%	9 3%
Chelmsford	2 0%	- -	2 1%
Clacton Common Outlet	3 1%	3 1%	- -
Colchester	80 16%	32 15%	48 17%
Diss	2 0%	2 1%	- -
Felixstowe	42 8%	19 9%	23 8%
Freeport Braintree	4 1%	3 1%	1 0%
Lakeside	18 4%	6 3%	12 4%
Lowestoft	5 1%	4 2%	1 0%
London City	18 4%	6 3%	12 4%
London West End	18 4%	11 5%	7 2%
Norwich	56 11%	21 10%	35 12%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Stowmarket	11 2%	8 4%	3 1%
Sudbury	3 1%	2 1%	1 0%
Woodbridge	23 5%	10 5%	13 5%
None	139 28%	61 28%	78 28%
Plymouth	1 0%	1 0%	- -
Clacton	2 0%	1 0%	1 0%
Halesworth	2 0%	2 1%	- -
Manchester	1 0%	1 0%	- -
Romford	3 1%	1 0%	2 1%
Sheffield	1 0%	1 0%	- -
Reading	1 0%	- -	1 0%
Leicester	1 0%	- -	1 0%
Great Yarmouth	2 0%	- -	2 1%
Blackpool	1 0%	- -	1 0%
Portsmouth	1 0%	- -	1 0%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Gravesend	1 0%	- -	1 0%
Northampton	1 0%	- -	1 0%
Harwich	1 0%	- -	1 0%
Belfast	1 0%	- -	1 0%
Kesgrave	1 0%	- -	1 0%
Braintree	1 0%	- -	1 0%
York	1 0%	- -	1 0%
Derby	1 0%	- -	1 0%

Q16. Average No. visits to other centres by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	363	158	205
Q16. Average No. visits to other centres			
Everyday	6 2%	4 3%	2 1%
5 times a week	1 0%	- -	1 0%
4 times a week	3 1%	1 1%	2 1%
3 times a week	6 2%	2 1%	4 2%
Twice a week	14 4%	5 3%	9 4%
Once a week	44 12%	23 15%	21 10%
Once every two weeks	39 11%	18 11%	21 10%
Once a month	115 32%	49 31%	66 32%
Once every two months	76 21%	31 20%	45 22%
Once every six months	46 13%	20 13%	26 13%
Once a year	13 4%	5 3%	8 4%

Q17. Where go for a night/meals out by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q17. Where go for a night/meals out			
Bury St Edmunds	6 1%	2 1%	4 1%
Cambridge	2 0%	1 0%	1 0%
Chelmsford	2 0%	1 0%	1 0%
Colchester	11 2%	6 3%	5 2%
Felixstowe	8 2%	5 2%	3 1%
Ipswich Cardinal Park	40 8%	20 9%	20 7%
Ipswich Town Centre	144 29%	58 26%	86 30%
Ipswich Waterfront	18 4%	6 3%	12 4%
Ipswich Other	33 7%	17 8%	16 6%
Lowestoft	1 0%	1 0%	- -
London	9 2%	3 1%	6 2%
Locally	25 5%	9 4%	16 6%
Norwich	3 1%	1 0%	2 1%
Stowmarket	3 1%	1 0%	2 1%

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Sudbury	1 0%	- -	1 0%
Woodbridge	12 2%	7 3%	5 2%
Don't go out	114 23%	41 19%	73 26%
Country pub	61 12%	34 16%	27 10%
Plymouth	1 0%	1 0%	- -
Hadleigh	1 0%	1 0%	- -
Halesworth	1 0%	1 0%	- -
Bolton	1 0%	1 0%	- -
Great Yarmouth	1 0%	1 0%	- -
Manningtree	1 0%	1 0%	- -
Braintree	1 0%	- -	1 0%
Blackpool	1 0%	- -	1 0%
Belfast	1 0%	- -	1 0%

Q19. Social grade by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q19. Social grade			
A	6 1%	3 1%	3 1%
B	102 20%	49 22%	53 19%
C1	143 28%	63 29%	80 28%
C2	114 23%	44 20%	70 25%
D	65 13%	30 14%	35 12%
E1 Retired/State	34 7%	15 7%	19 7%
E2 Unemployed	34 7%	13 6%	21 7%
Refused	4 1%	2 1%	2 1%

Q20. Age by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q20. Age			
16 - 24	90 18%	39 18%	51 18%
25 - 34	70 14%	22 10%	48 17%
35 - 44	58 12%	27 12%	31 11%
45 - 54	83 17%	33 15%	50 18%
55 - 64	90 18%	46 21%	44 16%
65+	111 22%	52 24%	59 21%

Q22. Sex by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q22. Sex			
Female	315 63%	145 66%	170 60%
Male	187 37%	74 34%	113 40%

Q23. Location by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q23. Location			
Westgate St - Bon Marche/Bretts	50 10%	25 11%	25 9%
Westgate St - Marks & Spencer/Next	50 10%	25 11%	25 9%
Westgate St/Cornhill - Debenhams/Lloyds	25 5%	25 11%	- -
Tower Ramparts SC- GF Topshop/Boots	75 15%	25 11%	50 18%
Tavern St - Blacks/Barretts	50 10%	25 11%	25 9%
Carr St - Co- Op/Argos	50 10%	19 9%	31 11%
Buttermarket - Jones/BHS/Thomas Cook	50 10%	- -	50 18%
Buttermarket SC - GF Cafe Giardino/Boots	77 15%	50 23%	27 10%
Upper Brook Street - Sainsburys/Wilkins- ons	35 7%	25 11%	10 4%
St Nicholas Street/St Peters Street - Olde English Sweetshop/Los Mexicanos	20 4%	- -	20 7%
Tacket Street - Cash Converters/Outdoor- s	20 4%	- -	20 7%

Q24. Day of Interview by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q24. Day of Interview			
Monday	50 10%	25 11%	25 9%
Tuesday	117 23%	50 23%	67 24%
Wednesday	96 19%	44 20%	52 18%
Thursday	83 17%	25 11%	58 20%
Friday	56 11%	- -	56 20%
Saturday	100 20%	75 34%	25 9%

Q25. Week by Q25. Week

Absolute Break % Respondents	Base	Q25. Week	
		1	2
Base	502	219	283
Q25. Week			
1	219	219	-
	44%	100%	-
2	283	-	283
	56%	-	100%

Q1. Main type of shopping by Q5. Average No. visits

Absolute Break % Respondents	Base	Q5. Average No. visits												
		Everyday	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month	Once every two months	Once every six months	Once a year	First time visit	Other
Base	502	77	36	10	41	73	108	59	47	25	9	7	6	4
Q1. Main type of shopping														
Food only	44 9%	10 13%	6 17%	1 10%	6 15%	11 15%	6 6%	2 3%	1 2%	1 4%	- -	- -	- -	- -
Both food and non food items	43 9%	5 6%	3 8%	- -	7 17%	10 14%	11 10%	3 5%	4 9%	- -	- -	- -	- -	- -
Clothing/footwear items	148 29%	20 26%	7 19%	1 10%	9 22%	13 18%	39 36%	18 31%	26 55%	9 36%	4 44%	- -	1 17%	1 25%
Furniture/carpets/textiles	3 1%	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	1 11%	1 14%	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	- -	1 10%	- -	1 1%	2 2%	1 2%	2 4%	- -	- -	2 29%	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 14%	- -	- -
DIY/household goods	20 4%	4 5%	1 3%	- -	- -	5 7%	6 6%	3 5%	- -	- -	1 11%	- -	- -	- -
Books/papers/magazines	8 2%	1 1%	1 3%	2 20%	1 2%	1 1%	1 1%	1 2%	- -	- -	- -	- -	- -	- -
Chemist goods	10 2%	2 3%	- -	- -	1 2%	1 1%	2 2%	2 3%	2 4%	- -	- -	- -	- -	- -
Recreational/leisure goods	19 4%	3 4%	3 8%	1 10%	2 5%	1 1%	2 2%	4 7%	1 2%	1 4%	- -	1 14%	- -	- -
Gift items	25 5%	1 1%	- -	- -	1 2%	2 3%	6 6%	5 8%	5 11%	2 8%	1 11%	- -	1 17%	1 25%
Shopping for 'other' goods	33 7%	5 6%	1 3%	- -	3 7%	7 10%	7 6%	5 8%	- -	4 16%	- -	- -	1 17%	- -
The Market	6 1%	1 1%	1 3%	- -	- -	2 3%	2 2%	- -	- -	- -	- -	- -	- -	- -

Q1. Main type of shopping by Q5. Average No. visits

Absolute Break % Respondents	Base	Q5. Average No. visits												
		Everyday	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month	Once every two months	Once every six months	Once a year	First time visit	Other
Base	502	77	36	10	41	73	108	59	47	25	9	7	6	4
Non, not shopping	131	25	12	4	11	18	23	15	6	8	2	2	3	2
	26%	32%	33%	40%	27%	25%	21%	25%	13%	32%	22%	29%	50%	50%
Just browsing around	1	-	-	-	-	1	-	-	-	-	-	-	-	-
	0%	-	-	-	-	1%	-	-	-	-	-	-	-	-

Q1. Main type of shopping by Q10. Two main attractions

Absolute Break % Respondents	Base	Q10. Two main attractions											
		Close to home	Close to work	Easy to get to by bus	Easy to get to by train	Easy to get to by car	Pedestrianised streets	Easy to find parking	Easy to park near shops	High quality shops	Nice shopping environment	Food store	Choice of clothing/fashion shops
Base	502	59	9	15	2	3	32	10	4	63	82	2	46
Q1. Main type of shopping													
Food only	44 9%	5 8%	2 22%	2 13%	- -	- -	2 6%	1 10%	- -	6 10%	6 7%	- -	- -
Both food and non food items	43 9%	5 8%	1 11%	3 20%	- -	- -	5 16%	- -	- -	5 8%	10 12%	1 50%	3 7%
Clothing/footwear items	148 29%	19 32%	1 11%	2 13%	- -	1 33%	10 31%	3 30%	3 75%	26 41%	26 32%	1 50%	24 52%
Furniture/carpets/textiles	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	1 2%	- -	- -	- -	- -	2 6%	- -	- -	1 2%	1 1%	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -
DIY/household goods	20 4%	2 3%	1 11%	- -	- -	- -	1 3%	- -	- -	2 3%	4 5%	- -	1 2%
Books/papers/magazines	8 2%	1 2%	- -	1 7%	- -	- -	1 3%	- -	- -	- -	- -	- -	- -
Chemist goods	10 2%	2 3%	- -	- -	- -	- -	- -	1 10%	- -	- -	3 4%	- -	- -
Recreational/leisure goods	19 4%	3 5%	- -	2 13%	- -	- -	1 3%	- -	- -	1 2%	1 1%	- -	- -
Gift items	25 5%	5 8%	1 11%	1 7%	- -	- -	2 6%	1 10%	- -	2 3%	3 4%	- -	4 9%
Shopping for 'other' goods	33 7%	4 7%	- -	1 7%	- -	- -	1 3%	1 10%	1 25%	4 6%	7 9%	- -	2 4%
The Market	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	2 4%

Q1. Main type of shopping by Q10. Two main attractions

Absolute Break % Respondents	Base	Q10. Two main attractions											
		Choice of larger chain stores	Choice of department stores	Choice of value/discount stores	Choice of specialist shops	The market	Covered shopping centre	Choice of places to eat/drink	Safe/secure centre	Don't know	Nothing in particular	Museum	
Base	502	15	30	6	6	14	18	28	9	29	117	4	
Q1. Main type of shopping													
Food only	44 9%	3 20%	3 10%	- -	- -	4 29%	2 11%	3 11%	1 11%	4 14%	10 9%	- -	
Both food and non food items	43 9%	- -	1 3%	- -	- -	1 7%	3 17%	1 4%	2 22%	2 7%	11 9%	- -	
Clothing/footwear items	148 29%	5 33%	11 37%	2 33%	1 17%	3 21%	7 39%	10 36%	- -	7 24%	33 28%	- -	
Furniture/carpets/textiles	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	- -	
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	- -	- -	1 17%	- -	- -	- -	- -	- -	3 3%	- -	
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	
DIY/household goods	20 4%	- -	2 7%	- -	- -	- -	- -	1 4%	2 22%	- -	3 3%	- -	
Books/papers/magazines	8 2%	- -	- -	- -	- -	1 7%	- -	- -	- -	- -	1 1%	- -	
Chemist goods	10 2%	- -	2 7%	2 33%	- -	- -	- -	- -	- -	1 3%	1 1%	1 25%	
Recreational/leisure goods	19 4%	- -	2 7%	- -	1 17%	1 7%	- -	1 4%	- -	1 3%	4 3%	1 25%	
Gift items	25 5%	2 13%	- -	1 17%	- -	- -	1 6%	- -	- -	3 10%	4 3%	1 25%	
Shopping for 'other' goods	33 7%	1 7%	2 7%	- -	- -	- -	- -	1 4%	1 11%	3 10%	7 6%	- -	
The Market	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 3%	- -	

Q1. Main type of shopping by Q10. Two main attractions

Absolute Break % Respondents	Base	Q10. Two main attractions											
		Christchurch Park	Football Team	Architecture - Old Buildings	Friendly people	Park & Ride	Shops all close together	Relatives/Friends live here	Sports shops	Waterfront	Theatre	Good toilets	Swimming pool
Base	502	10	6	16	8	5	19	3	2	4	1	1	1
Q1. Main type of shopping													
Food only	44 9%	1 10%	- -	1 6%	- -	- -	- -	- -	1 50%	- -	- -	- -	- -
Both food and non food items	43 9%	- -	- -	1 6%	- -	- -	3 16%	- -	- -	- -	- -	- -	- -
Clothing/footwear items	148 29%	3 30%	1 17%	3 19%	3 38%	2 40%	4 21%	- -	- -	- -	- -	1 100%	- -
Furniture/carpets/textiles	3 1%	1 10%	- -	- -	- -	- -	- -	- -	- -	1 25%	- -	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	1 17%	1 6%	- -	- -	1 5%	- -	- -	- -	- -	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DIY/household goods	20 4%	- -	2 33%	1 6%	1 13%	1 20%	3 16%	- -	- -	- -	- -	- -	- -
Books/papers/magazines	8 2%	1 10%	- -	2 13%	- -	- -	- -	- -	- -	1 25%	- -	- -	- -
Chemist goods	10 2%	- -	- -	- -	- -	- -	1 5%	- -	- -	- -	- -	- -	- -
Recreational/leisure goods	19 4%	- -	- -	3 19%	- -	- -	- -	- -	1 50%	- -	1 100%	- -	1 100%
Gift items	25 5%	- -	- -	- -	- -	1 20%	1 5%	- -	- -	1 25%	- -	- -	- -
Shopping for 'other' goods	33 7%	1 10%	- -	1 6%	- -	- -	- -	1 33%	- -	- -	- -	- -	- -
The Market	6 1%	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q1. Main type of shopping by Q10. Two main attractions

Absolute Break % Respondents	Base	Q10. Two main attractions											
		Close to home	Close to work	Easy to get to by bus	Easy to get to by train	Easy to get to by car	Pedestrianised streets	Easy to find parking	Easy to park near shops	High quality shops	Nice shopping environment	Food store	Choice of clothing/fashion shops
Base	502	59	9	15	2	3	32	10	4	63	82	2	46
Non, not shopping	131	12	3	3	2	2	7	3	-	15	20	-	10
	26%	20%	33%	20%	100%	67%	22%	30%	-	24%	24%	-	22%
Just browsing around	1	-	-	-	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-	-	-	-

Q1. Main type of shopping by Q10. Two main attractions

Absolute Break % Respondents	Base	Q10. Two main attractions										
		Choice of larger chain stores	Choice of department stores	Choice of value/discount stores	Choice of specialist shops	The market	Covered shopping centre	Choice of places to eat/drink	Safe/secure centre	Don't know	Nothing in particular	Museum
Base	502	15	30	6	6	14	18	28	9	29	117	4
Non, not shopping	131	4	7	1	2	4	5	11	3	7	35	1
	26%	27%	23%	17%	33%	29%	28%	39%	33%	24%	30%	25%
Just browsing around	1	-	-	-	1	-	-	-	-	-	-	-
	0%	-	-	-	17%	-	-	-	-	-	-	-

Q1. Main type of shopping by Q10. Two main attractions

Absolute Break % Respondents	Base	Q10. Two main attractions											
		Christchurch Park	Football Team	Architecture - Old Buildings	Friendly people	Park & Ride	Shops all close together	Relatives/Friends live here	Sports shops	Waterfront	Theatre	Good toilets	Swimming pool
Base	502	10	6	16	8	5	19	3	2	4	1	1	1
Non, not shopping	131	3	2	2	4	1	6	2	-	1	-	-	-
	26%	30%	33%	13%	50%	20%	32%	67%	-	25%	-	-	-
Just browsing around	1	-	-	-	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-	-	-	-

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses											
		Too small	Lack of quality stores	Hard to get to by bus	Hard to get to by train	Hard to get to by car	No pedestrianised areas	Lack of leisure facilities	Hard to park near shops	Hard to find parking	Poor choice of stores	Poor quality environment	No large Food store
Base	502	3	6	7	1	13	4	1	8	27	28	10	6
Q1. Main type of shopping													
Food only	44 9%	- -	- -	- -	- -	1 8%	1 25%	- -	- -	2 7%	1 4%	1 10%	- -
Both food and non food items	43 9%	- -	2 33%	- -	- -	1 8%	1 25%	- -	2 25%	- -	1 4%	- -	1 17%
Clothing/footwear items	148 29%	- -	1 17%	2 29%	- -	5 38%	- -	- -	2 25%	10 37%	9 32%	3 30%	1 17%
Furniture/carpets/textiles	3 1%	- -	- -	1 14%	- -	- -	- -	- -	- -	- -	1 4%	1 10%	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	- -	- -	- -	1 8%	- -	- -	- -	- -	- -	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	- -	- -	1 13%	- -	- -	- -	- -
DIY/household goods	20 4%	1 33%	- -	1 14%	- -	2 15%	- -	- -	- -	3 11%	1 4%	2 20%	- -
Books/papers/magazines	8 2%	- -	1 17%	- -	- -	- -	- -	- -	- -	1 4%	1 4%	1 10%	- -
Chemist goods	10 2%	- -	- -	- -	- -	- -	- -	1 100%	- -	- -	- -	- -	- -
Recreational/leisure goods	19 4%	- -	- -	- -	- -	1 8%	- -	- -	- -	- -	1 4%	- -	- -
Gift items	25 5%	- -	2 33%	1 14%	- -	- -	- -	- -	- -	1 4%	3 11%	1 10%	1 17%
Shopping for 'other' goods	33 7%	- -	- -	1 14%	- -	- -	- -	- -	2 25%	2 7%	2 7%	- -	- -
The Market	6 1%	- -	- -	- -	- -	- -	1 25%	- -	- -	- -	- -	- -	- -

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses								
		Lack of clothing/fashion shops	Lack of larger chain stores	Lack of department stores	Lack of value/discount stores	Too expensive to park	Lack of larger stores	No covered shopping centres	Lack of places to eat/drink	Not a safe/secure centre
Base	502	8	7	16	2	69	3	2	4	6
Q1. Main type of shopping										
Food only	44 9%	- -	1 14%	1 6%	1 50%	4 6%	- -	- -	- -	- -
Both food and non food items	43 9%	1 13%	2 29%	2 13%	- -	4 6%	1 33%	- -	- -	- -
Clothing/footwear items	148 29%	5 63%	2 29%	3 19%	1 50%	20 29%	1 33%	2 100%	2 50%	1 17%
Furniture/carpets/textiles	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	1 13%	- -	- -	- -	3 4%	- -	- -	- -	1 17%
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
DIY/household goods	20 4%	- -	- -	1 6%	- -	6 9%	- -	- -	- -	- -
Books/papers/magazines	8 2%	- -	- -	- -	- -	2 3%	- -	- -	- -	- -
Chemist goods	10 2%	- -	1 14%	1 6%	- -	- -	- -	- -	- -	- -
Recreational/leisure goods	19 4%	- -	- -	1 6%	- -	3 4%	- -	- -	- -	- -
Gift items	25 5%	- -	- -	1 6%	- -	5 7%	1 33%	- -	- -	- -
Shopping for 'other' goods	33 7%	- -	- -	2 13%	- -	5 7%	- -	- -	1 25%	1 17%
The Market	6 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 17%

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses										
		Lack of specialist stores	Litter/graffiti	Don't know	Nothing in particular	Too many shops are closing	Lack of disabled facilities	Too overcrowded	Alders closing down	Lack of sports shops	Too many foreigners	Too many charity shops
Base	502	13	72	32	134	8	6	17	3	1	5	3
Q1. Main type of shopping												
Food only	44 9%	1 8%	7 10%	4 13%	9 7%	- -	- -	1 6%	2 67%	- -	2 40%	- -
Both food and non food items	43 9%	2 15%	9 13%	- -	12 9%	2 25%	1 17%	1 6%	- -	- -	- -	1 33%
Clothing/footwear items	148 29%	2 15%	22 31%	8 25%	43 32%	3 38%	1 17%	7 41%	- -	- -	1 20%	- -
Furniture/carpets/textiles	3 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	1 1%	1 3%	2 1%	- -	- -	- -	- -	- -	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
DIY/household goods	20 4%	2 15%	2 3%	2 6%	1 1%	- -	1 17%	- -	- -	- -	- -	- -
Books/papers/magazines	8 2%	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -
Chemist goods	10 2%	- -	- -	- -	6 4%	- -	- -	- -	- -	- -	- -	- -
Recreational/leisure goods	19 4%	- -	3 4%	2 6%	5 4%	1 13%	- -	2 12%	- -	- -	- -	- -
Gift items	25 5%	1 8%	5 7%	1 3%	7 5%	- -	- -	1 6%	- -	- -	- -	- -
Shopping for 'other' goods	33 7%	2 15%	2 3%	3 9%	7 5%	1 13%	2 33%	- -	- -	- -	- -	- -
The Market	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 20%	- -

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses										
		Buses too expensive	Lack of smaller stores	Expensive	Danger of it expanding	Shops outside could be brought in	No ashtrays in town	Not bicycle friendly	Not enough shoe shops	Too many cheap shops	More entertainment needed for evenings	Not enough shops in the main street
Base	502	2	8	2	1	1	1	3	2	3	5	2
Q1. Main type of shopping												
Food only	44 9%	- -	1 13%	2 100%	- -	- -	- -	- -	- -	- -	1 20%	1 50%
Both food and non food items	43 9%	1 50%	3 38%	- -	1 100%	- -	- -	- -	- -	2 67%	1 20%	- -
Clothing/footwear items	148 29%	- -	2 25%	- -	- -	- -	1 100%	- -	2 100%	- -	- -	- -
Furniture/carpets/textiles	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	1 13%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DIY/household goods	20 4%	- -	- -	- -	- -	- -	- -	1 33%	- -	- -	- -	- -
Books/papers/magazines	8 2%	- -	- -	- -	- -	- -	- -	1 33%	- -	- -	- -	- -
Chemist goods	10 2%	- -	- -	- -	- -	1 100%	- -	- -	- -	- -	- -	- -
Recreational/leisure goods	19 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Gift items	25 5%	1 50%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Shopping for 'other' goods	33 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 40%	- -
The Market	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses										
		Chewing Gum on the floor	No Public Toilets	Clothes shops for bigger people	Too spread out	Youths / rough people hanging around	Too many empty shops	Shops close too early	Greyfriars is a nightmare	Need a bigger market	Policemen not very friendly	Better Street name signs
Base	502	6	6	1	4	22	1	1	1	5	1	1
Q1. Main type of shopping												
Food only	44 9%	- -	- -	- -	1 25%	2 9%	1 100%	- -	- -	- -	1 100%	- -
Both food and non food items	43 9%	- -	- -	- -	- -	1 5%	- -	- -	1 100%	1 20%	- -	- -
Clothing/footwear items	148 29%	2 33%	3 50%	- -	- -	8 36%	- -	- -	- -	1 20%	- -	1 100%
Furniture/carpets/textiles	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DIY/household goods	20 4%	1 17%	1 17%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Books/papers/magazines	8 2%	- -	- -	- -	- -	- -	- -	- -	- -	1 20%	- -	- -
Chemist goods	10 2%	- -	- -	- -	1 25%	- -	- -	- -	- -	- -	- -	- -
Recreational/leisure goods	19 4%	- -	- -	- -	1 25%	2 9%	- -	- -	- -	- -	- -	- -
Gift items	25 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Shopping for 'other' goods	33 7%	- -	1 17%	1 100%	- -	2 9%	- -	- -	- -	- -	- -	- -
The Market	6 1%	1 17%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses							
		People unfriendly	Too far from home	One way system	Narrow roads	Too many clothes shops	The number of flats that are cropping up	Queues of buses	Apartments expensive
Base	502	7	1	2	3	1	1	2	1
Q1. Main type of shopping									
Food only	44 9%	- -	- -	- -	1 33%	1 100%	- -	- -	- -
Both food and non food items	43 9%	- -	- -	- -	- -	- -	- -	- -	- -
Clothing/footwear items	148 29%	3 43%	1 100%	- -	- -	- -	1 100%	- -	- -
Furniture/carpets/textiles	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	- -	- -	- -	- -	- -	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
DIY/household goods	20 4%	- -	- -	- -	- -	- -	- -	- -	- -
Books/papers/magazines	8 2%	- -	- -	- -	- -	- -	- -	- -	- -
Chemist goods	10 2%	- -	- -	- -	- -	- -	- -	- -	- -
Recreational/leisure goods	19 4%	- -	- -	1 50%	1 33%	- -	- -	- -	- -
Gift items	25 5%	- -	- -	- -	- -	- -	- -	- -	1 100%
Shopping for 'other' goods	33 7%	- -	- -	1 50%	- -	- -	- -	- -	- -
The Market	6 1%	1 14%	- -	- -	- -	- -	- -	- -	- -

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses											
		Too small	Lack of quality stores	Hard to get to by bus	Hard to get to by train	Hard to get to by car	No pedestrianised areas	Lack of leisure facilities	Hard to park near shops	Hard to find parking	Poor choice of stores	Poor quality environment	No large Food store
Base	502	3	6	7	1	13	4	1	8	27	28	10	6
Non, not shopping	131	2	-	1	1	2	1	-	1	7	8	1	3
	26%	67%	-	14%	100%	15%	25%	-	13%	26%	29%	10%	50%
Just browsing around	1	-	-	-	-	-	-	-	-	1	-	-	-
	0%	-	-	-	-	-	-	-	-	4%	-	-	-

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses								
		Lack of clothing/fashion shops	Lack of larger chain stores	Lack of department stores	Lack of value/discount stores	Too expensive to park	Lack of larger stores	No covered shopping centres	Lack of places to eat/drink	Not a safe/secure centre
Base	502	8	7	16	2	69	3	2	4	6
Non, not shopping	131	1	1	4	-	15	-	-	1	2
	26%	13%	14%	25%	-	22%	-	-	25%	33%
Just browsing around	1	-	-	-	-	1	-	-	-	-
	0%	-	-	-	-	1%	-	-	-	-

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses										
		Lack of specialist stores	Litter/graffiti	Don't know	Nothing in particular	Too many shops are closing	Lack of disabled facilities	Too overcrowded	Alders closing down	Lack of sports shops	Too many foreigners	Too many charity shops
Base	502	13	72	32	134	8	6	17	3	1	5	3
Non, not shopping	131	3	21	11	38	1	1	5	1	1	1	2
	26%	23%	29%	34%	28%	13%	17%	29%	33%	100%	20%	67%
Just browsing around	1	-	-	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-	-	-

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses										
		Buses too expensive	Lack of smaller stores	Expensive	Danger of it expanding	Shops outside could be brought in	No ashtrays in town	Not bicycle friendly	Not enough shoe shops	Too many cheap shops	More entertainment needed for evenings	Not enough shops in the main street
Base	502	2	8	2	1	1	1	3	2	3	5	2
Non, not shopping	131	-	1	-	-	-	-	1	-	1	1	1
	26%	-	13%	-	-	-	-	33%	-	33%	20%	50%
Just browsing around	1	-	-	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-	-	-

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses										
		Chewing Gum on the floor	No Public Toilets	Clothes shops for bigger people	Too spread out	Youths / rough people hanging around	Too many empty shops	Shops close too early	Greyfriars is a nightmare	Need a bigger market	Policemen not very friendly	Better Street name signs
Base	502	6	6	1	4	22	1	1	1	5	1	1
Non, not shopping	131	2	1	-	1	7	-	1	-	2	-	-
	26%	33%	17%	-	25%	32%	-	100%	-	40%	-	-
Just browsing around	1	-	-	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-	-	-

Q1. Main type of shopping by Q11. Two main weaknesses

Absolute Break % Respondents	Base	Q11. Two main weaknesses							
		People unfriendly	Too far from home	One way system	Narrow roads	Too many clothes shops	The number of flats that are cropping up	Queues of buses	Apartments expensive
Base	502	7	1	2	3	1	1	2	1
Non, not shopping	131	3	-	-	1	-	-	2	-
	26%	43%	-	-	33%	-	-	100%	-
Just browsing around	1	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-

Q1. Main type of shopping by Q12a. Additional shops would like

Absolute Break % Respondents	Base	Q12a. Additional shops would like								
		More supermarkets/discount food stores	Electrical goods shops	Clothes shops/fashion and accessories	Shoe shops	Furniture/furnishings/carpet stores	Computer shops	DIY and hardware stores	Better choice/range of shops	Sports goods
Base	502	21	3	34	14	7	1	9	7	7
Q1. Main type of shopping										
Food only	44 9%	2 10%	1 33%	1 3%	1 7%	2 29%	1 100%	3 33%	- -	1 14%
Both food and non food items	43 9%	2 10%	- -	5 15%	1 7%	1 14%	- -	2 22%	- -	- -
Clothing/footwear items	148 29%	4 19%	- -	11 32%	5 36%	1 14%	- -	- -	2 29%	1 14%
Furniture/carpets/te- xtiles	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	- -	2 6%	- -	- -	- -	- -	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
DIY/household goods	20 4%	- -	- -	1 3%	2 14%	- -	- -	- -	1 14%	1 14%
Books/papers/maga- zines	8 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Chemist goods	10 2%	- -	1 33%	- -	- -	2 29%	- -	1 11%	- -	- -
Recreational/leisure goods	19 4%	1 5%	1 33%	5 15%	- -	- -	- -	1 11%	- -	2 29%
Gift items	25 5%	3 14%	- -	- -	1 7%	- -	- -	1 11%	2 29%	- -
Shopping for 'other' goods	33 7%	- -	- -	3 9%	1 7%	1 14%	- -	- -	- -	- -
The Market	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q1. Main type of shopping by Q12a. Additional shops would like

Absolute Break % Respondents	Base	Q12a. Additional shops would like										
		Larger stores	Other types of food stores, including specialist food shops	More Designer shops	More Department stores	More discount/value retailers	Toys	Travel Agents	Books and Magazines	Healthcare shops	More high quality shops	More variety stores
Base	502	31	18	27	69	6	2	1	1	2	8	7
Q1. Main type of shopping												
Food only	44 9%	1 3%	3 17%	- -	3 4%	1 17%	- -	- -	1 100%	- -	1 13%	- -
Both food and non food items	43 9%	5 16%	1 6%	3 11%	8 12%	1 17%	1 50%	- -	- -	2 100%	- -	2 29%
Clothing/footwear items	148 29%	16 52%	3 17%	13 48%	28 41%	3 50%	1 50%	1 100%	- -	- -	3 38%	2 29%
Furniture/carpets/textiles	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	1 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DIY/household goods	20 4%	- -	1 6%	- -	4 6%	- -	- -	- -	- -	- -	1 13%	- -
Books/papers/magazines	8 2%	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -	- -
Chemist goods	10 2%	1 3%	- -	- -	4 6%	- -	- -	- -	- -	- -	- -	- -
Recreational/leisure goods	19 4%	- -	1 6%	1 4%	2 3%	- -	- -	- -	- -	- -	1 13%	- -
Gift items	25 5%	2 6%	1 6%	1 4%	2 3%	- -	- -	- -	- -	- -	- -	- -
Shopping for 'other' goods	33 7%	- -	1 6%	- -	3 4%	- -	- -	- -	- -	- -	- -	- -
The Market	6 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -

Q1. Main type of shopping by Q12a. Additional shops would like

Absolute Break % Respondents	Base	Q12a. Additional shops would like														
		More High Street names	Don't know	Republik	Craft Shops	Antique Shops	Hardwear shop	Matalan	More independent shops	Christian shops	Children's shops	Gift shops	Gardening shops	Clothing for older people	More Indian Shops	Music shops
Base	502	25	238	1	5	2	1	8	26	2	4	1	2	3	1	3
Q1. Main type of shopping																
Food only	44 9%	2 8%	21 9%	- -	- -	1 50%	- -	1 13%	2 8%	1 50%	- -	- -	- -	1 33%	- -	1 33%
Both food and non food items	43 9%	2 8%	18 8%	- -	2 40%	- -	1 100%	- -	1 4%	1 50%	1 25%	- -	- -	- -	- -	- -
Clothing/footwear items	148 29%	11 44%	60 25%	- -	1 20%	- -	- -	2 25%	9 35%	- -	1 25%	- -	- -	- -	1 100%	- -
Furniture/carpets/textiles	3 1%	- -	2 1%	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -	5 2%	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DIY/household goods	20 4%	1 4%	7 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 50%	2 67%	- -	- -
Books/papers/magazines	8 2%	- -	4 2%	- -	- -	- -	- -	1 13%	3 12%	- -	- -	- -	- -	- -	- -	- -
Chemist goods	10 2%	- -	4 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Recreational/leisure goods	19 4%	- -	6 3%	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	1 33%
Gift items	25 5%	1 4%	13 5%	- -	- -	- -	- -	- -	2 8%	- -	1 25%	- -	- -	- -	- -	- -
Shopping for 'other' goods	33 7%	2 8%	18 8%	- -	1 20%	- -	- -	1 13%	3 12%	- -	1 25%	1 100%	1 50%	- -	- -	- -
The Market	6 1%	- -	5 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q1. Main type of shopping by Q12a. Additional shops would like

Absolute Break % Respondents	Base	Q12a. Additi...
		Child friendly cafes
Base	502	1
Q1. Main type of shopping		
Food only	44 9%	- -
Both food and non food items	43 9%	- -
Clothing/footwear items	148 29%	1 100%
Furniture/carpets/textiles	3 1%	- -
Small electrical goods e.g. TV, kettle, toaster etc	9 2%	- -
Larger electrical goods e.g. washing machines, fridge, etc	2 0%	- -
DIY/household goods	20 4%	- -
Books/papers/magazines	8 2%	- -
Chemist goods	10 2%	- -
Recreational/leisure goods	19 4%	- -
Gift items	25 5%	- -
Shopping for 'other' goods	33 7%	- -
The Market	6 1%	- -

Q1. Main type of shopping by Q12a. Additional shops would like

Absolute Break % Respondents	Base	Q12a. Additional shops would like								
		More supermarkets/discount food stores	Electrical goods shops	Clothes shops/fashion and accessories	Shoe shops	Furniture/furnishings/carpet stores	Computer shops	DIY and hardware stores	Better choice/range of shops	Sports goods
Base	502	21	3	34	14	7	1	9	7	7
Non, not shopping	131	9	-	6	3	-	-	1	2	2
	26%	43%	-	18%	21%	-	-	11%	29%	29%
Just browsing around	1	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-

Q1. Main type of shopping by Q12a. Additional shops would like

Absolute Break % Respondents	Base	Q12a. Additional shops would like										
		Larger stores	Other types of food stores, including specialist food shops	More Designer shops	More Department stores	More discount/value retailers	Toys	Travel Agents	Books and Magazines	Healthcare shops	More high quality shops	More variety stores
Base	502	31	18	27	69	6	2	1	1	2	8	7
Non, not shopping	131	6	6	8	14	1	-	-	-	-	2	3
	26%	19%	33%	30%	20%	17%	-	-	-	-	25%	43%
Just browsing around	1	-	-	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-	-	-

Q1. Main type of shopping by Q12a. Additional shops would like

Absolute Break % Respondents	Base	Q12a. Additional shops would like														
		More High Street names	Don't know	Republik	Craft Shops	Antique Shops	Hardwear shop	Matalan	More independent shops	Christian shops	Children's shops	Gift shops	Gardening shops	Clothing for older people	More Indian Shops	Music shops
Base	502	25	238	1	5	2	1	8	26	2	4	1	2	3	1	3
Non, not shopping	131	5	73	1	1	1	-	3	3	-	-	-	-	-	-	1
	26%	20%	31%	100%	20%	50%	-	38%	12%	-	-	-	-	-	-	33%
Just browsing around	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0%	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q1. Main type of shopping by Q12a. Additional shops would like

Absolute Break % Respondents	Base	Q12a. Additi...
		Child friendly cafes
Base	502	1
Non, not shopping	131	-
	26%	-
Just browsing around	1	-
	0%	-

Q2. Other activities planned by Q5. Average No. visits

Absolute Break % Respondents	Base	Q5. Average No. visits												
		Everyday	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month	Once every two months	Once every six months	Once a year	First time visit	Other
Base	502	77	36	10	41	73	108	59	47	25	9	7	6	4
Q2. Other activities planned														
To visit bank/financial services	87 17%	10 13%	3 8%	2 20%	7 17%	19 26%	20 19%	9 15%	12 26%	1 4%	1 11%	1 14%	- -	2 50%
To visit post office	4 1%	1 1%	- -	- -	1 2%	- -	2 2%	- -	- -	- -	- -	- -	- -	- -
To visit hairdressers/beauty salon	12 2%	- -	- -	- -	- -	3 4%	5 5%	3 5%	- -	- -	- -	- -	1 17%	- -
To visit library	5 1%	1 1%	- -	- -	- -	2 3%	1 1%	1 2%	- -	- -	- -	- -	- -	- -
To go to the cinema	2 0%	- -	- -	- -	- -	- -	1 1%	1 2%	- -	- -	- -	- -	- -	- -
To visit pub/wine bar	4 1%	4 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
To visit a restaurant/cafe	22 4%	1 1%	6 17%	- -	2 5%	6 8%	4 4%	- -	1 2%	1 4%	- -	- -	1 17%	- -
To have a walk/stroll around	39 8%	7 9%	3 8%	1 10%	4 10%	4 5%	5 5%	5 8%	4 9%	3 12%	- -	1 14%	1 17%	1 25%
To meet friends/socialise	17 3%	6 8%	- -	1 10%	3 7%	- -	2 2%	1 2%	1 2%	1 4%	1 11%	- -	1 17%	- -
To visit DSS/Job Centre	3 1%	- -	- -	- -	1 2%	- -	1 1%	- -	- -	- -	- -	- -	1 17%	- -
Council Offices	4 1%	1 1%	1 3%	- -	- -	1 1%	- -	1 2%	- -	- -	- -	- -	- -	- -
Healthcare e.g. doct- or/hospital/dentist/o- ptician	22 4%	1 1%	1 3%	- -	1 2%	3 4%	2 2%	6 10%	4 9%	3 12%	1 11%	- -	- -	- -
Work/business reasons	33 7%	13 17%	11 31%	1 10%	2 5%	4 5%	1 1%	- -	- -	1 4%	- -	- -	- -	- -

Q2. Other activities planned by Q5. Average No. visits

Absolute Break % Respondents	Base	Q5. Average No. visits												
		Everyday	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month	Once every two months	Once every six months	Once a year	First time visit	Other
Base	502	77	36	10	41	73	108	59	47	25	9	7	6	4
To go to gym/health centre	3 1%	- -	- -	- -	1 2%	- -	2 2%	- -	- -	- -	- -	- -	- -	- -
To go to the Leisure centre	4 1%	1 1%	- -	1 10%	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	- -
Tourism e.g. holiday/day trip	4 1%	1 1%	1 3%	- -	- -	- -	1 1%	- -	- -	1 4%	- -	- -	- -	- -
Place of Worship	1 0%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
To go to food court/sandwich bar/takeaway	9 2%	- -	1 3%	- -	2 5%	1 1%	3 3%	- -	- -	1 4%	1 11%	- -	- -	- -
No other	215 43%	30 39%	9 25%	3 30%	15 37%	27 37%	52 48%	30 51%	25 53%	13 52%	5 56%	4 57%	1 17%	1 25%
Bingo Hall	2 0%	- -	- -	1 10%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
College	5 1%	- -	- -	- -	2 5%	2 3%	1 1%	- -	- -	- -	- -	- -	- -	- -
To have car serviced	2 0%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 14%	- -	- -
To go round Estate Agents	3 1%	- -	- -	- -	- -	- -	1 1%	2 3%	- -	- -	- -	- -	- -	- -

Q3. Where travelled from by Q4. Mode of travel

Absolute Break % Respondents	Base	Q4. Mode of travel								
		Drive self in car/van	Passenger in car/van	Bus	Train	Taxi	Walk	Bicycle	Motorcycle	Park and Ride
Base	502	170	48	146	10	2	108	9	4	5
Q3. Where travelled from										
Work	76 15%	23 14%	5 10%	11 8%	5 50%	- -	30 28%	- -	2 50%	- -
Home	418 83%	147 86%	41 85%	133 91%	4 40%	2 100%	75 69%	9 100%	2 50%	5 100%
Friend's house	6 1%	- -	1 2%	1 1%	1 10%	- -	3 3%	- -	- -	- -
Boarding School	1 0%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -
Staying Locally	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -

Q8a. Approx. spend on non-food by Q19. Social grade showing Q8a*1.00 scored as Q8a. Approx. spend on non-food

Absolute Break % Respondents	Base	Q19. Social grade							
		A	B	C1	C2	D	E1 Retired/State	E2 Unemployed	Refused
Base	16435	212	3988	5191	3090	2487	714	698	55
Q8a. Approx. spend on non-food									
Valid	16435	212	3988	5191	3090	2487	714	698	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	32.74	35.33	39.10	36.30	27.11	38.26	21.00	20.53	13.75
Standard Error	2.19	13.11	4.72	5.10	3.96	6.55	3.26	4.52	6.93

Q8b. Approx. spend on non-food by Q19. Social grade scored as Q8a. Approx. spend on non-food

Absolute Break % Respondents	Base	Q19. Social grade							
		A	B	C1	C2	D	E1 Retired/State	E2 Unemployed	Refused
Base	502	6	102	143	114	65	34	34	4
Q8b. Approx. spend on non-food									
£5 or less	39 8%	1 17%	5 5%	9 6%	11 10%	8 12%	3 9%	2 6%	- -
£6 - £10	47 9%	1 17%	7 7%	15 10%	12 11%	3 5%	5 15%	4 12%	- -
£11 - £20	80 16%	1 17%	16 16%	17 12%	21 18%	11 17%	5 15%	9 26%	- -
£21 - £30	59 12%	- -	11 11%	16 11%	13 11%	8 12%	6 18%	3 9%	2 50%
£31 - £40	28 6%	2 33%	6 6%	8 6%	8 7%	3 5%	1 3%	- -	- -
£41 - £50	44 9%	- -	13 13%	12 8%	9 8%	3 5%	5 15%	2 6%	- -
£51 - £60	15 3%	- -	3 3%	3 2%	2 2%	3 5%	2 6%	2 6%	- -
£61 - £70	4 1%	- -	2 2%	2 1%	- -	- -	- -	- -	- -
£71 - £80	12 2%	- -	4 4%	4 3%	- -	3 5%	- -	1 3%	- -
£81 - £90	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -
£91 - £100	25 5%	1 17%	8 8%	5 3%	6 5%	5 8%	- -	- -	- -
£101 - £150	10 2%	- -	1 1%	6 4%	1 1%	1 2%	- -	1 3%	- -
£151- £200	6 1%	- -	3 3%	2 1%	- -	1 2%	- -	- -	- -
£201 - £300	7 1%	- -	1 1%	2 1%	2 2%	2 3%	- -	- -	- -

Q8b. Approx. spend on non-food by Q19. Social grade scored as Q8a. Approx. spend on non-food

Absolute Break % Respondents	Base	Q19. Social grade							
		A	B	C1	C2	D	E1 Retired/State	E2 Unemployed	Refused
Base	502	6	102	143	114	65	34	34	4
£401 - £500	1	-	-	1	-	-	-	-	-
	0%	-	-	1%	-	-	-	-	-
Nothing	110	-	19	38	24	13	6	8	2
	22%	-	19%	27%	21%	20%	18%	24%	50%
Don't know	14	-	3	2	5	1	1	2	-
	3%	-	3%	1%	4%	2%	3%	6%	-
Mean	32.74	35.33	39.10	36.30	27.11	38.26	21.00	20.53	13.75
Standard Error	2.19	13.11	4.72	5.10	3.96	6.55	3.26	4.52	6.93

Q14a. Will visit The Waterfront by Q15. Other centres visited for non-food shopping

Absolute Break % Respondents	Base	Q15. Other centres visited for non-food shopping													
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Clacton Common Outlet	Colchester	Diss	Felixstowe	Freeport Braintree	Lakeside	Lowestoft	London City	London West End	Norwich
Base	502	10	33	11	2	3	80	2	42	4	18	5	18	18	56
Q14a. Will visit The Waterfront															
Yes	26 5%	3 30%	1 3%	1 9%	- -	1 33%	4 5%	- -	1 2%	1 25%	- -	- -	- -	4 22%	- -
No	476 95%	7 70%	32 97%	10 91%	2 100%	2 67%	76 95%	2 100%	41 98%	3 75%	18 100%	5 100%	18 100%	14 78%	56 100%

Absolute Break % Respondents	Base	Q15. Other centres visited for non-food shopping														
		Stowmarket	Sudbury	Woodbridge	None	Plymouth	Clacton	Halesworth	Manchester	Romford	Sheffield	Reading	Leicester	Great Yarmouth	Blackpool	Portsmouth
Base	502	11	3	23	139	1	2	2	1	3	1	1	1	2	1	1
Q14a. Will visit The Waterfront																
Yes	26 5%	- -	- -	3 13%	5 4%	- -	- -	- -	- -	- -	- -	- -	- -	1 50%	- -	- -
No	476 95%	11 100%	3 100%	20 87%	134 96%	1 100%	2 100%	2 100%	1 100%	3 100%	1 100%	1 100%	1 100%	1 50%	1 100%	1 100%

Q14a. Will visit The Waterfront by Q15. Other centres visited for non-food shopping

Absolute Break % Respondents	Base	Q15. Other centres visited for non-food shopping							
		Gravesend	Northampton	Harwich	Belfast	Kesgrave	Braintree	York	Derby
Base	502	1	1	1	1	1	1	1	1
Q14a. Will visit The Waterfront									
Yes	26	-	-	-	1	-	-	-	-
	5%	-	-	-	100%	-	-	-	-
No	476	1	1	1	-	1	1	1	1
	95%	100%	100%	100%	-	100%	100%	100%	100%

Q14b. Will visit Cardinal Park by Q15. Other centres visited for non-food shopping

Absolute Break % Respondents	Base	Q15. Other centres visited for non-food shopping													
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Clacton Common Outlet	Colchester	Diss	Felixstowe	Freeport Braintree	Lakeside	Lowestoft	London City	London West End	Norwich
Base	502	10	33	11	2	3	80	2	42	4	18	5	18	18	56
Q14b. Will visit Cardinal Park															
Yes	36 7%	3 30%	1 3%	1 9%	- -	2 67%	6 8%	- -	- -	- -	2 11%	- -	3 17%	3 17%	5 9%
No	466 93%	7 70%	32 97%	10 91%	2 100%	1 33%	74 93%	2 100%	42 100%	4 100%	16 89%	5 100%	15 83%	15 83%	51 91%

Absolute Break % Respondents	Base	Q15. Other centres visited for non-food shopping														
		Stow market	Sudbury	Woodbridge	None	Plymouth	Clacton	Halesworth	Manchester	Romford	Sheffield	Reading	Leicester	Great Yarmouth	Blackpool	Portsmouth
Base	502	11	3	23	139	1	2	2	1	3	1	1	1	2	1	1
Q14b. Will visit Cardinal Park																
Yes	36 7%	1 9%	- -	1 4%	4 3%	- -	- -	1 50%	- -	- -	1 100%	- -	- -	- -	- -	1 100%
No	466 93%	10 91%	3 100%	22 96%	135 97%	1 100%	2 100%	1 50%	1 100%	3 100%	- -	1 100%	1 100%	2 100%	1 100%	- -

Q14b. Will visit Cardinal Park by Q15. Other centres visited for non-food shopping

Absolute Break % Respondents	Base	Q15. Other centres visited for non-food shopping							
		Gravesend	Northampton	Harwich	Belfast	Kesgrave	Braintree	York	Derby
Base	502	1	1	1	1	1	1	1	1
Q14b. Will visit Cardinal Park									
Yes	36	-	-	-	1	-	-	-	-
	7%	-	-	-	100%	-	-	-	-
No	466	1	1	1	-	1	1	1	1
	93%	100%	100%	100%	-	100%	100%	100%	100%

Q14c. Will visit St Nicholas/St Peter Street by Q15. Other centres visited for non-food shopping

Absolute Break % Respondents	Base	Q15. Other centres visited for non-food shopping														
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Clacton Common Outlet	Colchester	Diss	Felixstowe	Freeport Braintree	Lakeside	Lowestoft	London City	London West End	Norwich	
Base	502	10	33	11	2	3	80	2	42	4	18	5	18	18	56	
Q14c. Will visit St Nicholas/St Peter Street																
Yes	35 7%	1 10%	1 3%	2 18%	1 50%	- -	7 9%	- -	3 7%	- -	- -	- -	4 22%	3 17%	- -	
No	467 93%	9 90%	32 97%	9 82%	1 50%	3 100%	73 91%	2 100%	39 93%	4 100%	18 100%	5 100%	14 78%	15 83%	56 100%	

Absolute Break % Respondents	Base	Q15. Other centres visited for non-food shopping														
		Stowmarket	Sudbury	Woodbridge	None	Plymouth	Clacton	Halesworth	Manchester	Romford	Sheffield	Reading	Leicester	Great Yarmouth	Blackpool	Portsmouth
Base	502	11	3	23	139	1	2	2	1	3	1	1	1	2	1	1
Q14c. Will visit St Nicholas/St Peter Street																
Yes	35 7%	1 9%	- -	2 9%	4 3%	- -	- -	1 50%	- -	- -	- -	- -	- -	2 100%	1 100%	- -
No	467 93%	10 91%	3 100%	21 91%	135 97%	1 100%	2 100%	1 50%	1 100%	3 100%	1 100%	1 100%	1 100%	- -	- -	1 100%

Q14c. Will visit St Nicholas/St Peter Street by Q15. Other centres visited for non-food shopping

Absolute Break % Respondents	Base	Q15. Other centres visited for non-food shopping							
		Gravesend	Northampton	Harwich	Belfast	Kesgrave	Braintree	York	Derby
Base	502	1	1	1	1	1	1	1	1
Q14c. Will visit St Nicholas/St Peter Street									
Yes	35	-	-	-	1	-	-	1	-
	7%	-	-	-	100%	-	-	100%	-
No	467	1	1	1	-	1	1	-	1
	93%	100%	100%	100%	-	100%	100%	-	100%

Report by DTZ for

Ipswich Borough Council:

'Retail Study 2005'

FINAL REPORT

**Volume 2:
Appendix 7**

October 2005

A p p e n d i c e s

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- 6 Street Survey – Full Tabulations
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- 12 ReMap Comparison Goods - Scenario 2 and 2a

APPENDIX 7

Household Survey Tables

RESEARCH TABULATIONS

IPSWICH,

HOUSEHOLD TELEPHONE SURVEY

**Prepared for;
DTZ Piedad Consulting**

April 2005

Contents

- 1. Background**
- 2. Objectives**
- 3. Methodology**
 - Zone Definitions**
 - Questionnaire**
 - Sample Reliability**
- 4. Tabulations**

1. Background

Q2a Marketing & Research have been commissioned by DTZ Peda Consulting, to undertake a detailed household telephone market research survey covering a pre-defined catchment area in and around Ipswich.

2. Objectives

The main objective of the research can be summarised as:

- ◆ To establish responses to a variety of questions relating specifically to respondents shopping and leisure destinations - frequency of visits, mode of travel etc.

3. Methodology

The market research survey has been conducted via a quantitative telephone survey. Research interviews were conducted with the person responsible for the majority of shopping within their household. Interviews were conducted across 10 pre-defined postal sector zones (see Zone Definitions for postal sector definitions). Respondents were sampled by Q2a's interviewers from a randomly generated list of telephone numbers. Interviews were conducted using an approved questionnaire, (copy attached).

1003 respondents were interviewed from Saturday 12th March to Thursday 31st March. The sample is representative of the people who are the main household shoppers living in the catchment area and contains a mix of ages, sex and social class. The data has been weighted to reflect the age and population of the catchment area.

Ipswich Household Telephone Survey, Zone Definitions

Postal Sector	ZONE	Postal Sector	ZONE
IP1 1	1	CO11 1	4
IP1 2	1	CO7 6	4
IP1 3	1	IP7 5	4
IP1 4	1	IP7 6	4
IP1 5	1	IP8 3	4
IP1 6	1	IP9 1	4
IP2 0	1	IP9 2	4
IP2 8	1		
IP2 9	1		
IP3 0	2	IP14 1	5
IP3 8	2	IP14 2	5
IP3 9	2	IP14 3	5
IP4 1	2	IP14 4	5
IP4 2	2	IP14 5	5
IP4 3	2	IP14 6	5
IP4 4	2	IP6 0	5
IP4 5	2	IP6 8	5
IP5 1	2	IP6 9	5
IP5 2	2	IP7 7	5
IP5 3	2	IP8 4	5
IP10 0	3	IP13 8	6
IP11 0	3	IP15 5	6
IP11 2	3	IP16 4	6
IP11 3	3	IP17 2	6
IP11 4	3	IP17 3	6
IP11 7	3	IP18 6	6
IP11 9	3	IP19 0	6
IP12 1	3	IP19 8	6
IP12 2	3	IP19 9	6
IP12 3	3	NR34 7	6
IP12 4	3	NR34 8	6
IP13 0	3	NR35 1	6
IP13 6	3		
IP13 7	3		
IP13 9	3		
IP17 1	3		

continued

Postal Sector	Zone	Postal Sector	Zone
IP20 0	7	CO1 1	10
IP20 9	7	CO1 2	10
IP21 4	7	CO11 2	10
IP21 5	7	CO12 3	10
IP22 1	7	CO12 4	10
IP22 2	7	CO12 5	10
IP22 4	7	CO13 0	10
IP22 5	7	CO13 9	10
IP23 7	7	CO14 8	10
IP23 8	7	CO15 1	10
		CO15 2	10
		CO15 3	10
IP28 6	8	CO15 4	10
IP29 4	8	CO15 5	10
IP29 5	8	CO15 6	10
IP30 0	8	CO16 0	10
IP30 9	8	CO16 7	10
IP31 1	8	CO16 8	10
IP31 2	8	CO16 9	10
IP31 3	8	CO2 0	10
IP32 6	8	CO2 7	10
IP32 7	8	CO2 8	10
IP33 1	8	CO2 9	10
IP33 2	8	CO3 0	10
IP33 3	8	CO3 3	10
		CO3 4	10
		CO3 8	10
CO10 0	9	CO3 9	10
CO10 1	9	CO4 0	10
CO10 2	9	CO4 3	10
CO10 5	9	CO4 5	10
CO10 7	9	CO4 9	10
CO10 9	9	CO5 7	10
CO6 2	9	CO5 8	10
CO6 4	9	CO5 9	10
CO6 5	9	CO6 1	10
CO8 5	9	CO6 3	10
CO9 1	9	CO7 0	10
CO9 2	9	CO7 7	10
CO9 3	9	CO7 8	10
		CO7 9	10

STRICTLY CONFIDENTIAL
Q2a Marketing & Research, Trafalgar Road, Southport, PR8 2NJ
Tel: 01704 569200 Fax: 01704 569632
Final

IPSWICH TELEPHONE SURVEY

Job No 2099/40

Name: _____

Address: _____

Postcode: _____ Tel: No. _____

Area/Zone Code

Interviewer Name _____

Interviewer Tel. Number _____ Date of Interview _____

INTRODUCTION

Good morning/afternoon/evening. I'm calling from Q2A Marketing & Research and we are conducting a short survey investigating people's shopping and leisure habits. Do you have a few minutes to answer some questions?

Q1 Are you the person responsible for the majority of shopping in your household?

Yes 1 GO TO Q2

No 2 Ask to speak to person, if not available thank and close interview

Q2 As we need to speak to people across a number of areas, could you please tell me your full postcode? Enter full post code ('/' indicates where space falls).

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	/	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	---	----------------------	----------------------	----------------------

Check postcode address against quota and check that respondent is eligible for interview – if not, thank and close.

FOOD SHOPPING

Q3 Where do you normally buy your MAIN food/grocery items?
(PROMPT FOR STORE AND LOCATION, FIRST ANSWER ONLY)

Aldi	14 Meredith Road	IPSWICH	1	Safeway	Parkeston	HARWICH	49
Aldi	Felixstowe Road	IPSWICH	2	Safeway	Gilseham	LOWESTOFT	50
Aldi	Girling Street	SUDBURY	3	Safeway	Braintree Road	WITHAM	51
Aldi	6-10 Lime Kiln Lane	THETFORD	4	Safewa/BP	Staple Tye	HARLOW	52
Asda	Turner Rise	COLCHESTER	5	J Sainsbury	High Street	ATTLEBOROUGH	53
Asda	Whitehouse Industrial Estate	IPSWICH	6	J Sainsbury	1 Tofts Walk	BRAINTREE	54
Asda	Wilkes Way	STOWMARKET	7	J Sainsbury	Moreton Hall	BURY ST ED.	55
Budgens	Bullock Fair Close	HARLESTON	8	J Sainsbury	14 Priory Walk	COLCHESTER	56
Budgens	St Andrews Street	MILDENHALL	9	J Sainsbury	Stanway	COLCHESTER	57
Budgens	The Thoroughfare	WOODBIDGE	10	J Sainsbury	40 Hadleigh Road	IPSWICH	58
Foodcentre	38 Carr Street	IPSWICH	11	J Sainsbury	TC/ Upper Brook St	IPSWICH	59
Rainbow	Gosford Road	BECCLES	12	J Sainsbury	Warren Heath	IPSWICH	60
Rainbow	Ashburnham Way	CARLTON COLVILLE	13	J Sainsbury	London Road	THETFORD	61
Rainbow	133 Victoria Road	DISS	14	Kwik Save	Minster Gate Street	THETFORD	62
Rainbow	Saxons Way	HALESWORTH	15	Somerfield	Market Square	BECCLES	63
Solar Superstore	Hamilton Road	FELIXSTOWE	16	Somerfield	Rayne Road	BRAINTREE	64
Solar Superstore	Market Hill	FRAMLINGHAM	17	Somerfield	Mildenhall Road	BURY ST ED.	65
Solar Superstore	Weavers Court	HALSTEAD	18	Somerfield	Clacton Hall	CLACTON	66
Solar Superstore	Sizewell Road	LEISTON	19	Somerfield	39-43 High Street	CLACTON	67
Solar Superstore	Combs Lane	STOWMARKET	20	Somerfield	37-38 Mere Street	DISS	68
Iceland	George Road	BRAINTREE	21	Somerfield	270 High Street	DOVERCOURT	69
Iceland	5-6 Cornhill	BURY ST. ED.	22	Somerfield	High Street	HALSTEAD	70
Iceland	Waterglade Park	CLACTON ON SEA	23	Somerfield	112 London Road	LOWESTOFT	71
Iceland	St. Johns Walk Shopping Centre	COLCHESTER	24	Somerfield	Church Street	SAXMUNDHAM	72
Iceland	Unit 7, Tollgate Centre	COLCHESTER	25	Somerfield	2 Market Place	SOUTHWOLD	73
Iceland	50-60 Hamilton Road	FELIXSTOWE	26	Somerfield	100 East Street	SUDBURY	74
Iceland	Roachford Way	FRINTON ON SEA	27	Tesco	Great Notley	BRAINTREE	75
Iceland	23-31 St Matthews Street	IPSWICH		Tesco	Marks Gate	BRAINTREE	76
Iceland	93 North Street	SUDBURY	29	Tesco	Market Place	BRAINTREE	77
Iceland	Minstergate Street	THETFORD	30	Tesco	London Road	BRANDON	78
Iceland	The Newlands	WITHAM	31	Tesco	St Saviours	BURY ST ED.	79
Lidl	St Johns Walk	COLCHESTER	32	Tesco	Greenstead Road	COLCHESTER	80
Lidl	36 North Street	SUDBURY	33	Tesco	Highwoods Square	COLCHESTER	81
Marks & Spencer	23 Buttermarket	BURY ST. ED.	34	Tesco	Martlesham Heath	IPSWICH	82
Marks & Spencer	35-39 Pier Avenue	CLACTON-ON-SEA	35	Tesco	Kesgrave	IPSWICH	83
Marks & Spencer	38 High Street	COLCHESTER	36	Tesco	Yarmouth Road	LOWESTOFT	84
Marks & Spencer	55 Hamilton Road	FELIXSTOWE	37	Tesco	Cedars Park	STOWMARKET	85
Marks & Spencer	16-26 Westgate Street	IPSWICH	38	Tesco	Springlands Way	SUDBURY	86
Marks & Spencer	82-84 London Road North	LOWESTOFT	39	Tesco	Kilverstone	THETFORD	87
Morrisons	Little Clacton	CLACTON-ON-SEA	40	Tesco	86 Church Road	TIPTREE	88
Morrisons	Sproughton Road	IPSWICH	41	Tesco	The Grove Centre	WITHAM	89
Netto	24 Highfields Road	WITHAM	42	Tesco Extra	Copdock Interchange	IPSWICH	90
Roys Wroxham	Risbygate St	BURY ST. ED.	43	Tesco Metro	28 Station Road	CLACTON	91
Roys Wroxham	Great Eastern Road	SUDBURY	44	Tesco Metro	88 Hamilton Road	FELIXSTOWE	92
Safeway	George Westwood Way	BECCLES	45	Tesco Metro	125-127 London rd	LOWESTOFT	93
Safeway	Old Road	CLACTON	46	Waitrose	Robert Boby Way	BURY ST ED.	94
Safeway	146 Victoria Road	DISS	47	Waitrose	Station Road	SUDBURY	95
Safeway	Grange Farm Park	FELIXSTOWE	48				
Don't visit (shop via Internet / telephone)							96

Other - please note store and location

Q4 On average, how often do you visit ... store named in Q3?
CIRCLE ONE CODE ONLY, DO NOT PROMPT

Everyday	1	4 times a week	4	Once a week	7
6 times a week	2	3 times a week	5	Once every two weeks	8
5 times a week	3	Twice a week	6	Once a month	9
				Less often than once a month	10

Q5 How do you normally travel to (store named in Q3)?
CIRCLE ONE CODE ONLY, DO NOT PROMPT
(RECORD MAIN MODE)

Drive self in car/van	1	Train	4	Bicycle	7
Passenger in car/van	2	Taxi	5	Motorcycle	8
Bus	3	Walk	6	Don't visit (shop via P.C. Internet or telephone)	9

Other (please note) _____

Q6 Where do you normally buy your more frequent daily 'top up' shopping (e.g. bread, milk etc)?

(PROMPT FOR STORE AND LOCATION, FIRST ANSWER ONLY)

Aldi	14 Meredith Road	IPSWICH	1	Safeway	Parkeston	HARWICH	49
Aldi	Felixstowe Road	IPSWICH	2	Safeway	Gilseham	LOWESTOFT	50
Aldi	Girling Street	SUDBURY	3	Safeway	Braintree Road	WITHAM	51
Aldi	6-10 Lime Kiln Lane	THETFORD	4	Safewa/BP	Staple Tye	HARLOW	52
Asda	Turner Rise	COLCHESTER	5	J Sainsbury	High Street	ATTLEBOROUGH	53
Asda	Whitehouse Industrial Estate	IPSWICH	6	J Sainsbury	1 Tofts Walk	BRAINTREE	54
Asda	Wilkes Way	STOWMARKET	7	J Sainsbury	Moreton Hall	BURY ST ED.	55
Budgens	Bullock Fair Close	HARLESTON	8	J Sainsbury	14 Priory Walk	COLCHESTER	56
Budgens	St Andrews Street	MILDENHALL	9	J Sainsbury	Stanway	COLCHESTER	57
Budgens	The Thoroughfare	WOODBIDGE	10	J Sainsbury	40 Hadleigh Road	IPSWICH	58
Foodcentre	38 Carr Street	IPSWICH	11	J Sainsbury	TC/ Upper Brook St	IPSWICH	59
Rainbow	Gosford Road	BECCELES	12	J Sainsbury	Warren Heath	IPSWICH	60
Rainbow	Ashburnham Way	CARLTON COLVILLE	13	J Sainsbury	London Road	THETFORD	61
Rainbow	133 Victoria Road	DISS	14	Kwik Save	Minster Gate Street	THETFORD	62
Rainbow	Saxons Way	HALESWORTH	15	Somerfield	Market Square	BECCELES	63
Solar Superstore	Hamilton Road	FELIXSTOWE	16	Somerfield	Rayne Road	BRAINTREE	64
Solar Superstore	Market Hill	FRAMLINGHAM	17	Somerfield	Mildenhall Road	BURY ST ED.	65
Solar Superstore	Weavers Court	HALSTEAD	18	Somerfield	Clacton Hall	CLACTON	66
Solar Superstore	Sizewell Road	LEISTON	19	Somerfield	39-43 High Street	CLACTON	67
Solar Superstore	Combs Lane	STOWMARKET	20	Somerfield	37-38 Mere Street	DISS	68
Iceland	George Road	BRAINTREE	21	Somerfield	270 High Street	DOVERCOURT	69
Iceland	5-6 Cornhill	BURY ST. ED.	22	Somerfield	High Street	HALSTEAD	70
Iceland	Waterglade Park	CLACTON ON SEA	23	Somerfield	112 London Road	LOWESTOFT	71
Iceland	St. Johns Walk Shopping Centre	COLCHESTER	24	Somerfield	Church Street	SAXMUNDHAM	72
Iceland	Unit 7, Tollgate Centre	COLCHESTER	25	Somerfield	2 Market Place	SOUTHWOLD	73
Iceland	50-60 Hamilton Road	FELIXSTOWE	26	Somerfield	100 East Street	SUDBURY	74
Iceland	Roachford Way	FRINTON ON SEA	27	Tesco	Great Notley	BRAINTREE	75
Iceland	23-31 St Matthews Street	IPSWICH	28	Tesco	Marks Gate	BRAINTREE	76
Iceland	93 North Street	SUDBURY	29	Tesco	Market Place	BRAINTREE	77
Iceland	Minstergate Street	THETFORD	30	Tesco	London Road	BRANDON	78
Iceland	The Newlands	WITHAM	31	Tesco	St Saviours	BURY ST ED.	79
Lidl	St Johns Walk	COLCHESTER	32	Tesco	Greenstead Road	COLCHESTER	80
Lidl	36 North Street	SUDBURY	33	Tesco	Highwoods Square	COLCHESTER	81
Marks & Spencer	23 Buttermarket	BURY ST. ED.	34	Tesco	Martlesham Heath	IPSWICH	82
Marks & Spencer	35-39 Pier Avenue	CLACTON-ON-SEA	35	Tesco	Kesgrave	IPSWICH	83
Marks & Spencer	38 High Street	COLCHESTER	36	Tesco	Yarmouth Road	LOWESTOFT	84
Marks & Spencer	55 Hamilton Road	FELIXSTOWE	37	Tesco	Cedars Park	STOWMARKET	85
Marks & Spencer	16-26 Westgate Street	IPSWICH	38	Tesco	Springlands Way	SUDBURY	86
Marks & Spencer	82-84 London Road North	LOWESTOFT	39	Tesco	Kilverstone	THETFORD	87
Morrisons	Little Clacton	CLACTON-ON-SEA	40	Tesco	86 Church Road	TIPTREE	88
Morrisons	Sproughton Road	IPSWICH	41	Tesco	The Grove Centre	WITHAM	89
Netto	24 Highfields Road	WITHAM	42	Tesco Extra	Copdock Interchange	IPSWICH	90
Roys Wroxham	Risbygate St	BURY ST. ED.	43	Tesco Metro	28 Station Road	CLACTON	91
Roys Wroxham	Great Eastern Road	SUDBURY	44	Tesco Metro	88 Hamilton Road	FELIXSTOWE	92
Safeway	George Westwood Way	BECCELES	45	Tesco Metro	125-127 London rd	LOWESTOFT	93
Safeway	Old Road	CLACTON	46	Waitrose	Robert Bobby Way	BURY ST ED.	94
Safeway	146 Victoria Road	DISS	47	Waitrose	Station Road	SUDBURY	95
Safeway	Grange Farm Park	FELIXSTOWE	48	Don't do 'top up' shop			96
				Don't visit (shop via Internet / telephone)			

Other - please note store and location

Q7 Where did you LAST buy clothing and footwear items?

CIRCLE ONE CODE ONLY, DO NOT PROMPT

Bluewater	1	Felixstowe	8	London West End	15
Bury St Edmunds	2	Freeport Braintree	9	Norwich	16
Cambridge	3	Ipswich Town Centre	10	Stowmarket	17
Chelmsford	4	Ipswich Other	11	Sudbury	18
Clacton Common Outlet	5	Lakeside	12	Woodbridge	19
Colchester	6	Lowestoft	13	Mail Order / catalogue	20
Diss	7	London City	14	Internet	21

Other, please specify _____

Q8 On average, how often do you visit ... (centre named in Q7)?**CIRCLE ONE CODE ONLY, DO NOT PROMPT**

Everyday	1	4 times a week	4	Once a week	7
6 times a week	2	3 times a week	5	Once every two weeks	8
5 times a week	3	Twice a week	6	Once a month	9
				Less often than once a month	10

Q9 Approximately how much did you spend on clothing and footwear on your LAST shopping trip?**CIRCLE AND RECORD AMOUNT £ _____**

£1 - £10	1	£61 - £70	7	£121 - £130	13
£11 - £20	2	£71 - £80	8	£131 - £140	14
£21 - £30	3	£81 - £90	9	£141 - £150	15
£31 - £40	4	£91 - £100	10	£150 +	16
£41 - £50	5	£101 - £110	11	Nothing	17
£51 - £60	6	£111 - £120	12		

Q10 Where do you normally undertake most of your Christmas / special occasion shopping?**CIRCLE ONE CODE ONLY, DO NOT PROMPT**

Bluewater	1	Felixstowe	8	London West End	15
Bury St Edmunds	2	Freeport Braintree	9	Norwich	16
Cambridge	3	Ipswich Town Centre	10	Stowmarket	17
Chelmsford	4	Ipswich Other	11	Sudbury	18
Clacton Common Outlet	5	Lakeside	12	Woodbridge	19
Colchester	6	Lowestoft	13	Mail Order / catalogue	20
Diss	7	London City	14	Internet	21

Other, please specify _____

Q11 What is the MAIN reason why you visited this centre in preference to any other?**UNPROMPTED, RECORD ONE RESPONSE**

Close to home	1	Free/cheap parking	9	Choice of street/covered markets	17
Close to work	2	High quality shops	10	Covered shopping centre/s	18
Easy to get to by bus	3	Nice shopping environment	11	Choice of places to eat/drink	19
Easy to get to by train	4	Choice of clothing/fashion shops	12	Safe/secure centre	20
Easy to get to by car	5	Choice of larger chain stores	13	Don't know	21
Pedestrianised streets	6	Choice of department stores	14	Nothing in particular	22
Easy to find parking	7	Choice of value/discount stores	15		
Easy to park near shops	8	Choice of specialist shops	16		

Other, 'named retailers' please note _____

Other, please note _____

Q12 Where did you LAST go to buy Furniture/Carpets?

Q13 Where did you LAST go to buy Large Electrical Goods (e.g. fridge, freezers) etc?

Q14 Where did you LAST go to buy Small Electrical Goods (e.g. TV, hi-fi, video, DVD) etc?

Q15 Where did you LAST go to buy bulky DIY goods?

RECORD ONE ANSWER for each question

			Q12	Q13	Q14	Q15
B&Q	Braintree RP	Braintree	1	1	1	1
Carpetright	Braintree RP	Braintree	2	2	2	2
Comet	Braintree RP	Braintree	3	3	3	3
Pine Showroom	Braintree RP	Braintree	4	4	4	4
B&Q	Risbygate Street	Bury St Eds	5	5	5	5
Comet	Risbygate Street	Bury St Eds	6	6	6	6
Bennetts	Robert Bobby Way RP	Bury St Eds	7	7	7	7
Dreams	Robert Bobby Way RP	Bury St Eds	8	8	8	8
Halfords	Robert Bobby Way RP	Bury St Eds	9	9	9	9
Poundstretcher	Robert Bobby Way RP	Bury St Eds	10	10	10	10
Allied Carpets	St Edmundsbury RP	Bury St Eds	11	11	11	11
Carpetright	St Edmundsbury RP	Bury St Eds	12	12	12	12
Currys	St Edmundsbury RP	Bury St Eds	13	13	13	13
Homebase	St Edmundsbury RP	Bury St Eds	14	14	14	14
Klaussner	St Edmundsbury RP	Bury St Eds	15	15	15	15
MFI	St Edmundsbury RP	Bury St Eds	16	16	16	16
Rosebys	St Edmundsbury RP	Bury St Eds	17	17	17	17
Matalan	Easlea Road	Bury St Eds	18	18	18	18
DFS	Easlea Road	Bury St Eds	19	19	19	19
B&Q	Valley Bridge Road	Clacton	20	20	20	20
Electronix	Fiveways Retail Park	Clacton	21	21	21	21
Fiveways	Fiveways Retail Park	Clacton	22	22	22	22
Homemaker	Fiveways Retail Park	Clacton	23	23	23	23
Homebase	St Andrew's Avenue	Colchester	24	24	24	24
Glynn Webb	St Andrew's Avenue	Colchester	25	25	25	25
Bennets	Turner Rise	Colchester	26	26	26	26
Carpetright	Turner Rise	Colchester	27	27	27	27
Courts	Turner Rise	Colchester	28	28	28	28
Durham Pine	Turner Rise	Colchester	29	29	29	29
Focus	Turner Rise	Colchester	30	30	30	30
Matalan	Colchester RP	Colchester	31	31	31	31
DFS	Colne View RP	Colchester	32	32	32	32
Halfords	Colne View RP	Colchester	33	33	33	33
Wickes	Clarendon Road	Colchester	34	34	34	34
The Range	Cowdray Avenue	Colchester	35	35	35	35
B&Q	Hythe Quay	Colchester	36	36	36	36
AHF	Tollgate Centre	Colchester	37	37	37	37
Allied Carpets	Tollgate Centre	Colchester	38	38	38	38
Carpetright	Tollgate Centre	Colchester	39	39	39	39
Comet	Tollgate Centre	Colchester	40	40	40	40
Conway Pine	Tollgate Centre	Colchester	41	41	41	41
Dereams	Tollgate Centre	Colchester	42	42	42	42
Harveys	Tollgate Centre	Colchester	43	43	43	43
Tiles r Us	Tollgate Centre	Colchester	44	44	44	44
Currys	Tollgate RP	Colchester	45	45	45	45
Miller Bros	Tollgate RP	Colchester	46	46	46	46
Office Word	Tollgate RP	Colchester	47	47	47	47
PC world	Tollgate RP	Colchester	48	48	48	48
Homebase	Tollgate East,	Colchester	49	49	49	49
Lounge in Leather	Tollgate East,	Colchester	50	50	50	50
Evergreen	Peartree Road	Colchester	51	51	51	51
Hatfields	Peartree Road	Colchester	52	52	52	52
Paul Simon	Peartree Road	Colchester	53	53	53	53
Porcelenosa	Peartree Road	Colchester	54	54	54	54
Rustic Country	Peartree Road	Colchester	55	55	55	55

CONTINUED-----

			Q12	Q13	Q14	Q15
Homebase	Great Eastern Square	Felixstowe	56	56	56	56
Currys	Interchange RP	Ipswich	57	57	57	57
Multiyork	Interchange RP	Ipswich	58	58	58	58
PCWorld	Interchange RP	Ipswich	59	59	59	59
Mothercare	Interchange RP	Ipswich	60	60	60	60
Fabric Warehouse	Commercial Rd	Ipswich	61	61	61	61
Brantano	Suffolk RP	Ipswich	62	62	62	62
Dunelm Mill	Suffolk RP	Ipswich	63	63	63	63
Halfords	Suffolk RP	Ipswich	64	64	64	64
The Range	Suffolk RP	Ipswich	65	65	65	65
Allied Carpets	Euro RP	Ipswich	66	66	66	66
B&Q	Euro RP	Ipswich	67	67	67	67
Carpetright	Euro RP	Ipswich	68	68	68	68
Dreams	Euro RP	Ipswich	69	69	69	69
Halfords	Euro RP	Ipswich	70	70	70	70
Harveys	Euro RP	Ipswich	71	71	71	71
Hughes	Euro RP	Ipswich	72	72	72	72
MFI	Euro RP	Ipswich	73	73	73	73
Focus	Orwell RP	Ipswich	74	74	74	74
Wickes	Crompton Road	Ipswich	75	75	75	75
Staples	Russell Rd	Ipswich	76	76	76	76
Chris Ling	Martlesham RP	Martlesham Heath	77	77	77	77
Conway Pine	Martlesham RP	Martlesham Heath	78	78	78	78
Glasswells	Martlesham RP	Martlesham Heath	79	79	79	79
Tops Tiles	Martlesham RP	Martlesham Heath	80	80	80	80
Focus	Beardmore Park	Martlesham Heath	81	81	81	81
Bennets	Beardmore Park	Martlesham Heath	82	82	82	82
B&Q	Anglia RP	Ipswich	83	83	83	83
Carpetright	Anglia RP	Ipswich	84	84	84	84
Comet	Anglia RP	Ipswich	85	85	85	85
Klaussner	Anglia RP	Ipswich	86	86	86	86
Land of Leather	Anglia RP	Ipswich	87	87	87	87
Mamas and Papas	Anglia RP	Ipswich	88	88	88	88
Homebase	Warren Heath	Ipswich	89	89	89	89
Homebase	Tower RP	Lowestoft	90	90	90	90
Focus	Tower Road	Lowestoft	91	91	91	91
Homebase	Studlands RP	Newmarket	92	92	92	92
Youngs	Studlands RP	Newmarket	93	93	93	93
Homebase	Waldingfield Rd	Sudbury	94	94	94	94
Carpetright	Shawlands RP	Sudbury	95	95	95	95
Powerhouse	Shawlands RP	Sudbury	96	96	96	96
Topps Tiles	Shawlands RP	Sudbury	97	97	97	97
Allied Carpets	Forest RP	Thetford	98	98	98	98
Carpetright	Forest RP	Thetford	99	99	99	99
Currys	Forest RP	Thetford	100	100	100	100
Focus	Forest RP	Thetford	101	101	101	101
Argos	Suffolk Retail Park	Ipswich	102	102	102	102
Bensons Beds	AngliaRetail Park	Ipswich	103	103	103	103
Don't visit (shop via Internet / telephone)			104	104	104	104

Other please specify store and location:

Q12 _____ Q13 _____ Q14 _____ Q15 _____

Q16 How often do you generally shop at or visit these different areas of Ipswich –

- READ OUT**
- a) -The Town Centre,
b) – Retail Parks/ Warehouses
c)- Local / Neighbourhood shops

	a)	b)	c)		a)	b)	c)		a)	b)	c)
Everyday	1	1	1	4 times a week	4	4	4	Once every two weeks	8	8	8
6 times a week	2	2	2	3 times a week	5	5	5	Once a month	9	9	9
5 times a week	3	3	3	Twice a week	6	6	6	Less often than once a month	10	10	10
				Once a week	7	7	7	Never	11	11	11

Q17 What MAIN improvement to Ipswich would encourage you to visit more often than you currently do? Prompt / explain different categories e.g. shops / facilities / entertainment

RECORD ONE RESPONSE ONLY

<i>Travel/Parking</i>		<i>Shops, continued</i>		<i>Entertainment</i>	
Better/more frequent bus service	1	More clothes & fashion shops	12	More cafes	23
Better/new train service	2	More quality/designer shops	13	More restaurants	24
Better access by car	3	More dept. stores/larger stores	14	More bars/night-clubs	25
More parking provision	4	More discount stores/cheaper goods	15	More cash machines	26
Cheaper parking	5	Fewer empty shops/vacancies	16	More promotions/events	27
Free parking	6	<i>Facilities</i>		More / Better Cinemas	28
Better links from car parks to Centre	7	More facilities for children	17	More / Better Health Clubs / Gyms	29
More/better signage around Centre	8	Crèche	18	<i>Environment</i>	
<i>Shops</i>		Better (more) safety/security/CCTV/police presen	19	Nicer shopping environment	30
More (larger) covered shopping centres/malls	9	More facilities for disabled	20	More pedestrianised streets	31
Improved market	10	More toilets	21	NOTHING	32
More independent shops	11	More seating/benches	22	DON'T KNOW	33

Other named retailer (e.g. Next) please note _____

Other named store type (e.g. shoes) _____

Other please note _____

Q18 Where do you or members of your household most often go for an evening out, e.g. to eat and drink?

CIRCLE ONE CODE ONLY, DO NOT PROMPT

Bury St Edmunds	1	Ipswich Cardinal Park	7	Norwich	13
Cambridge	2	Ipswich Town Centre	8	Stowmarket	14
Chelmsford	3	Ipswich Waterfront	9	Sudbury	15
Colchester	4	Ipswich Other	10	Woodbridge	16
Diss	5	Lowestoft	11	Locally	17
Felixstowe	6	London	12	Country pub	18
				Don't go out	19

Other, please specify _____

Q19 How often do you visit the following areas of Ipswich for an evening out to eat / drink

READ OUT

a) The Waterfront,

b) Cardinal Park ?

	a)	b)		a)	b)		a)	b)
Everyday	1	1	4 times a week	4	4	Once every two weeks	8	8
6 times a week	2	2	3 times a week	5	5	Once a month	9	9
5 times a week	3	3	Twice a week	6	6	Less often than once a month	10	10
			Once a week	7	7	Never	11	11

Q20 Where did you or members of your household last go to the cinema?

CIRCLE ONE CODE ONLY, DO NOT PROMPT

Aldeburgh Cinema	1	Clacton Flicks	7	Ipswich UGC	13
Braintree Cineworld	2	Felixstowe Palace	8	Leiston Film Theatre	14
Bury St Edmunds Odeon	3	Harwich Electric Palace	9	Lowestoft Hollywood	15
Cambridge Picturehouse	4	Halstead Empire	10	Stowmarket Regal	16
Cambridge Vue	5	Ipswich Film Theatre	11	Woodbridge Riverside Theatre	17
Colchester Odeon	6	Ipswich Odeon	12	Don't go	18

Other, please specify _____

CLASSIFICATION DETAILS

So that we can put your answers into context, and to make sure we are speaking to a representative cross section of people, I would like to ask you a few questions for classification purposes. The questions are for survey control only; your responses will never be revealed in connection with your name address.

Q21 How many cars are there in your household?

One	1	Two	2	Three	3	Four or more	4	None	5
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Q22 Which of the following age ranges do you fall in?

16 – 24	1	25 - 34	2	35 – 44	3	45 - 54	4	55 – 64	5	65 +	6
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Q23 Sex, code as appropriate: Male 1 Female 2

Q24 What is the occupation of the ‘CHIEF INCOME EARNER’ in your household?

NOTE –not necessarily the same person as the Interviewee

(If retired ask for previous occupation)

Write in _____

Q25 Now assess social grade

A	1	C1	3	D	5	E2 Unemployed	7
B	2	C2	4	E1 Retired/State	6	Refused	8

CLOSE INTERVIEW - THANK RESPONDENT

INTERVIEWER'S DECLARATION

I declare that this interview was conducted in accordance with your instructions and within the code of conduct of the Market Research Society.

Interviewer Name _____ Date _____

Sampling Reliability

All survey samples vary slightly in their accuracy of representation of the population from which the sample is taken. Therefore, if we are to gauge the extent to which the survey represents the populations' view, it is necessary to calculate the standard error (s.e.) of the sample taken from the population in order to assess the precision of any derived statistics.

Percentages

The standard error on %'s, is calculated on the % response. The further away from 50% the figure is the lower the standard error.

The figure is calculated using the following formula: -

$$\text{s.e. (\%)} = \sqrt{\frac{p\% \times q\%}{n}} \quad \text{where} \quad \begin{array}{ll} p & = \text{\% sample value} \\ q & = (100\% - p\%) \\ n & = \text{sample size} \end{array}$$

Confidence Intervals

Using these s.e. calculations, these can then be applied to calculate confidence intervals to determine the precision of the arithmetic mean or percentage from the sample selected.

With 95% confidence limit, the mean or % will fall within the following intervals:

$$\pm 1.96 \times \text{s.e.}$$

e.g. Telephone survey, sample 1000

1. % of shoppers who stop for a drink or snack = 59%

$$\text{s.e. (\%)} = \sqrt{\frac{p\% \times q\%}{n}} = 1.56$$

$$\text{Confidence intervals} = \pm 1.96 \times 1.56 = \pm 3.06$$

- i.e. we can be 95% confident that the 59% of respondents in the survey sample who stop for a drink represent between 55.9% and 62.1% of the entire population of the catchment area during the period of the survey.

CONFIDENCE LIMITS (Using a 95% Confidence Limit)

	2% or 98%	5% or 95%	8% or 92%	10% or 90%	15% or 85%	25% or 75%	30% or 70%	35% or 65%	40% or 60%	45% or 55%	50%
<i>Sample Size</i>											
400	1.37	2.14	2.66	2.94	3.50	4.24	4.49	4.67	4.80	4.88	4.90
500	1.23	1.91	2.38	2.63	3.13	3.80	4.02	4.18	4.29	4.36	4.38
1500	0.71	1.10	1.37	1.52	1.81	2.19	2.32	2.41	2.48	2.52	2.53

Use the top lines of the table to identify the percent affirmative replies and trace down the column to the figure that is in the row of the sample size that the percentile is taken. You can be “reasonably sure” (i.e. 95% certain) of the accuracy within plus or minus of that figure.

For example, with a sample of 1500 and a percent affirmation of 10%, you may be “reasonably sure” that the actual (population) figure would fall within plus or minus 1.5 points of 10% - i.e. between 8.5% to 11.5%

Q1. Main shopper by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q1. Main shopper											
Yes	1003	75	87	90	46	68	56	53	98	87	342
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q3. Where normally buy main food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q3. Where normally buy main food/groceries											
Aldburgh, Co-Op	2 0.2%	- -	- -	1 0.6%	- -	- -	1 1.9%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -
Barham, Co-Op	2 0.2%	- -	- -	- -	1 2.0%	0 0.7%	- -	0 0.7%	- -	- -	- -
Beccles, Morrisons	3 0.3%	- -	- -	- -	- -	- -	3 6.2%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0.1%	- -	- -	- -	- -	- -	1 2.4%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0.1%	- -	- -	- -	- -	- -	1 2.2%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	2 0.6%
Braintree, Tesco, Great Notley	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6%	- -
Braintree, Tesco, Market Place	8 0.8%	- -	- -	- -	- -	- -	- -	- -	- -	2 2.1%	6 1.7%
Braintree, Tesco, Marks Gate	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0%	- -
Bramford, Co-Op	1 0.1%	- -	- -	- -	- -	1 1.0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -	- -	- -
Bungay, Rainbows	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0.2%	- -	- -	- -	- -	- -	- -	- -	2 2.1%	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4.1%	- -	- -	- -	- -	- -	- -	1 1.5%	41 41.7%	- -	- -

Q3. Where normally buy main food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0.2%	- -	- -	- -	- -	- -	- -	- -	2 1.6%	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1.5%	- -	- -	- -	- -	0 0.7%	- -	- -	14 14.4%	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2.4%	- -	- -	- -	- -	- -	- -	0 0.9%	23 23.1%	1 1.2%	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1.1%	- -	- -	- -	- -	- -	- -	1 2.2%	10 9.8%	1 0.7%	- -
Clacton, Safeway, Old Road	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Clacton, Tesco Metro, 28 Station Road	4 0.4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 1.3%
Clacton-on-Sea, Co- Op	4 0.4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 1.2%
Clacton-on-Sea, Morrisons, Little Clacton	57 5.7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	57 16.7%
Colchester, Asda, Turner Rise	39 3.9%	- -	- -	- -	1 1.3%	1 1.1%	- -	- -	- -	3 3.9%	35 10.2%
Colchester, Co-Op	23 2.3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	23 6.8%
Colchester, J Sainsbury, 14 Priory Walk	7 0.7%	- -	- -	- -	1 1.1%	- -	- -	- -	- -	- -	6 1.8%
Colchester, J Sainsbury, Stanway	21 2.1%	- -	- -	- -	1 1.9%	- -	- -	- -	- -	4 4.2%	17 4.9%
Colchester, Marks & Spencer, 38 High Street	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Colchester, Tesco, Greenstead Road	57 5.7%	- -	- -	- -	- -	- -	- -	- -	- -	3 3.2%	55 15.9%
Colchester, Tesco, Highwoods Square	33 3.3%	- -	- -	- -	0 0.6%	- -	- -	- -	- -	3 3.3%	30 8.9%
Dedham, Co-Op	1 0.1%	- -	- -	- -	1 1.3%	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.7%	- -	- -	- -

Q3. Where normally buy main food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Diss, Morrisons	16 1.6%	- -	- -	- -	- -	0 0.7%	- -	15 29.2%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0.3%	- -	- -	- -	- -	- -	- -	3 5.1%	- -	- -	- -
Diss, Saffeway, 146 Victoria Road	7 0.7%	- -	- -	- -	- -	- -	- -	7 12.8%	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0.4%	- -	- -	- -	- -	- -	- -	4 7.8%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 0.8%	- -	3 3.9%	- -	0 0.8%	- -	1 1.1%	3 6.5%	- -	- -	- -
Dovercourt, Co-Op	3 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1.0%
Eye, Co-Op	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.9%	- -	- -	- -
Felixstowe, Co-Op	0 0.0%	- -	- -	0 0.4%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1.5%	- -	- -	15 16.6%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Saffeway, Grange Farm Park	1 0.1%	- -	- -	1 1.1%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 0.5%	- -	- -	5 5.9%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 0.6%	- -	- -	6 6.8%	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1.1%	- -	- -	8 8.9%	- -	- -	3 4.6%	- -	- -	- -	- -
Hadley, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.6%	- -
Halesworth, Rainbow, Saxons Way	8 0.8%	- -	- -	- -	- -	- -	8 14.7%	- -	- -	- -	- -
Halstead, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6%	- -
Halstead, Solar Superstore, Weavers Court	3 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	3 3.5%	- -

Q3. Where normally buy main food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Halstead, Somerfield, High Street	7 0.7%	- -	1 1.3%	- -	- -	- -	- -	- -	- -	6 6.8%	- -
Harleston, Budgens, Bullock Fair Close	2 0.2%	- -	- -	- -	- -	- -	0 0.5%	1 2.3%	- -	- -	- -
Harleston, Budgens	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.6%	- -	- -	- -
Harwich, Co-Op	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Harwich, Morrisons	34 3.4%	- -	- -	- -	0 0.8%	- -	- -	- -	- -	- -	34 9.9%
Harwich, Safeway, Parkeston	10 1.0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	10 3.0%
Harwich, Solar	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6%	- -
Harwich, Somerfield	4 0.4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 1.3%
Ipswich, Aldi, 14 Meredith Road	5 0.5%	2 2.1%	- -	- -	- -	3 4.3%	- -	0 0.9%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0.1%	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 4.8%	20 26.5%	9 10.3%	3 3.2%	2 3.2%	11 15.5%	- -	2 2.9%	1 0.7%	- -	2 0.6%
Ipswich, Co-Op	4 0.4%	2 2.9%	2 1.8%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0.0%	0 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2.0%	12 15.7%	- -	- -	5 10.7%	3 3.8%	- -	- -	- -	1 0.6%	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 0.6%	4 5.7%	1 0.6%	- -	- -	1 1.1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 3.8%	3 3.9%	28 31.9%	6 7.1%	0 0.8%	1 1.3%	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0.0%	- -	- -	- -	0 0.6%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0.1%	1 1.4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 3.9%	19 25.5%	4 5.2%	2 2.2%	6 12.7%	5 7.4%	3 5.3%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 3.9%	9 12.5%	3 3.2%	- -	22 47.5%	- -	3 5.8%	- -	- -	2 2.3%	- -
Ipswich, Tesco, Kesgrave	13 1.3%	- -	13 14.9%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5.4%	0 0.6%	16 18.3%	32 35.1%	1 2.0%	1 1.0%	5 8.1%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0.2%	- -	- -	0 0.4%	- -	- -	1 2.4%	- -	- -	- -	- -
Local shops	38 3.7%	2 2.6%	6 7.4%	1 1.3%	6 12.9%	1 1.0%	7 11.7%	2 2.9%	- -	- -	13 3.9%
Lowestoft, Safeway, Gilseham	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0.1%	- -	- -	- -	- -	- -	1 1.0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0.4%	- -	- -	- -	- -	- -	4 7.2%	- -	- -	- -	- -
Manningtree, Co-Op	5 0.5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1.5%
Newmarket, Waitrose	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.7%	- -	- -	- -
Norwich, Morrisons	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.7%	- -	- -	- -
Norwich, Sainsburys	1 0.1%	- -	- -	- -	- -	- -	1 2.0%	0 0.6%	- -	- -	- -
Norwich, Tesco	5 0.5%	- -	- -	- -	- -	- -	- -	5 9.9%	- -	- -	- -
Saxmundham, Co-Op	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1.2%	- -	1 0.6%	4 4.8%	- -	- -	7 13.2%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Sible Hedingham, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0%	- -
Sidcup, J Sainsbury	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -	- -
Southwold, Somerfield, 2 Market Place	2 0.2%	- -	- -	- -	- -	- -	2 3.8%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 3.8%	- -	- -	1 1.1%	- -	32 46.8%	- -	1 1.7%	4 3.9%	- -	- -
Stowmarket, Co-Op	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0.0%	- -	- -	- -	- -	0 0.7%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0.1%	- -	- -	- -	- -	- -	- -	1 2.2%	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 0.9%	- -	- -	- -	- -	8 12.4%	- -	0 0.6%	1 0.7%	- -	- -
Sudbury, Aldi, Girling Street	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.7%	- -
Sudbury, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.5%	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, Somerfield, 100 East Street	6 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	6 6.9%	- -
Sudbury, Tesco, Springlands Way	21 2.1%	- -	- -	- -	- -	- -	- -	- -	1 0.7%	20 23.5%	- -
Sudbury, Waitrose, Station Road	23 2.3%	- -	- -	- -	- -	- -	- -	- -	- -	23 26.0%	- -
Thetford, J Sainsbury, London Road	1 0.1%	- -	- -	- -	- -	- -	- -	1 2.1%	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0.2%	- -	- -	- -	- -	- -	- -	2 3.7%	- -	- -	- -
Tollgate, Co-Op	5 0.5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1.5%
Tollgate, Sainsburys	12 1.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	12 3.5%

Q3. Where normally buy main food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Walton, Co-Op	5 0.5%	- -	- -	1 1.3%	- -	- -	- -	- -	- -	- -	4 1.2%
Witham, Tesco, The Grove Centre	4 0.4%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.6%	2 0.6%
Woodbridge, Budgens, The Thoroughfare	2 0.2%	- -	- -	2 2.2%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0.0%	- -	- -	0 0.4%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0.1%	- -	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -

Q4. Average visits to store (Q3) by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Missing											
No reply	3 0.3%	1 0.8%	- -	- -	- -	- -	2 3.8%	- -	- -	- -	- -
Q4. Average visits to store (Q3)											
Everyday	11 1.1%	4 4.7%	- -	0 0.4%	1 2.0%	2 2.4%	2 3.0%	3 5.8%	- -	- -	- -
6 times a week	3 0.3%	- -	1 1.1%	- -	2 3.7%	- -	- -	0 0.9%	- -	- -	- -
5 times a week	14 1.4%	1 1.7%	1 0.6%	- -	1 3.1%	- -	2 4.2%	0 0.9%	- -	2 2.5%	5 1.6%
4 times a week	29 2.8%	2 3.2%	10 11.8%	4 4.5%	2 3.9%	- -	1 2.4%	1 1.3%	2 2.1%	2 2.1%	4 1.2%
3 times a week	78 7.8%	4 5.0%	8 9.7%	10 10.8%	1 2.7%	5 7.9%	7 13.1%	3 5.3%	10 10.4%	9 10.4%	20 5.9%
Twice a week	147 14.7%	18 24.5%	9 10.2%	16 17.7%	7 14.5%	7 10.8%	11 19.0%	6 11.5%	12 12.6%	12 13.5%	49 14.3%
Once a week	633 63.1%	37 49.3%	52 60.0%	57 63.8%	26 57.2%	49 72.3%	24 42.9%	30 56.8%	69 70.8%	61 69.8%	226 66.0%
Once every two weeks	68 6.7%	5 6.7%	4 4.1%	1 1.1%	5 10.7%	4 5.9%	4 7.4%	7 13.5%	4 4.1%	1 1.7%	32 9.4%
Once a month	16 1.6%	3 4.0%	2 1.9%	1 1.1%	1 2.3%	0 0.7%	2 4.3%	1 1.9%	- -	- -	5 1.6%
Less often than once a month	2 0.2%	- -	1 0.6%	1 0.6%	- -	- -	- -	1 2.1%	- -	- -	- -

Q5. Mode of travel by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q5. Mode of travel											
Drive self in car/van	663 66.1%	47 62.4%	53 61.0%	62 68.4%	36 76.8%	48 70.7%	44 78.2%	36 68.8%	71 72.5%	56 64.1%	211 61.6%
Passenger in car/van	172 17.1%	11 14.6%	20 22.8%	13 14.4%	5 11.4%	12 18.0%	7 11.7%	10 18.2%	18 18.2%	5 6.1%	71 20.8%
Bus	54 5.4%	5 7.2%	-	1 0.9%	2 3.4%	3 4.0%	1 0.9%	-	1 1.4%	11 13.1%	30 8.9%
Train	1 0.1%	-	-	-	-	-	-	0 0.6%	-	1 0.6%	-
Taxi	2 0.2%	1 1.5%	-	-	-	0 0.7%	-	0 0.9%	-	-	-
Walk	100 10.0%	9 11.9%	12 14.0%	13 14.5%	4 7.6%	5 6.6%	4 6.5%	3 5.0%	8 7.9%	14 16.1%	30 8.8%
Bicycle	4 0.4%	-	1 1.1%	2 1.9%	-	-	1 1.6%	-	-	-	-
Don't visit (shop via PC, Internet or telephone)	7 0.7%	2 2.3%	1 1.1%	-	0 0.8%	-	1 1.1%	3 6.5%	-	-	-

Q6. Where normally buy top-up food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q6. Where normally buy top-up food/groceries											
Aldeburgh, Co-Op	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -
Barham, Co-Op	1 0.1%	- -	- -	- -	- -	1 1.4%	- -	- -	- -	- -	- -
Beccles, Londis	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -	- -	- -
Beccles, Morrisons	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	2 0.2%	- -	- -	- -	- -	- -	2 4.0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Bildeston, Co-Op	1 0.1%	- -	- -	- -	- -	1 1.1%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Braintree, Tesco, Great Notley	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6%	- -
Bramford, Co-Op	2 0.2%	- -	- -	- -	- -	2 3.5%	- -	- -	- -	- -	- -
Brandon, Tesco, London Road	0 0.0%	0 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Brantham, Co-Op	1 0.1%	- -	- -	- -	1 2.8%	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	4 0.4%	- -	- -	- -	- -	- -	- -	- -	4 3.7%	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	10 1.0%	- -	- -	- -	- -	0 0.5%	- -	0 0.9%	10 9.8%	- -	- -
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	3 0.3%	- -	- -	- -	- -	- -	- -	- -	3 2.9%	- -	- -

Q6. Where normally buy top-up food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Bury St Edmunds, Roys Wroxham, Risbygate Street	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	6 0.6%	- -	- -	- -	- -	0 0.7%	- -	- -	5 5.4%	- -	- -
Bury St Edmunds, Tesco, St Saviours	9 0.9%	- -	- -	- -	- -	- -	- -	- -	9 9.1%	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	15 1.5%	- -	- -	- -	- -	- -	- -	0 0.9%	14 14.7%	- -	- -
Capel St Mary, Co-Op	2 0.2%	- -	- -	- -	2 4.1%	- -	- -	- -	- -	- -	- -
Carlton Colville, Rainbow, Ashburnham Way	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Clacton, Somerfield, 39-43 High Street	8 0.8%	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 2.3%
Clacton, Tesco Metro, 28 Station Road	4 0.4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 1.3%
Clacton-on-Sea, Co- Op	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Clacton-on-Sea, Morrisons, Little Clacton	34 3.4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	34 9.9%
Colchester, Asda, Turner Rise	17 1.7%	1 0.8%	- -	- -	1 1.3%	- -	- -	- -	- -	4 4.8%	12 3.5%
Colchester, Co-Op	21 2.1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	21 6.3%
Colchester, Iceland, Unit 7, Tollgate Centre	3 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1.0%
Colchester, J Sainsbury, 14 Priory Walk	7 0.7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1.9%
Colchester, J Sainsbury, Stanway	16 1.6%	0 0.6%	- -	- -	- -	- -	- -	- -	- -	1 0.6%	15 4.4%
Colchester, Lidl, St Johns Walk	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6%	- -

Q6. Where normally buy top-up food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Colchester, Marks & Spencer, 38 High Street	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Colchester, Tesco, Greenstead Road	26 2.6%	- -	- -	- -	- -	- -	- -	- -	- -	2 2.8%	24 7.0%
Colchester, Tesco, Highwoods Square	31 3.1%	- -	- -	- -	- -	- -	- -	- -	- -	3 3.0%	28 8.3%
Diss, Co-Op	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.7%	- -	- -	- -
Diss, Morrisons	5 0.5%	- -	- -	- -	- -	- -	- -	5 9.3%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	1 0.1%	- -	- -	- -	- -	- -	- -	1 2.7%	- -	- -	- -
Diss, Sainsbury, 146 Victoria Road	5 0.5%	- -	- -	- -	- -	- -	- -	5 9.7%	- -	- -	- -
Diss, Somerfield, 37-38 Mere Street	5 0.5%	- -	- -	- -	- -	- -	- -	5 9.0%	- -	- -	- -
Don't do 'top up' shop	301 30.1%	26 34.3%	28 31.8%	24 27.2%	13 27.0%	25 36.8%	23 40.8%	22 42.4%	48 48.7%	22 25.3%	71 20.7%
Dovercourt, Co-Op	3 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1.0%
Eye, Co-Op	1 0.1%	- -	- -	1 0.6%	- -	- -	- -	1 1.5%	- -	- -	- -
Eye, Morrisons	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.7%	- -	- -	- -
Felixstowe, Co-Op	1 0.1%	- -	- -	1 1.1%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Marks & Spencer, 55 Hamilton Road	1 0.1%	- -	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	2 0.2%	- -	- -	2 2.5%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Sainsbury, Grange Farm Park	1 0.1%	- -	- -	1 1.1%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 0.5%	- -	- -	5 5.7%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	8 0.8%	- -	- -	8 9.0%	- -	- -	- -	- -	- -	- -	- -

Q6. Where normally buy top-up food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Framlingham, Solar Superstore, Market Hill	5 0.5%	- -	- -	5 5.1%	- -	- -	1 1.1%	- -	- -	- -	- -
Framlington, Co-Op	0 0.0%	- -	- -	0 0.4%	- -	- -	- -	- -	- -	- -	- -
Hadleigh, Co-Op	1 0.1%	- -	- -	- -	1 1.3%	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.6%	- -
Halesworth, Rainbow, Saxons Way	3 0.3%	- -	- -	- -	- -	- -	3 4.9%	- -	- -	- -	- -
Halstead, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.4%	- -
Halstead, Solar Superstore, Weavers Court	5 0.5%	- -	- -	- -	- -	- -	- -	- -	1 0.7%	5 5.4%	- -
Halstead, Somerfield, High Street	5 0.5%	- -	- -	- -	- -	- -	- -	- -	- -	5 6.3%	- -
Harleston, Budgens, Bullock Fair Close	1 0.1%	- -	- -	- -	- -	- -	- -	1 1.2%	- -	- -	- -
Harwich, Morrisons	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Harwich, Safeway, Parkeston	7 0.7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 2.1%
Harwich, Somerfield	11 1.1%	- -	- -	- -	- -	- -	- -	0 0.7%	- -	- -	10 3.0%
Haughley, Co-Op	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Holbrook, Co-Op	1 0.1%	- -	- -	- -	1 1.2%	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0.5%	1 1.5%	- -	- -	- -	4 6.0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	11 1.1%	4 4.7%	3 3.1%	3 3.6%	- -	1 2.2%	0 0.5%	- -	- -	- -	- -
Ipswich, Co-Op	7 0.7%	6 7.5%	1 1.7%	- -	- -	- -	- -	- -	- -	- -	- -

Q6. Where normally buy top-up food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Ipswich, Iceland, 23-31 St Matthews Street	0 0.0%	- -	- -	- -	- -	0 0.7%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	10 1.0%	4 5.9%	2 2.8%	- -	2 3.6%	1 1.5%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 0.6%	2 3.1%	3 3.8%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	7 0.7%	- -	7 8.3%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Marks & Spencer, 16-26 Westgate Street	7 0.7%	4 5.8%	- -	- -	1 1.1%	2 2.5%	1 0.9%	- -	- -	- -	- -
Ipswich, Morrisons, Sroughton Road	5 0.5%	3 4.4%	- -	0 0.4%	1 1.9%	1 1.1%	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	14 1.4%	2 3.3%	5 5.8%	2 2.2%	2 3.9%	1 1.1%	1 2.6%	0 0.9%	- -	- -	- -
Ipswich, Tesco, Kesgrave	10 1.0%	1 0.8%	9 10.3%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	32 3.2%	- -	9 10.8%	14 16.0%	1 1.2%	1 1.6%	6 11.4%	- -	- -	- -	- -
Keslingland, Morrisons	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Leiston, Co-Op	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0.2%	- -	- -	- -	- -	- -	2 3.6%	- -	- -	- -	- -
Local shops	169 16.9%	20 26.8%	18 20.2%	12 13.7%	22 48.5%	5 8.0%	8 14.6%	4 7.7%	3 3.0%	- -	76 22.3%
Long Melford, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Lowestoft, Lidl	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -

Q6. Where normally buy top-up food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Norwich, Morrisons	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.7%	- -	- -	- -
Norwich, Sainsburys	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.6%	- -	- -	- -
Rosehill, Co-Op	1 0.1%	- -	1 1.3%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	8 0.8%	- -	- -	4 4.3%	- -	- -	4 6.6%	0 0.7%	- -	- -	- -
Sible Hedingham, Co-Op	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	2 1.9%	- -
Southwold, Co-Op	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	7 0.7%	- -	- -	- -	- -	5 7.1%	- -	2 3.3%	1 0.7%	- -	- -
Stowmarket, Co-Op	3 0.3%	- -	- -	- -	- -	3 4.7%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0.0%	- -	- -	- -	- -	0 0.7%	- -	- -	- -	- -	- -
Stowmarket, Solar Superstore, Combs Lane	1 0.1%	- -	- -	- -	- -	1 2.1%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	12 1.2%	- -	- -	- -	- -	11 16.1%	- -	1 2.2%	- -	- -	- -
Sudbury, Aldi, Girling Street	3 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	3 3.8%	- -
Sudbury, Co-Op	3 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	3 3.1%	- -
Sudbury, Iceland, 93 North Street	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, Somerfield, 100 East Street	6 0.6%	- -	- -	- -	0 0.8%	- -	- -	- -	- -	6 6.6%	- -

Q6. Where normally buy top-up food/groceries by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Sudbury, Tesco, Springlands Way	12 1.2%	- -	- -	- -	- -	- -	- -	- -	1 0.7%	11 13.1%	- -
Sudbury, Waitrose, Station Road	15 1.5%	- -	- -	1 0.6%	1 1.3%	- -	- -	- -	- -	14 16.0%	- -
Thetford, Tesco, Kilverstone	2 0.2%	- -	- -	- -	- -	- -	- -	2 4.3%	- -	- -	- -
Tollgate, Sainsburys	7 0.7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 2.0%
Walton, Co-Op	2 0.2%	- -	- -	1 0.6%	- -	- -	- -	- -	- -	- -	2 0.6%
Witham, Tesco, The Grove Centre	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Woodbridge, Budgens, The Thoroughfare	4 0.4%	- -	- -	4 4.3%	- -	- -	1 0.9%	- -	- -	- -	- -
Woodbridge, Co-Op	1 0.1%	- -	- -	1 0.9%	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q7. Where last bought clothing/footwear											
Abroad	1 0.1%	- -	- -	0 0.4%	- -	- -	- -	- -	1 0.7%	- -	- -
Aldburgh	2 0.2%	- -	- -	1 0.6%	- -	- -	1 2.0%	- -	- -	- -	- -
Beccles	1 0.1%	- -	- -	- -	- -	- -	1 2.4%	- -	- -	- -	- -
Blowwater	12 1.2%	- -	- -	- -	- -	- -	- -	- -	- -	12 13.4%	- -
Braintree	4 0.4%	- -	- -	- -	- -	- -	- -	- -	- -	4 4.3%	- -
Bungay	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -	- -	- -
Bury St Edmunds	80 8.0%	- -	- -	- -	- -	7 10.7%	- -	3 5.6%	67 68.5%	3 3.4%	- -
Cambridge	13 1.3%	- -	- -	- -	- -	- -	- -	- -	12 12.2%	1 1.0%	- -
Chelmsford	8 0.8%	- -	- -	- -	- -	- -	- -	- -	- -	2 2.2%	6 1.7%
Chester	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Clacton	34 3.4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	34 9.9%
Clacton Common Outlet	7 0.7%	- -	- -	- -	0 0.6%	0 0.7%	- -	- -	- -	- -	6 1.8%
Colchester	317 31.6%	2 2.3%	3 3.3%	0 0.4%	3 7.0%	2 3.4%	- -	- -	- -	34 39.0%	272 79.5%
Diss	7 0.7%	- -	- -	- -	- -	0 0.7%	- -	7 13.0%	- -	- -	- -
Felixstowe	17 1.7%	0 0.6%	4 4.7%	12 13.2%	- -	- -	1 0.9%	- -	- -	- -	- -
Freeport Braintree	1 0.1%	- -	1 1.3%	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0.1%	- -	- -	- -	1 1.3%	- -	- -	- -	- -	- -	- -
Halesworth	4 0.4%	- -	- -	- -	- -	- -	4 6.8%	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Harleston	1 0.1%	- -	- -	1 0.6%	- -	- -	- -	0 0.9%	- -	- -	- -
Harwich	6 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 1.7%
Hulston	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.9%	- -	- -	- -
Internet	3 0.3%	- -	1 1.7%	- -	1 1.2%	- -	0 0.5%	0 0.7%	- -	- -	- -
Ipswich Other	20 2.0%	6 7.8%	6 7.0%	4 4.5%	1 2.4%	- -	1 1.4%	- -	1 1.5%	1 0.7%	- -
Ipswich Town Centre	291 29.0%	63 83.8%	62 71.5%	60 66.5%	34 73.7%	39 57.7%	16 28.0%	6 10.5%	4 4.4%	- -	6 1.8%
Lakeside	4 0.4%	- -	2 2.8%	- -	- -	- -	- -	- -	- -	1 1.6%	- -
Leiston	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -
Local stores	8 0.8%	0 0.6%	- -	4 4.1%	1 2.0%	- -	2 4.3%	0 0.7%	- -	- -	- -
London City	9 0.9%	1 0.9%	1 0.6%	- -	- -	- -	- -	- -	2 2.1%	- -	6 1.7%
London West End	4 0.4%	- -	- -	- -	1 1.3%	- -	2 3.5%	- -	- -	1 1.5%	- -
Lowestoft	10 1.0%	- -	- -	- -	- -	- -	9 16.7%	0 0.9%	- -	- -	- -
Mail Order/Catalogue	29 2.9%	2 2.8%	4 4.3%	1 1.3%	3 5.6%	4 5.5%	4 7.8%	1 2.6%	3 2.7%	5 6.2%	2 0.6%
Martlesham Heath	1 0.1%	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	57 5.6%	1 1.2%	2 2.3%	- -	- -	3 4.9%	11 19.5%	34 64.3%	6 5.6%	- -	- -
Southwold	2 0.2%	- -	- -	- -	- -	- -	2 3.2%	- -	- -	- -	- -
Stowmarket	14 1.4%	- -	- -	0 0.4%	2 3.7%	11 15.7%	- -	- -	1 0.9%	- -	- -
Sudbury	26 2.6%	- -	- -	- -	1 1.3%	0 0.7%	- -	- -	1 1.4%	23 26.6%	- -
Walton	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%

Q7. Where last bought clothing/footwear by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Woodbridge	8	-	-	7	-	-	1	-	-	-	-
	0.8%	-	-	7.8%	-	-	0.9%	-	-	-	-

Q8. Average visits to store (Q7) by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Missing											
No reply	9 0.9%	-	2 2.3%	2 2.3%	1 1.5%	2 3.5%	2 3.8%	-	-	-	-
Q8. Average visits to store (Q7)											
Everyday	13 1.3%	5 6.1%	5 5.6%	-	1 3.1%	1 1.0%	1 1.6%	-	1 0.7%	-	-
6 times a week	0 0.0%	-	-	-	-	-	-	0 0.9%	-	-	-
5 times a week	45 4.4%	-	1 1.3%	-	-	-	2 3.7%	-	3 3.0%	-	38 11.2%
4 times a week	3 0.3%	2 2.5%	-	-	0 0.8%	-	-	-	-	1 0.7%	-
3 times a week	26 2.6%	5 6.9%	2 2.8%	0 0.4%	1 3.1%	1 1.5%	1 1.0%	-	1 0.7%	5 5.4%	10 2.8%
Twice a week	53 5.3%	12 16.1%	5 5.5%	1 0.6%	1 2.5%	0 0.7%	2 3.6%	-	3 3.0%	8 8.8%	22 6.4%
Once a week	235 23.5%	22 29.1%	19 22.3%	10 10.9%	8 16.2%	9 13.3%	12 21.1%	5 8.8%	19 19.4%	25 28.8%	107 31.3%
Once every two weeks	129 12.8%	9 11.3%	16 18.5%	21 23.7%	7 15.2%	6 8.6%	4 7.6%	9 16.9%	11 11.5%	4 4.6%	41 12.1%
Once a month	215 21.4%	9 11.5%	10 11.5%	21 23.5%	11 24.6%	19 28.5%	18 31.2%	17 32.7%	19 19.4%	13 14.4%	78 22.7%
Less often than once a month	274 27.4%	12 16.5%	26 30.2%	35 38.5%	15 33.0%	29 42.8%	15 26.5%	21 40.8%	41 42.3%	32 37.1%	46 13.5%

Approx. spend on clothing by C1. Area/Zone showing Q9a*1.00 weighting WT1 (V1) scored as Q9a. Approx. spend on cl

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	41403.72	2954.57	3517.31	3007.80	1725.21	3861.88	2138.80	3185.95	4750.25	3905.95	12356.01
Weighted	41403.72	2954.57	3517.31	3007.80	1725.21	3861.88	2138.80	3185.95	4750.25	3905.95	12356.01
Q9a. Approx. spend on clothing											
Valid	41403.72	2954.57	3517.31	3007.80	1725.21	3861.88	2138.80	3185.95	4750.25	3905.95	12356.01
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	41.28	39.24	40.48	33.40	37.27	56.45	38.15	60.42	48.48	44.87	36.10
Standard Error	2.04	6.41	3.12	2.67	6.40	5.11	6.60	29.20	4.09	5.44	2.38

Q9b. Approx. spend on clothing by C1. Area/Zone weighting WT1 (V1) scored as Q9a. Approx. spend on clothing

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q9b. Approx. spend on clothing											
£1 - £10	41 4%	4 5%	2 3%	4 4%	1 2%	2 3%	1 1%	0 1%	2 2%	2 3%	22 7%
£11 - £20	118 12%	12 15%	10 11%	6 7%	6 12%	3 4%	4 7%	3 6%	13 13%	10 12%	51 15%
£21 - £30	147 15%	13 17%	30 34%	21 23%	9 19%	6 8%	7 12%	7 14%	17 17%	9 10%	28 8%
£31 - £40	112 11%	13 17%	10 12%	15 17%	5 11%	5 8%	6 11%	6 12%	3 3%	13 15%	36 10%
£41 - £50	133 13%	4 6%	12 14%	12 14%	6 12%	11 16%	8 14%	7 13%	16 16%	15 18%	43 12%
£51 - £60	73 7%	7 9%	6 7%	9 10%	1 2%	2 3%	3 5%	2 5%	12 12%	16 18%	15 4%
£61 - £70	28 3%	1 1%	3 4%	2 2%	2 5%	5 7%	1 2%	1 3%	5 5%	3 4%	5 1%
£71 - £80	40 4%	2 3%	3 3%	2 2%	2 4%	7 10%	3 5%	1 2%	7 7%	2 2%	12 4%
£81 - £90	4 0%	1 1%	- -	0 0%	0 1%	- -	1 1%	- -	2 2%	- -	- -
£91 - £100	52 5%	1 2%	- -	1 1%	1 3%	13 20%	1 2%	4 7%	5 6%	- -	25 7%
£101 - £110	1 0%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
£111 - £120	4 0%	- -	2 3%	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -
£121 - £130	1 0%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -
£141 - £150	8 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 1%	4 5%	- -
£150 +	27 3%	3 5%	- -	0 0%	2 4%	1 2%	3 5%	3 5%	3 3%	1 1%	11 3%
Nothing	139 14%	14 18%	1 2%	7 8%	6 14%	5 7%	12 21%	5 9%	6 6%	12 13%	72 21%
Don't know / Can't remember	70 7%	1 1%	5 5%	10 11%	5 10%	6 9%	4 7%	11 22%	5 5%	- -	23 7%
Refused	5 0%	- -	- -	- -	0 1%	- -	3 6%	- -	1 1%	- -	- -

Q9b. Approx. spend on clothing by C1. Area/Zone weighting WT1 (V1) scored as Q9a. Approx. spend on clothing

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Mean	41.28	39.24	40.48	33.40	37.27	56.45	38.15	60.42	48.48	44.87	36.10
Standard Error	2.04	6.41	3.12	2.67	6.40	5.11	6.60	29.20	4.09	5.44	2.38

Q10. Where last bought Christmas/Occasion items by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q10. Where last bought Christmas/Occasion items											
Abroad	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Beccles	1 0.1%	- -	- -	- -	- -	- -	1 2.0%	- -	- -	- -	- -
Bluewater	20 2.0%	- -	1 0.6%	- -	- -	- -	- -	- -	- -	16 18.6%	3 1.0%
Braintree	3 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	3 3.9%	- -
Bury St Edmunds	80 7.9%	- -	- -	1 0.6%	- -	7 10.9%	- -	2 4.2%	67 68.7%	2 2.4%	- -
Cambridge	12 1.2%	- -	- -	- -	- -	- -	- -	- -	12 11.8%	1 1.0%	- -
Chelmsford	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.3%	- -
Clacton	15 1.5%	- -	- -	- -	0 0.8%	- -	- -	- -	- -	- -	15 4.3%
Colchester	285 28.5%	- -	- -	0 0.4%	3 5.6%	2 2.5%	- -	1 2.2%	- -	34 39.4%	245 71.7%
Diss	6 0.6%	- -	- -	- -	- -	0 0.7%	- -	5 10.2%	- -	- -	- -
Don't buy	6 0.6%	- -	1 0.6%	0 0.4%	- -	0 0.7%	- -	1 1.7%	4 4.2%	- -	- -
Felixstowe	18 1.8%	2 2.9%	5 5.2%	11 11.9%	0 0.6%	- -	1 0.9%	- -	- -	- -	- -
Hadleigh	0 0.0%	- -	- -	- -	0 0.8%	- -	- -	- -	- -	- -	- -
Hadley	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Halesworth	4 0.4%	- -	- -	- -	- -	- -	4 6.8%	- -	- -	- -	- -
Hatfield	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -	- -	- -
Hulston	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.9%	- -	- -	- -
Internet	7 0.7%	- -	5 5.3%	- -	1 1.3%	- -	1 1.6%	0 0.7%	1 0.9%	- -	- -

Q10. Where last bought Christmas/Occasion items by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Ipswich Other	10 0.9%	2 2.8%	6 6.5%	- -	0 0.6%	- -	1 1.1%	0 0.6%	1 0.7%	- -	- -
Ipswich Town Centre	331 33.0%	67 89.2%	58 67.2%	68 75.6%	36 77.1%	41 60.2%	18 31.5%	4 7.5%	4 4.4%	2 2.1%	32 9.5%
It Varies	9 0.9%	- -	- -	1 0.6%	2 4.7%	- -	3 4.7%	1 1.5%	3 2.6%	- -	- -
Lakeside	11 1.1%	1 0.9%	5 5.8%	- -	1 1.2%	- -	- -	- -	- -	1 1.6%	3 1.0%
Leiston	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
London City	20 2.0%	1 0.9%	4 4.1%	0 0.4%	- -	- -	- -	0 0.7%	1 0.7%	- -	15 4.3%
London West End	26 2.6%	- -	- -	- -	- -	- -	1 2.6%	- -	- -	1 1.5%	24 6.9%
Lowestoft	9 0.9%	- -	- -	- -	- -	- -	9 15.2%	0 0.6%	- -	- -	- -
Mail Order/Catalogue	18 1.8%	0 0.6%	2 2.8%	2 1.7%	0 0.8%	2 2.7%	3 4.8%	2 4.7%	1 1.4%	5 5.4%	- -
Norwich	65 6.4%	2 2.7%	2 2.0%	1 1.5%	1 1.7%	7 9.7%	14 25.3%	34 64.5%	4 4.0%	- -	- -
Southwold	1 0.1%	- -	- -	1 0.6%	- -	- -	0 0.5%	- -	- -	- -	- -
Stowmarket	11 1.1%	- -	- -	1 0.6%	2 3.7%	9 12.7%	- -	- -	- -	- -	- -
Sudbury	20 2.0%	- -	- -	- -	1 1.3%	- -	- -	- -	1 0.7%	19 22.0%	- -
Walton	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Woodbridge	8 0.8%	- -	- -	5 5.5%	- -	- -	1 0.9%	- -	- -	- -	2 0.6%

Q11. Main reason for visiting this centre by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Missing											
No reply	4 0%	- -	- -	0 0%	- -	- -	- -	- -	3 3%	- -	- -
Q11. Main reason for visiting this centre											
Close to home	469 47%	56 75%	51 59%	43 48%	35 75%	34 49%	25 44%	15 28%	63 65%	37 42%	110 32%
Close to work	49 5%	1 2%	2 3%	0 0%	3 6%	1 1%	1 2%	- -	2 2%	1 1%	37 11%
Easy to get to by bus	8 1%	2 2%	1 1%	1 1%	0 1%	1 1%	1 2%	- -	- -	1 1%	2 1%
Easy to get to by car	26 3%	1 2%	4 4%	6 6%	- -	5 7%	1 2%	1 2%	- -	- -	8 2%
Easy to find parking	5 1%	1 1%	- -	- -	0 1%	- -	1 1%	1 3%	- -	2 3%	- -
Easy to park near shops	2 0%	- -	- -	- -	- -	0 1%	- -	- -	- -	- -	2 1%
Free/cheap parking	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	3 3%	- -
High quality shops	44 4%	1 1%	3 4%	8 9%	1 2%	5 7%	6 11%	2 4%	6 6%	4 5%	8 2%
Nice shopping environment	113 11%	2 3%	5 6%	7 8%	1 3%	4 6%	4 7%	2 3%	10 10%	29 33%	48 14%
Choice of clothing/fashion shops	83 8%	2 3%	1 1%	7 8%	- -	2 3%	4 7%	3 5%	2 2%	1 1%	61 18%
Choice of larger chain stores	32 3%	1 2%	- -	6 7%	- -	3 5%	3 5%	3 6%	- -	2 3%	13 4%
Choice of department stores	21 2%	2 2%	1 1%	2 3%	1 1%	2 4%	1 1%	9 18%	1 1%	1 1%	- -
Choice of value/discount stores	1 0%	- -	- -	1 1%	- -	0 1%	- -	- -	- -	- -	- -
Choice of specialist shops	35 4%	1 1%	0 1%	1 1%	1 1%	3 5%	- -	1 2%	- -	1 2%	27 8%
Choice of street/covered markets	3 0%	- -	- -	- -	- -	0 1%	- -	- -	- -	- -	2 1%
Covered shopping centre/s	2 0%	- -	2 3%	- -	- -	- -	- -	- -	- -	- -	- -

Q11. Main reason for visiting this centre by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Choice of places to eat/drink	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%
Safe/secure centre	2 0%	- -	1 2%	- -	- -	0 1%	- -	- -	- -	1 1%	- -
Don't know	13 1%	3 4%	0 1%	1 1%	1 3%	0 1%	- -	1 2%	- -	- -	6 2%
Nothing in particular	36 4%	1 2%	3 4%	- -	1 3%	4 5%	5 10%	9 17%	3 3%	- -	10 3%
Easier to get it delivered	0 0%	- -	- -	- -	- -	0 1%	- -	- -	- -	- -	- -
Easier / Convenience	17 2%	0 1%	6 7%	1 1%	0 1%	0 1%	1 3%	0 1%	4 5%	4 4%	- -
Matalan	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
For a change	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1%
Park & Ride	4 0%	- -	- -	0 0%	1 1%	0 1%	0 1%	- -	1 1%	- -	2 1%
Meet family/friends / family take me	17 2%	0 1%	4 5%	4 5%	1 2%	1 1%	3 5%	1 2%	2 2%	- -	- -
Not as crowded as Ipswich	0 0%	- -	- -	- -	0 1%	- -	- -	- -	- -	- -	- -
Charity Shops	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Less expensive	1 0%	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	- -
Familiar / like the area	2 0%	- -	- -	- -	- -	- -	- -	2 3%	- -	- -	- -
Like the park with all the ruins	1 0%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -

Q12. Where last bought Furniture/Carpets by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Missing											
No reply	2 0.2%	-	-	-	-	-	2 3.8%	-	-	-	-
Q12. Where last bought Furniture/Carpets											
Bedford, Carpetright	1 0.1%	-	-	-	-	-	-	-	1 0.7%	-	-
Birmingham, Ikea	1 0.1%	1 0.9%	-	-	-	-	-	-	-	-	-
Braintree, Carpetright, Braintree RP	2 0.2%	-	-	-	-	-	-	-	-	2 2.3%	-
Braintree, Co-Op	1 0.1%	-	-	-	-	-	-	-	-	1 0.6%	-
Braintree, Glasswells	1 0.1%	-	-	-	-	-	-	-	-	1 1.0%	-
Bury St Edmunds, Allied Carpets, St Edmundsbury RP	14 1.4%	-	-	-	-	2 2.7%	-	0 0.6%	12 11.9%	-	-
Bury St Edmunds, Argos	2 0.2%	-	-	-	-	-	-	-	2 2.1%	-	-
Bury St Edmunds, Bennetts, Robert Boby Way RP	1 0.1%	-	-	-	-	-	-	-	1 0.7%	1 0.7%	-
Bury St Edmunds, Carpetright, St Edmundsbury RP	11 1.1%	-	-	-	-	1 1.1%	-	0 0.6%	10 9.9%	-	-
Bury St Edmunds, DFS, Easlea Road	20 2.0%	-	1 1.4%	-	-	4 6.1%	-	2 2.9%	13 13.3%	-	-
Bury St Edmunds, Glasswells	10 1.0%	-	-	-	-	-	-	-	7 7.6%	2 2.9%	-
Bury St Edmunds, Homebase, St Edmundsbury RP	0 0.0%	-	-	-	-	0 0.7%	-	-	-	-	-
Bury St Edmunds, MFI, St Edmundsbury RP	27 2.7%	-	-	-	-	5 7.5%	-	-	22 22.2%	-	-
Clacton, B & Q, Valley Bridge Road	4 0.4%	-	-	-	-	-	-	-	-	-	4 1.2%

Q12. Where last bought Furniture/Carpets by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Clacton, Betts	2 0.2%	-	-	-	-	-	-	-	-	-	2 0.6%
Clacton, Co-Op	12 1.2%	-	-	-	-	-	-	-	-	-	12 3.4%
Clacton, Homemaker, Fiveways Retail Park	10 1.0%	-	-	-	-	-	-	-	-	-	10 2.9%
Clearwater, Ikea	8 0.8%	-	-	-	-	-	-	-	-	8 9.0%	-
Colchester, AHF, Tollgate Centre	5 0.5%	-	-	-	-	-	-	-	-	-	5 1.6%
Colchester, Allied Carpets, Tollgate Centre	19 1.9%	-	-	-	-	-	-	-	-	3 3.6%	16 4.7%
Colchester, Argos	3 0.3%	-	-	-	1 1.2%	-	-	-	-	-	2 0.6%
Colchester, Carpetright, Tollgate Centre	49 4.8%	-	-	-	0 0.8%	-	-	-	-	2 1.8%	47 13.6%
Colchester, Carpetright, Turner Rise	47 4.7%	-	-	-	-	-	-	-	-	1 1.4%	46 13.5%
Colchester, Co-Op	18 1.8%	-	-	0 0.4%	-	-	-	-	-	3 3.8%	14 4.2%
Colchester, Conway Pine, Tollgate Centre	9 0.9%	-	-	-	-	1 1.1%	-	-	-	-	8 2.3%
Colchester, Courts, Turner Rise	11 1.1%	-	-	-	2 3.4%	1 2.0%	-	-	-	2 1.8%	7 2.0%
Colchester, DFS, Colne View RP	26 2.6%	2 3.2%	3 3.0%	-	1 1.3%	1 1.0%	-	-	-	2 2.0%	18 5.4%
Colchester, Durham Pine, Turner Rise	1 0.1%	-	-	-	0 0.6%	0 0.5%	-	-	-	-	-
Colchester, Harveys, Tollgate Centre	10 1.0%	-	-	-	-	-	-	-	2 1.6%	7 8.0%	2 0.6%
Colchester, Hatfields	0 0.0%	-	-	-	-	0 0.5%	-	-	-	-	-
Colchester, Hatfields, Peartree Road	27 2.7%	1 0.9%	-	-	1 1.9%	-	-	-	-	-	26 7.5%

Q12. Where last bought Furniture/Carpets by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Colchester, Homebase, St Andrew's Avenue	6 0.6%	- -	- -	- -	1 3.1%	- -	- -	- -	- -	2 2.3%	2 0.6%
Colchester, Homebase, Tollgate East	6 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	6 6.6%	- -
Colchester, Lounge in Leather, Tollgate East	5 0.5%	- -	- -	- -	- -	- -	- -	- -	- -	5 6.3%	- -
Colchester, MFI	6 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 1.7%
Colchester, Powerhouse	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Colchester, Rustic Country, Peartree Road	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 1.5%	- -	- -
Colchester, The Range, Cowdray Avenue	2 0.2%	2 2.3%	- -	- -	0 0.6%	- -	- -	- -	- -	- -	- -
Diss, Godfreys	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.6%	- -	- -	- -
Diss, John Doe	1 0.1%	- -	- -	- -	- -	- -	- -	1 2.1%	- -	- -	- -
Don't buy	13 1.3%	- -	1 1.2%	1 0.6%	- -	8 11.0%	1 0.9%	3 5.7%	- -	- -	- -
Don't buy	1 0.1%	- -	- -	- -	- -	1 1.1%	- -	0 0.9%	- -	- -	- -
Don't know/can't remember	194 19.3%	8 10.6%	21 23.7%	44 48.5%	8 16.4%	6 8.9%	14 25.8%	10 18.3%	21 20.9%	12 14.3%	51 14.8%
Don't visit (shop via Internet/Telephone)	22 2.2%	1 0.9%	4 4.3%	5 6.0%	1 3.2%	- -	3 5.0%	3 5.5%	- -	1 1.6%	3 1.0%
Felixstowe, Argos	0 0.0%	- -	- -	0 0.4%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	1 0.1%	- -	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -
Halesworth, Halesworth Carpets	4 0.4%	- -	- -	- -	- -	- -	4 7.5%	- -	- -	- -	- -
Harwich, Co-Op	7 0.7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1.9%

Q12. Where last bought Furniture/Carpets by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Ipswich, Alders	3 0.3%	1 0.9%	- -	- -	2 4.3%	- -	- -	- -	- -	- -	- -
Ipswich, Allied Carpets, Euro RP	20 2.0%	1 1.5%	7 8.1%	3 3.6%	2 5.2%	5 7.5%	- -	- -	- -	1 0.6%	- -
Ipswich, Argos	5 0.5%	1 1.5%	- -	4 4.0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Argos, Suffolk Retail Park	9 0.9%	1 0.9%	1 0.6%	- -	- -	1 2.0%	- -	- -	- -	7 7.6%	- -
Ipswich, B & Q, Anglia RP	7 0.7%	2 2.9%	0 0.5%	3 2.9%	0 0.6%	0 0.7%	1 1.1%	- -	- -	- -	- -
Ipswich, B & Q, Euro RP	0 0.0%	- -	- -	- -	0 0.6%	- -	- -	- -	- -	- -	- -
Ipswich, Bensons Beds, Anglia Retail Park	2 0.2%	2 2.3%	- -	- -	0 0.8%	0 0.5%	- -	- -	- -	- -	- -
Ipswich, Bretts	2 0.2%	2 2.1%	- -	- -	1 1.1%	0 0.5%	- -	- -	- -	- -	- -
Ipswich, Carpet City	0 0.0%	0 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Carpetright, Anglia RP	27 2.6%	12 16.3%	6 6.7%	1 1.5%	3 6.0%	3 4.2%	1 2.6%	- -	- -	- -	- -
Ipswich, Carpetright, Euro RP	19 1.9%	2 2.4%	10 11.3%	1 0.9%	2 5.3%	4 5.5%	1 1.1%	- -	- -	- -	- -
Ipswich, Co-Op	14 1.4%	4 5.3%	6 6.8%	2 2.8%	1 1.3%	1 1.0%	- -	- -	- -	- -	- -
Ipswich, Courts	8 0.8%	2 2.9%	3 3.3%	2 1.9%	1 2.1%	- -	- -	0 0.6%	- -	- -	- -
Ipswich, Dunelm Mill, Suffolk RP	3 0.3%	3 3.7%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Fabric Warehouse, Commercial Road	0 0.0%	- -	- -	- -	- -	0 0.7%	- -	- -	- -	- -	- -
Ipswich, Focus, Orwell RP	1 0.1%	- -	1 1.4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Harveys, Euro RP	7 0.7%	2 2.1%	- -	- -	3 6.5%	1 1.0%	- -	0 0.7%	- -	1 1.6%	- -
Ipswich, Homebase, Warren Heath	5 0.5%	4 5.5%	- -	- -	0 0.6%	1 1.3%	- -	- -	- -	- -	- -
Ipswich, Kingsley	1 0.1%	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -	- -

Q12. Where last bought Furniture/Carpets by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Ipswich, Land of Leather, Anglia RP	4 0.4%	1 1.5%	- -	- -	1 1.3%	2 3.1%	- -	- -	- -	- -	- -
Ipswich, Mamas and Papas, Anglia RP	1 0.1%	- -	- -	- -	1 3.1%	- -	- -	- -	- -	- -	- -
Ipswich, Marks & Spencer	2 0.2%	2 2.3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, MFI, Euro RP	10 1.0%	1 1.7%	- -	- -	1 2.8%	3 4.7%	3 4.9%	- -	- -	2 1.9%	- -
Ipswich, Multiyork, Interchange RP	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Ipswich, The Range, Suffolk RP	2 0.2%	1 1.4%	- -	- -	1 1.9%	- -	- -	- -	- -	- -	- -
Ipswich, Wickes, Crompton Road	2 0.2%	1 0.9%	1 0.6%	- -	- -	- -	1 0.9%	- -	- -	- -	- -
Lakeside, Ikea	8 0.8%	- -	2 2.7%	3 3.2%	- -	- -	- -	- -	- -	1 1.0%	2 0.6%
Local shops	153 15.3%	10 12.7%	13 14.5%	17 19.1%	6 12.9%	15 21.4%	12 21.4%	27 50.5%	7 6.8%	2 2.2%	46 13.5%
London	1 0.1%	- -	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Carpetright	1 0.1%	- -	- -	- -	- -	- -	1 1.4%	- -	- -	- -	- -
Lowestoft, DFS	1 0.1%	- -	- -	- -	- -	- -	1 1.6%	- -	- -	- -	- -
Lowestoft, Homebase, Tower RP	3 0.3%	- -	- -	- -	- -	- -	3 5.7%	- -	- -	- -	- -
Lowestoft, House of Fraser	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -
Martlesham Heath, Bennetts, Beardmore Park	5 0.5%	4 4.8%	- -	- -	0 0.8%	- -	1 1.1%	- -	- -	- -	- -
Martlesham Heath, Glasswells, Martlesham RP	11 1.1%	1 1.2%	5 6.2%	2 1.7%	3 6.5%	- -	- -	- -	- -	- -	- -
Norwich, Alders	3 0.3%	2 2.9%	- -	- -	- -	- -	1 2.0%	- -	- -	- -	- -
Norwich, Argos	1 0.1%	- -	- -	- -	- -	- -	- -	1 2.1%	- -	- -	- -

Q12. Where last bought Furniture/Carpets by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Norwich, Carpetright	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	0 0.9%	- -	- -	- -
Norwich, Harveys	1 0.1%	- -	- -	- -	- -	- -	- -	1 2.1%	- -	- -	- -
Norwich, John Lewis	4 0.4%	- -	- -	- -	- -	0 0.5%	3 4.9%	1 2.0%	- -	- -	- -
Norwich, Leatherland	6 0.6%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	6 1.7%
Pulham, CMC	3 0.3%	1 0.9%	- -	- -	- -	- -	- -	2 3.9%	- -	- -	- -
Saxmundham, Saxmundham Carpets	2 0.2%	- -	- -	- -	- -	- -	2 2.7%	- -	- -	- -	- -
Southwold, Wards	1 0.1%	- -	- -	- -	- -	- -	1 2.5%	- -	- -	- -	- -
Stowmarket, Argos	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Sudbury, Carpetright, Shawlands RP	10 1.0%	- -	- -	- -	1 1.2%	- -	- -	- -	1 0.7%	9 10.2%	- -
Sudbury, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, Glasswells	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, Homebase, Waldingfield Road	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	2 2.1%	- -
Thetford, Allied Carpets, Forest RP	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Thurrock, Ikea	1 0.1%	- -	- -	- -	1 2.4%	- -	- -	- -	- -	- -	- -
Watford, Furniture Village	0 0.0%	- -	- -	- -	0 0.6%	- -	- -	- -	- -	- -	- -
Woodbridge, Barratts	4 0.4%	- -	3 3.0%	1 1.1%	- -	- -	0 0.5%	- -	- -	- -	- -

Q13. Where last bought large electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q13. Where last bought large electrical goods											
Beccles, Co-Op	0 0.0%	-	-	-	-	-	0 0.5%	-	-	-	-
Bedford, Comet	1 0.1%	-	-	-	-	-	-	-	1 0.7%	-	-
Braintree, Comet, Braintree RP	7 0.7%	-	-	-	-	-	-	-	-	7 7.8%	-
Bury St Edmunds, Bennetts, Robert Boby Way RP	10 1.0%	-	-	-	-	-	-	0 0.6%	10 10.4%	-	-
Bury St Edmunds, Comet, Risbygate Street	37 3.7%	-	-	-	-	4 5.8%	-	0 0.6%	32 32.7%	1 0.7%	-
Bury St Edmunds, Currys, St Edmundsbury RP	41 4.1%	-	-	-	-	2 3.5%	-	1 2.8%	36 36.2%	2 1.9%	-
Bury St Edmunds, Homebase, St Edmundsbury RP	1 0.1%	-	-	-	-	-	-	-	1 0.7%	-	-
Bury St Edmunds, Hughes	1 0.1%	-	-	-	-	-	-	-	1 1.4%	-	-
Bury St Edmunds, Matalan, Easlea Road	1 0.1%	-	-	-	-	-	-	-	1 0.7%	-	-
Bury St Edmunds, Powerhouse	1 0.1%	-	-	-	-	-	-	-	1 0.9%	-	-
Catalogue / Mail Order	2 0.2%	-	-	-	-	-	0 0.5%	-	-	2 2.3%	-
Chelmsford, Comet	1 0.1%	-	-	-	-	-	-	-	-	1 0.6%	-
Clacton, Co-Op	14 1.3%	-	-	-	-	-	-	-	-	-	14 4.0%
Clacton, Comet	7 0.7%	-	-	-	-	-	-	-	-	-	7 2.1%
Clacton, Hughes	2 0.2%	-	-	-	-	-	-	-	-	-	2 0.6%
Clacton, Iceland	14 1.4%	-	-	-	-	-	-	-	-	-	14 4.0%

Q13. Where last bought large electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Colchester, Allied Carpets, Tollgate Centre	6 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 1.7%
Colchester, Argos	1 0.1%	- -	- -	- -	1 1.2%	- -	- -	- -	- -	- -	- -
Colchester, Bennets, Turner Rise	8 0.8%	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 2.5%
Colchester, Co-Op	18 1.8%	- -	- -	- -	0 0.8%	- -	- -	- -	- -	1 1.6%	16 4.8%
Colchester, Comet, Tollgate Centre	73 7.2%	- -	1 1.3%	- -	1 1.9%	1 1.0%	- -	- -	- -	18 21.0%	52 15.1%
Colchester, Currys, Tollgate RP	103 10.3%	- -	- -	- -	2 4.1%	- -	- -	- -	- -	12 13.9%	89 26.1%
Colchester, Dixons	1 0.1%	- -	- -	- -	1 3.1%	- -	- -	- -	- -	- -	- -
Colchester, Iceland	5 0.5%	- -	- -	- -	1 1.3%	- -	- -	- -	- -	1 1.0%	3 1.0%
Colchester, Miller Bros, Tollgate RP	14 1.4%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	7 7.9%	7 2.1%
Colchester, Powerhouse	4 0.4%	- -	- -	0 0.4%	- -	- -	- -	- -	- -	- -	3 1.0%
Colchester, Tesco	5 0.5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1.5%
Copdock, Currys	1 0.1%	- -	- -	- -	1 2.4%	- -	- -	- -	- -	- -	- -
Diss, Bennetts	13 1.3%	- -	- -	1 0.6%	- -	- -	- -	12 22.8%	- -	- -	- -
Diss, Hughes	2 0.2%	- -	- -	- -	- -	- -	- -	2 3.4%	- -	- -	- -
Diss, Taylors	1 0.1%	- -	- -	- -	- -	- -	- -	1 2.2%	- -	- -	- -
Don't buy	8 0.8%	1 0.9%	1 0.6%	3 3.2%	- -	3 3.8%	- -	1 2.4%	- -	- -	- -
Don't know/can't remember	115 11.5%	5 6.4%	10 11.2%	31 34.8%	7 14.3%	4 5.6%	6 11.4%	7 12.8%	8 8.3%	1 0.6%	37 10.7%
Don't visit (shop via Internet/Telephone)	40 4.0%	2 3.1%	5 5.4%	3 3.2%	3 6.3%	- -	6 9.9%	2 3.9%	1 1.4%	1 1.6%	17 5.0%
Felixstowe, Co-Op	1 0.1%	- -	- -	1 1.3%	- -	- -	- -	- -	- -	- -	- -

Q13. Where last bought large electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Felixstowe, Currys	1 0.1%	- -	- -	1 1.5%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Homebase, Great Eastern Square	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Felixstowe, Hughes	1 0.1%	- -	1 0.6%	1 0.6%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar	1 0.1%	- -	- -	1 1.5%	- -	- -	- -	- -	- -	- -	- -
Hadleigh, Hicks	1 0.1%	- -	- -	- -	1 2.0%	- -	- -	- -	- -	- -	- -
Halesworth, Hughes	2 0.2%	- -	- -	- -	- -	- -	2 4.1%	- -	- -	- -	- -
Halesworth, Taylors	2 0.2%	- -	- -	- -	- -	- -	2 3.4%	- -	- -	- -	- -
Halstead, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.4%	- -
Harwich, Co-Op	7 0.7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1.9%
Ipswich, Alders	5 0.5%	1 0.9%	1 1.7%	- -	1 2.4%	- -	- -	- -	1 1.5%	- -	- -
Ipswich, Argos	0 0.0%	- -	- -	- -	0 0.8%	- -	- -	- -	- -	- -	- -
Ipswich, Argos, Suffolk Retail Park	18 1.8%	1 0.9%	2 2.2%	- -	- -	7 10.1%	- -	- -	2 2.2%	7 7.6%	- -
Ipswich, B & Q, Anglia RP	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Ipswich, Bennetts	0 0.0%	- -	- -	0 0.4%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Bensons Beds, Anglia Retail Park	1 0.1%	- -	- -	- -	- -	1 1.0%	- -	- -	- -	- -	- -
Ipswich, Carpetright, Anglia RP	1 0.1%	- -	0 0.5%	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Ipswich, Co-Op	17 1.7%	4 5.3%	8 9.3%	3 3.2%	1 1.9%	1 1.0%	1 0.9%	- -	- -	- -	- -
Ipswich, Comet, Anglia RP	63 6.3%	23 31.0%	5 5.3%	6 7.0%	7 15.7%	15 21.3%	1 2.2%	2 3.4%	1 1.5%	1 1.2%	2 0.6%
Ipswich, Currys	2 0.2%	- -	1 1.4%	- -	1 1.3%	- -	- -	- -	- -	- -	- -

Q13. Where last bought large electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Ipswich, Currys, Interchange RP	68 6.8%	15 19.7%	10 11.6%	5 6.0%	7 16.1%	23 33.7%	6 9.9%	0 0.7%	-	1 1.4%	-
Ipswich, Dixons	4 0.4%	-	1 0.6%	4 4.0%	-	-	-	-	-	-	-
Ipswich, Hughes, Euro RP	6 0.6%	-	6 6.6%	-	0 0.8%	-	-	-	-	-	-
Ipswich, Iceland	1 0.1%	1 1.4%	-	-	0 0.8%	-	-	-	-	-	-
Ipswich, John Lewis	1 0.1%	-	-	-	-	-	1 1.1%	-	-	-	-
Ipswich, Klausner, Anglia RP	2 0.2%	2 2.3%	-	-	-	-	-	-	-	-	-
Ipswich, Matthews	12 1.2%	3 3.6%	6 6.7%	3 3.8%	-	0 0.7%	-	-	-	-	-
Ipswich, MFI, Euro RP	1 0.1%	-	-	-	-	1 1.1%	-	-	-	-	-
Leiston, Co-Op	1 0.1%	-	-	-	-	-	1 1.1%	-	-	-	-
Leiston, McDonalds	1 0.1%	-	-	1 0.6%	-	-	0 0.5%	-	-	-	-
Local shops	115 11.5%	13 17.0%	5 6.1%	13 13.9%	6 12.8%	5 7.0%	7 12.8%	13 25.0%	1 0.7%	1 0.7%	52 15.3%
London	1 0.1%	-	-	1 0.6%	-	-	-	-	-	-	-
Lowestoft, Comet	3 0.3%	-	-	-	-	-	3 5.0%	-	-	-	-
Lowestoft, Currys	2 0.2%	-	-	-	-	-	2 4.2%	-	-	-	-
Lowestoft, Godburys	1 0.1%	-	-	-	-	-	1 0.9%	-	-	-	-
Lowestoft, House of Fraser	1 0.1%	-	-	-	-	-	1 0.9%	-	-	-	-
Martlesham Heath, Bennetts, Beardmore Park	44 4.4%	3 3.5%	23 25.9%	9 10.3%	4 8.0%	-	6 10.9%	-	-	-	-
Martlesham Heath, Glasswells, Martlesham RP	1 0.1%	-	-	-	1 1.2%	-	-	-	-	-	-
Norwich, Alders	3 0.3%	2 2.9%	-	-	-	-	1 2.0%	-	-	-	-

Q13. Where last bought large electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Norwich, Bennetts	3 0.3%	- -	- -	- -	- -	- -	1 1.1%	3 4.9%	- -	- -	- -
Norwich, Bonds	1 0.1%	- -	- -	- -	- -	- -	1 2.6%	- -	- -	- -	- -
Norwich, Currys	4 0.4%	0 0.6%	- -	- -	- -	- -	- -	3 6.2%	- -	- -	- -
Norwich, Iceland	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Norwich, John Lewis	7 0.7%	- -	- -	- -	- -	0 0.5%	4 7.0%	3 5.1%	- -	- -	- -
Norwich, Wickes	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.9%	- -	- -	- -
Saxmundham, McDonald	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -	- -	- -
Southwold, Hughes	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Southwold, Wards	1 0.1%	- -	- -	- -	- -	- -	1 2.5%	- -	- -	- -	- -
Stowmarket, Argos	1 0.1%	- -	- -	- -	- -	1 1.3%	- -	- -	- -	- -	- -
Stowmarket, Asda	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Stowmarket, Currys	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.5%	- -
Sudbury, Comet	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, Currys	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, Hughes	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, John Lewis	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, Powerhouse, Shawlands RP	20 2.0%	- -	2 2.8%	- -	1 1.2%	- -	- -	- -	1 0.7%	16 18.7%	- -
Thetford, Currys, Forest RP	5 0.5%	1 0.8%	- -	- -	- -	- -	1 0.9%	1 2.2%	- -	3 3.6%	- -

Q13. Where last bought large electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Woodbridge, Co-Op	1 0.1%	- -	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Currys	1 0.1%	- -	- -	1 0.9%	- -	- -	1 0.9%	- -	- -	- -	- -
Woodbridge, Hughes	1 0.1%	- -	- -	1 1.5%	- -	- -	- -	- -	- -	- -	- -

Q14. Where last bought small electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q14. Where last bought small electrical goods											
Abroad	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -	- -
Beccles, Co-Op	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Beccles, Hughes	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Bedford, Comet	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -	- -
Braintree, Comet, Braintree RP	5 0.5%	- -	- -	- -	- -	- -	- -	- -	- -	5 6.0%	- -
Braintree, Curry's	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.2%	- -
Bungay, Co-Op	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -	- -	- -
Bury St Edmunds, Bennetts, Robert Bobby Way RP	9 0.9%	- -	- -	- -	- -	- -	- -	0 0.6%	9 8.8%	- -	- -
Bury St Edmunds, Comet, Risbygate Street	29 2.9%	- -	- -	- -	- -	2 3.0%	- -	0 0.6%	26 26.6%	1 0.7%	- -
Bury St Edmunds, Curry's, St Edmundsbury RP	45 4.5%	- -	- -	- -	- -	2 3.5%	- -	1 2.8%	39 40.3%	2 1.9%	- -
Bury St Edmunds, Hughes	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 1.4%	- -	- -
Bury St Edmunds, Matalan, Easlea Road	3 0.3%	- -	- -	- -	- -	- -	- -	- -	3 2.9%	- -	- -
Bury St Edmunds, Poundstretcher, Robert Bobby Way RP	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -	- -
Bury St Edmunds, Powerhouse	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 0.9%	- -	- -
Catalogue / Mail Order	2 0.2%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	2 2.3%	- -
Chelmsford, Comet	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6%	- -

Q14. Where last bought small electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Clacton, Co-Op	14 1.3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	14 4.0%
Clacton, Comet	7 0.7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 2.1%
Clacton, Hughes	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Clacton, Iceland	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Colchester, Argos	3 0.3%	- -	- -	- -	1 1.2%	- -	- -	- -	- -	- -	2 0.6%
Colchester, Co-Op	14 1.4%	- -	- -	- -	0 0.8%	- -	- -	- -	- -	1 1.6%	12 3.6%
Colchester, Comet, Tollgate Centre	73 7.2%	- -	1 1.3%	- -	2 3.7%	- -	- -	- -	- -	19 21.6%	51 14.9%
Colchester, Conway Pine, Tollgate Centre	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Colchester, Currys, Tollgate RP	112 11.2%	- -	- -	- -	2 4.1%	1 1.0%	- -	- -	- -	14 16.2%	96 27.9%
Colchester, Matalan, Colchester RP	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Colchester, Miller Bros, Tollgate RP	12 1.2%	- -	- -	- -	- -	- -	- -	- -	- -	5 5.6%	7 2.1%
Colchester, Tesco	5 0.5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1.5%
Copdock, Currys	1 0.1%	- -	0 0.5%	- -	1 1.8%	- -	- -	- -	- -	- -	- -
Copdock, Tesco	2 0.2%	- -	1 1.4%	- -	1 1.1%	- -	- -	- -	- -	- -	- -
Diss, Bennetts	16 1.5%	- -	- -	1 0.6%	- -	- -	- -	15 28.3%	- -	- -	- -
Diss, Hughes	1 0.1%	- -	- -	- -	- -	- -	- -	1 1.3%	- -	- -	- -
Diss, Taylors	1 0.1%	- -	- -	- -	- -	- -	- -	1 2.8%	- -	- -	- -
Don't buy	3 0.3%	- -	1 1.1%	- -	- -	1 1.4%	- -	1 1.7%	- -	- -	- -
Don't know/can't remember	90 9.0%	4 5.2%	9 10.1%	21 23.1%	8 16.6%	3 4.9%	7 12.1%	5 10.0%	8 8.3%	2 2.3%	23 6.8%

Q14. Where last bought small electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Don't visit (shop via Internet/Telephone)	65 6.5%	2 2.4%	6 7.2%	5 5.3%	2 5.1%	- -	7 12.0%	2 4.0%	1 1.4%	1 1.6%	38 11.2%
Felixstowe, Argos	1 0.1%	- -	- -	1 0.9%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	1 0.1%	- -	- -	1 1.1%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Currys	1 0.1%	- -	- -	1 1.5%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Homebase, Great Eastern Square	0 0.0%	- -	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -
Felixstowe, Hughes	2 0.2%	- -	1 0.6%	1 1.3%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar	1 0.1%	- -	- -	1 1.5%	- -	- -	- -	- -	- -	- -	- -
Hadleigh, Hicks	1 0.1%	- -	- -	- -	1 2.0%	- -	- -	- -	- -	- -	- -
Halesworth, Hughes	3 0.3%	- -	- -	- -	- -	- -	3 5.2%	- -	- -	- -	- -
Halesworth, Rainbow	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -
Halesworth, Taylors	1 0.1%	- -	- -	- -	- -	- -	1 2.4%	- -	- -	- -	- -
Halstead, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.4%	- -
Harwich, Co-Op	7 0.7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1.9%
Ipswich, Alders	4 0.4%	1 0.9%	1 1.7%	- -	1 3.1%	- -	- -	- -	- -	- -	- -
Ipswich, Argos	9 0.9%	1 0.8%	2 2.0%	4 4.9%	2 5.2%	- -	- -	- -	- -	- -	- -
Ipswich, Argos, Suffolk Retail Park	23 2.3%	2 3.1%	2 2.2%	- -	1 1.9%	9 13.2%	- -	- -	2 1.6%	8 8.7%	- -
Ipswich, Asda	2 0.2%	1 1.5%	- -	- -	- -	- -	- -	0 0.9%	- -	- -	- -
Ipswich, B & Q, Anglia RP	1 0.1%	- -	- -	- -	- -	1 1.4%	- -	- -	- -	- -	- -
Ipswich, Bennett	2 0.2%	- -	1 1.4%	0 0.4%	- -	- -	- -	- -	- -	- -	- -

Q14. Where last bought small electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Ipswich, Bensons Beds, Anglia Retail Park	4 0.4%	- -	- -	- -	- -	2 3.5%	- -	- -	1 1.5%	- -	- -
Ipswich, Carpetright, Anglia RP	0 0.0%	- -	0 0.5%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	11 1.1%	4 5.0%	5 5.3%	1 0.9%	1 1.9%	1 1.0%	1 0.9%	- -	- -	- -	- -
Ipswich, Comet, Anglia RP	68 6.8%	21 27.4%	7 8.0%	11 11.7%	6 13.4%	18 25.9%	1 2.2%	1 2.7%	1 1.5%	- -	2 0.6%
Ipswich, Currys, Interchange RP	50 4.9%	13 17.2%	5 5.4%	3 3.8%	6 12.8%	17 25.5%	4 6.4%	0 0.7%	- -	1 1.4%	- -
Ipswich, Dixons	4 0.4%	- -	- -	4 4.0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Focus, Orwell RP	0 0.0%	0 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Hughes	0 0.0%	- -	0 0.5%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Hughes, Euro RP	7 0.7%	- -	6 6.6%	1 1.5%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Matthews	10 1.0%	0 0.6%	5 6.2%	3 3.8%	1 1.3%	0 0.7%	- -	- -	- -	- -	- -
Leiston, Co-Op	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -	- -	- -
Leiston, McDonalds	1 0.1%	- -	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -
Local shops	145 14.4%	21 27.7%	7 8.3%	8 9.4%	7 15.2%	6 9.3%	11 19.9%	13 23.7%	1 0.7%	- -	70 20.6%
Lowestoft, Comet	1 0.1%	- -	- -	- -	- -	- -	1 1.4%	- -	- -	- -	- -
Lowestoft, Currys	2 0.2%	- -	- -	- -	- -	- -	2 3.2%	- -	- -	- -	- -
Lowestoft, Godburys	1 0.1%	- -	- -	- -	0 0.8%	- -	1 0.9%	- -	- -	- -	- -
Lowestoft, Homebase, Tower RP	1 0.1%	- -	- -	- -	- -	- -	1 2.6%	- -	- -	- -	- -
Lowestoft, House of Fraser	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -

Q14. Where last bought small electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Martlesham Heath, Bennetts, Beardmore Park	56 5.6%	3 3.5%	23 26.9%	19 20.9%	3 5.8%	1 1.0%	6 10.9%	-	1 1.5%	-	-
Martlesham Heath, Glasswells, Martlesham RP	1 0.1%	-	-	-	1 1.2%	-	-	-	-	-	-
Martlesham Heath, Tesco	1 0.1%	-	-	-	-	-	1 0.9%	-	-	-	-
Norwich, Alders	2 0.2%	2 2.9%	-	-	-	-	-	-	-	-	-
Norwich, Argos	1 0.1%	-	-	-	-	-	1 1.1%	-	-	-	-
Norwich, Bennetts	2 0.2%	-	-	-	-	-	1 1.1%	2 3.4%	-	-	-
Norwich, Bonds	1 0.1%	-	-	-	-	-	1 2.6%	-	-	-	-
Norwich, Currys	4 0.4%	0 0.6%	-	-	-	-	0 0.5%	3 5.6%	-	-	-
Norwich, John Lewis	6 0.6%	-	-	-	-	0 0.5%	2 3.1%	4 8.0%	-	-	-
Norwich, Macro	0 0.0%	-	-	-	-	-	0 0.5%	-	-	-	-
Southwold, Hughes	0 0.0%	-	-	-	-	-	0 0.5%	-	-	-	-
Southwold, Wards	1 0.1%	-	-	-	-	-	1 1.4%	-	-	-	-
Stowmarket, Argos	2 0.2%	-	-	-	-	1 1.8%	-	0 0.6%	-	-	-
Stowmarket, Asda	0 0.0%	-	-	-	-	0 0.5%	-	-	-	-	-
Stowmarket, Currys	0 0.0%	-	-	-	-	0 0.5%	-	-	-	-	-
Stowmarket, Hughes	0 0.0%	-	-	-	-	0 0.5%	-	-	-	-	-
Sudbury, Co-Op	1 0.1%	-	-	-	-	-	-	-	-	1 1.5%	-
Sudbury, Comet	1 0.1%	-	-	-	-	-	-	-	-	1 0.7%	-
Sudbury, Currys	1 0.1%	-	-	-	-	-	-	-	-	1 0.7%	-

Q14. Where last bought small electrical goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Sudbury, Hughes	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, John Lewis	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, Powerhouse, Shawlands RP	14 1.4%	- -	2 2.8%	- -	1 1.2%	- -	- -	- -	1 0.7%	11 12.3%	- -
Thetford, Currys, Forest RP	10 1.0%	1 0.8%	- -	- -	- -	- -	- -	1 2.2%	- -	9 10.0%	- -
Tollgate, Powerhouse	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Woodbridge, Co-Op	1 0.1%	- -	- -	1 1.1%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Currys	2 0.2%	- -	- -	0 0.4%	- -	- -	1 2.0%	- -	- -	- -	- -
Woodbridge, Hughes	1 0.1%	- -	- -	1 1.5%	- -	- -	- -	- -	- -	- -	- -

Q15. Where last bought bulky DIY goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q15. Where last bought bulky DIY goods											
Beccles, Betts	1 0.1%	-	-	-	-	-	1 0.9%	-	-	-	-
Braintree, B & Q, Braintree RP	8 0.8%	-	-	-	-	-	-	-	-	8 9.6%	-
Braintree, Pine Showroom, Braintree RP	1 0.1%	-	-	-	-	-	-	-	1 0.7%	-	-
Bury St Edmunds, B & Q, Risbygate Street	51 5.1%	-	-	-	-	6 8.3%	-	1 1.5%	42 42.6%	3 3.1%	-
Bury St Edmunds, Comet, Risbygate Street	0 0.0%	-	-	-	-	-	-	0 0.6%	-	-	-
Bury St Edmunds, Homebase, St Edmundsbury RP	34 3.4%	-	-	-	-	1 2.0%	-	2 2.9%	30 30.6%	1 1.2%	-
Bury St Edmunds, Marlow s	4 0.4%	-	-	-	-	-	-	-	4 4.2%	-	-
Bury St Edmunds, MFI, St Edmundsbury RP	1 0.1%	-	-	-	-	1 1.4%	-	-	-	-	-
Clacton, B & Q, Valley Bridge Road	54 5.4%	-	-	-	-	-	-	-	1 0.7%	-	53 15.5%
Clacton, Homebase	7 0.7%	-	-	-	-	-	-	-	-	-	7 1.9%
Colchester, B & Q, Hythe Quay	202 20.2%	-	-	-	3 6.2%	1 1.0%	-	-	-	21 23.9%	178 52.0%
Colchester, Focus, Turner Rise	17 1.7%	-	-	-	0 0.8%	-	-	-	-	1 0.7%	16 4.6%
Colchester, Homebase, St Andrew's Avenue	20 2.0%	-	-	-	-	1 1.6%	-	-	-	1 1.7%	17 5.0%
Colchester, Homebase, Tollgate East	21 2.1%	-	-	-	-	-	-	-	-	9 10.5%	12 3.5%
Colchester, Wickes, Clarendon Road	1 0.1%	-	-	-	-	-	-	-	-	1 1.6%	-

Q15. Where last bought bulky DIY goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Diss, Godfreys	8 0.8%	- -	- -	- -	- -	- -	- -	8 16.0%	- -	- -	- -
Don't buy	131 13.0%	8 11.2%	20 23.4%	18 20.5%	3 6.3%	4 5.9%	17 31.1%	11 21.6%	16 16.2%	5 5.5%	27 7.9%
Don't know/can't remember	41 4.1%	1 0.9%	5 6.3%	17 19.3%	3 6.4%	2 3.0%	3 6.0%	3 5.8%	3 3.6%	1 0.6%	2 0.6%
Don't visit (shop via Internet/Telephone)	8 0.8%	- -	0 0.5%	- -	6 12.4%	0 0.7%	1 1.1%	1 1.5%	- -	- -	- -
Dovercourt, Focus	3 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1.0%
Felixstowe, Focus	1 0.1%	- -	1 0.6%	0 0.4%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Homebase, Great Eastern Square	12 1.2%	- -	1 0.6%	9 9.6%	- -	2 3.1%	0 0.5%	0 0.6%	- -	- -	- -
Hadleigh, Partridges	0 0.0%	- -	- -	- -	0 0.8%	- -	- -	- -	- -	- -	- -
Hadley, Partridges	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1.6%	- -
Halesworth, Coopers	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	- -	- -
Harwich, Focus	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Harwich, Homecare	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Ipswich, Argos, Suffolk Retail Park	1 0.1%	- -	- -	- -	- -	1 1.4%	- -	- -	- -	- -	- -
Ipswich, B & Q, Anglia RP	114 11.3%	46 60.6%	15 17.0%	9 10.2%	16 35.0%	12 16.8%	11 20.3%	3 6.2%	- -	2 1.9%	- -
Ipswich, B & Q, Euro RP	58 5.8%	1 1.7%	19 22.4%	3 3.1%	5 11.2%	23 34.0%	2 3.1%	4 7.1%	- -	1 0.6%	- -
Ipswich, Carpetright, Anglia RP	4 0.4%	2 2.6%	- -	- -	0 0.6%	2 2.6%	- -	- -	- -	- -	- -
Ipswich, Carpetright, Euro RP	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Ipswich, Comet, Anglia RP	1 0.1%	1 0.9%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Focus, Orwell RP	10 1.0%	3 4.4%	1 1.4%	- -	0 0.8%	3 3.7%	2 3.7%	- -	- -	1 0.7%	- -

Q15. Where last bought bulky DIY goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Ipswich, Homebase	1 0.1%	- -	- -	1 1.5%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Homebase, Warren Heath	16 1.6%	4 4.8%	1 1.7%	6 6.6%	3 7.5%	2 2.8%	- -	- -	- -	- -	- -
Ipswich, Klausner, Anglia RP	0 0.0%	0 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, MFI, Euro RP	1 0.1%	- -	0 0.5%	- -	1 1.3%	- -	- -	- -	- -	- -	- -
Ipswich, Wickes, Crompton Road	4 0.3%	1 1.8%	1 1.7%	- -	- -	1 1.0%	- -	- -	- -	- -	- -
Ipswich, Wilkinsons	0 0.0%	- -	- -	- -	0 0.8%	- -	- -	- -	- -	- -	- -
Local shops	68 6.8%	7 9.8%	6 7.0%	7 7.2%	3 5.6%	4 5.8%	5 9.1%	12 23.5%	1 0.7%	- -	23 6.8%
Lowestoft, B & Q	2 0.2%	- -	- -	- -	- -	- -	2 3.6%	- -	- -	- -	- -
Lowestoft, Focus, Tower Road	3 0.3%	- -	- -	- -	- -	- -	3 4.7%	- -	- -	- -	- -
Lowestoft, Homebase, Tower RP	5 0.4%	- -	- -	- -	0 0.8%	- -	4 7.4%	- -	- -	- -	- -
Martlesham Heath, Bennetts, Beardmore Park	0 0.0%	- -	- -	0 0.4%	- -	- -	- -	- -	- -	- -	- -
Martlesham Heath, Focus, Beardmore Park	39 3.9%	1 0.8%	15 17.0%	19 21.1%	1 1.3%	1 1.0%	4 6.4%	- -	- -	- -	- -
Norwich, B & Q	3 0.3%	- -	- -	- -	- -	- -	1 1.1%	2 4.3%	- -	- -	- -
Norwich, Focus	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.6%	- -	- -	- -
Norwich, Homebase	2 0.2%	- -	- -	- -	- -	- -	- -	2 3.4%	- -	- -	- -
Norwich, John Lewis	1 0.1%	- -	- -	- -	- -	- -	- -	1 2.2%	- -	- -	- -
Sidor, Norwich	1 0.1%	- -	- -	- -	- -	- -	- -	1 2.1%	- -	- -	- -
Stowmarket, Godfreys	1 0.1%	- -	- -	- -	- -	1 2.2%	- -	- -	- -	- -	- -

Q15. Where last bought bulky DIY goods by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Stowmarket, Hughes	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Stowmarket, Jewsons	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Sudbury, Focus	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7%	- -
Sudbury, Homebase, Waldingfield Road	23 2.3%	- -	- -	- -	1 1.2%	- -	- -	- -	1 0.7%	22 25.2%	- -
Sudbury, Roys	1 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6%	- -
Thetford, Focus, Forest RP	9 0.9%	- -	- -	- -	- -	- -	- -	- -	- -	9 10.0%	- -
Warrenheath, Homebase	1 0.1%	- -	- -	- -	1 1.2%	- -	- -	- -	- -	- -	- -

Q16a. How often visit Ipswich - Town Centre by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Missing											
No reply	3 0.3%	- -	- -	- -	- -	1 1.3%	2 3.8%	- -	- -	- -	- -
Q16a. How often visit Ipswich - Town Centre											
Everyday	14 1.4%	6 7.6%	6 7.0%	1 0.9%	- -	1 1.1%	1 1.1%	- -	- -	- -	- -
6 times a week	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.9%	- -	- -	- -
5 times a week	4 0.4%	1 1.7%	1 1.3%	- -	1 1.3%	1 1.1%	- -	- -	- -	- -	- -
4 times a week	1 0.1%	1 0.9%	- -	- -	- -	- -	- -	- -	- -	- -	- -
3 times a week	8 0.8%	6 8.5%	- -	- -	1 3.1%	0 0.5%	- -	- -	- -	- -	- -
Twice a week	19 1.8%	10 13.6%	6 7.1%	- -	1 1.9%	1 1.1%	1 1.1%	- -	- -	- -	- -
Once a week	63 6.3%	23 30.2%	16 18.8%	2 2.2%	8 16.3%	10 14.8%	2 3.7%	- -	- -	2 2.8%	- -
Once every two weeks	57 5.7%	9 12.1%	16 17.9%	16 18.2%	7 14.1%	4 5.6%	3 5.0%	0 0.6%	- -	1 0.6%	2 0.6%
Once a month	153 15.3%	7 9.6%	11 12.2%	19 21.6%	10 21.3%	12 17.2%	2 3.7%	3 6.5%	2 1.5%	4 4.5%	84 24.4%
Less often than once a month	407 40.6%	11 15.0%	27 31.2%	38 41.9%	15 31.5%	38 54.9%	16 28.1%	18 34.3%	50 50.8%	65 74.9%	130 38.0%
Never	274 27.3%	1 0.9%	4 4.7%	14 15.3%	5 10.4%	2 2.5%	30 53.6%	30 57.7%	47 47.6%	15 17.2%	127 37.0%

Q16b. How often visit Ipswich - Retail Parks/Warehouses by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Missing											
No reply	4 0.4%	- -	- -	- -	1 2.6%	1 1.3%	2 3.8%	- -	- -	- -	- -
Q16b. How often visit Ipswich - Retail Parks/Warehouses											
3 times a week	6 0.6%	3 4.0%	2 2.9%	- -	- -	- -	- -	- -	- -	- -	- -
Twice a week	13 1.3%	5 6.1%	8 9.2%	- -	- -	- -	- -	- -	- -	- -	- -
Once a week	28 2.8%	12 15.9%	14 15.5%	1 0.6%	0 0.8%	- -	1 1.1%	- -	- -	1 1.2%	- -
Once every two weeks	36 3.6%	5 6.6%	13 15.5%	5 5.8%	2 4.3%	5 7.9%	1 2.5%	1 2.8%	- -	2 2.3%	- -
Once a month	79 7.8%	12 15.6%	12 13.7%	16 18.0%	10 21.6%	8 11.9%	2 3.7%	3 6.1%	1 0.7%	6 6.4%	9 2.7%
Less often than once a month	365 36.3%	35 47.1%	33 38.5%	53 58.8%	25 53.6%	46 67.6%	19 34.4%	18 34.9%	51 52.3%	45 51.6%	38 11.1%
Never	474 47.2%	4 4.6%	4 4.7%	15 16.8%	8 17.1%	8 11.3%	31 54.5%	30 56.1%	46 47.0%	34 38.6%	295 86.3%

Q16c. How often visit Ipswich - Local shops by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Missing											
No reply	4 0.4%	-	-	-	1 2.6%	1 1.3%	2 3.8%	-	-	-	-
Q16c. How often visit Ipswich - Local shops											
Everyday	21 2.1%	5 6.7%	6 6.7%	-	2 4.5%	3 3.9%	2 4.0%	3 6.4%	-	-	-
6 times a week	6 0.6%	0 0.6%	2 2.2%	0 0.4%	2 3.7%	-	-	2 3.8%	-	-	-
5 times a week	12 1.2%	3 4.5%	2 1.8%	-	3 5.9%	2 3.4%	1 2.0%	1 1.5%	-	-	-
4 times a week	17 1.7%	7 8.8%	2 1.9%	-	3 7.3%	1 1.7%	4 6.4%	0 0.7%	-	1 0.7%	-
3 times a week	40 4.0%	10 13.5%	8 8.7%	3 2.8%	13 27.5%	2 2.5%	3 5.7%	2 4.3%	-	-	-
Twice a week	59 5.9%	18 23.3%	12 14.0%	4 4.6%	9 20.0%	9 13.6%	2 3.8%	4 6.7%	-	1 1.6%	-
Once a week	65 6.4%	13 17.4%	12 14.2%	11 12.0%	6 12.5%	11 16.2%	1 2.6%	10 18.9%	-	-	-
Once every two weeks	34 3.4%	5 6.6%	11 12.1%	7 7.7%	0 0.8%	7 10.9%	3 5.1%	1 1.5%	-	-	-
Once a month	50 5.0%	2 3.1%	5 6.2%	20 21.9%	-	9 12.8%	-	-	2 1.5%	1 1.2%	11 3.3%
Less often than once a month	184 18.3%	5 6.6%	24 27.6%	29 31.9%	1 3.2%	17 24.5%	6 11.5%	7 13.8%	27 27.8%	45 51.7%	22 6.4%
Never	510 50.9%	7 8.9%	4 4.6%	17 18.7%	6 12.0%	6 9.2%	31 55.2%	22 42.5%	69 70.7%	39 44.8%	309 90.3%

Q17. Improvements to encourage more visits to Ipswich by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q17. Improvements to encourage more visits to Ipswich											
Better/more frequent bus service	25 2.5%	6 7.6%	3 3.1%	- -	- -	0 0.7%	1 0.9%	0 0.6%	1 0.7%	10 11.3%	4 1.3%
Better/new train service	25 2.5%	- -	- -	- -	- -	- -	- -	1 2.1%	- -	- -	24 6.9%
Better access by car	3 0.3%	- -	1 0.6%	- -	- -	- -	1 0.9%	1 2.4%	- -	1 0.7%	- -
More parking provision	46 4.6%	5 7.2%	5 5.8%	5 5.6%	4 7.9%	4 6.0%	3 5.1%	1 1.4%	4 3.9%	5 5.2%	11 3.2%
Cheaper parking	59 5.9%	6 8.6%	18 20.4%	3 3.6%	6 12.6%	11 15.5%	0 0.5%	- -	- -	- -	15 4.3%
Free parking	26 2.6%	1 0.8%	1 1.0%	2 2.8%	- -	- -	1 0.9%	- -	- -	21 24.3%	- -
Better links from car parks to Centre	6 0.6%	1 0.9%	- -	- -	- -	3 4.3%	- -	- -	- -	- -	2 0.6%
More/better signage around Centre	0 0.0%	- -	- -	- -	- -	- -	- -	0 0.7%	- -	- -	- -
More (larger) covered shopping centres/malls	4 0.4%	- -	- -	3 3.2%	- -	0 0.5%	- -	- -	1 0.9%	- -	- -
Improved market	2 0.2%	2 2.4%	0 0.5%	- -	- -	- -	- -	- -	- -	- -	- -
More independent shops	20 2.0%	3 4.6%	1 1.6%	1 1.1%	3 5.6%	2 2.3%	- -	0 0.6%	1 0.9%	- -	9 2.7%
More clothes & fashion shops	14 1.3%	4 5.8%	6 6.4%	0 0.4%	1 1.3%	1 1.3%	- -	1 1.8%	- -	1 1.0%	- -
More quality/designer shops	15 1.5%	1 0.9%	3 3.4%	6 6.5%	- -	2 2.5%	- -	1 2.8%	2 2.3%	- -	- -
More department stores/larger stores	32 3.1%	4 4.9%	5 6.1%	4 4.7%	1 1.8%	1 1.0%	- -	0 0.7%	3 2.9%	14 15.7%	- -
More discount stores/cheaper goods	3 0.3%	- -	- -	- -	- -	0 0.7%	- -	- -	- -	- -	2 0.6%
Fewer empty shops/vacancies	5 0.5%	2 3.1%	- -	- -	0 0.6%	1 1.6%	- -	- -	1 1.5%	- -	- -

Q17. Improvements to encourage more visits to Ipswich by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
More facilities for children	1 0.1%	1 0.8%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Better (more) safety/security/CCTV/Police presence	6 0.6%	3 4.3%	- -	0 0.4%	- -	1 1.3%	- -	- -	- -	1 1.4%	- -
More facilities for disabled	3 0.3%	- -	3 2.9%	- -	0 0.8%	- -	1 0.9%	- -	- -	- -	- -
More toilets	6 0.6%	1 1.8%	2 2.8%	- -	- -	0 0.5%	- -	- -	- -	- -	2 0.6%
More seating/benches	5 0.5%	1 1.2%	- -	- -	0 0.8%	1 1.6%	1 0.9%	- -	- -	- -	2 0.6%
More cafes	3 0.3%	- -	- -	0 0.4%	- -	0 0.5%	- -	- -	- -	- -	2 0.6%
More restaurants	2 0.2%	0 0.6%	1 0.6%	1 0.6%	0 0.6%	- -	- -	- -	- -	- -	- -
More bars/nightclubs	4 0.4%	2 2.3%	1 1.4%	- -	1 3.1%	- -	- -	- -	- -	- -	- -
Nicer shopping environment	13 1.3%	1 1.5%	1 1.2%	- -	3 6.4%	0 0.5%	1 1.6%	2 2.9%	- -	2 1.8%	3 1.0%
More pedestrianised streets	5 0.5%	1 1.7%	1 0.6%	3 3.6%	- -	- -	- -	- -	- -	- -	- -
Nothing	356 35.5%	20 27.0%	19 21.4%	26 28.8%	18 39.0%	31 45.2%	24 42.9%	11 21.0%	36 37.1%	16 18.6%	154 45.0%
Don't know	277 27.6%	5 6.2%	10 11.7%	32 35.4%	6 13.9%	8 12.0%	22 40.1%	32 60.1%	49 49.9%	17 20.1%	95 27.7%
Less youths	2 0.2%	- -	- -	- -	- -	- -	1 2.6%	0 0.6%	- -	- -	- -
More bigger shops that sell Size 20	1 0.1%	- -	0 0.5%	- -	- -	1 1.1%	- -	- -	- -	- -	- -
Keep Allders	2 0.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.6%
Needs a good market	1 0.1%	- -	1 1.4%	- -	- -	- -	- -	- -	- -	- -	- -
Child friendly restaurants	1 0.1%	1 0.9%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tesco	0 0.0%	0 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Free Park & Ride	6 0.6%	- -	- -	- -	- -	- -	- -	0 0.9%	- -	- -	6 1.7%

Q17. Improvements to encourage more visits to Ipswich by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Larger car park at cinema	3 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1.0%
Teacher	0 0.0%	- -	- -	- -	- -	0 0.5%	- -	- -	- -	- -	- -
Get rid of Estate Agents	0 0.0%	- -	- -	- -	0 0.6%	- -	- -	- -	- -	- -	- -
Clothes shops for short females	5 0.5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1.5%
Maintain Historic buildings	0 0.0%	- -	0 0.5%	- -	- -	- -	- -	- -	- -	- -	- -
More shoe shops	2 0.2%	- -	1 1.3%	1 0.6%	0 0.6%	- -	- -	- -	- -	- -	- -
Fewer coffee shops	0 0.0%	- -	- -	- -	0 0.8%	- -	- -	- -	- -	- -	- -
Theatre for top shows	1 0.1%	- -	- -	- -	1 2.6%	- -	- -	- -	- -	- -	- -
Less rubbish & litter	0 0.0%	0 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Frozen food shops	0 0.0%	0 0.6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Need park to walk around	2 0.2%	2 2.3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Furniture shops	1 0.1%	- -	- -	- -	1 1.3%	- -	- -	- -	- -	- -	- -
Later shopping hours	1 0.1%	- -	- -	- -	- -	- -	1 2.6%	- -	- -	- -	- -
Grocery shops	1 0.1%	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -	- -
John Lewis	2 0.2%	- -	1 1.7%	- -	- -	- -	- -	1 1.4%	- -	- -	- -
Too many cheap shops	1 0.1%	- -	1 1.3%	- -	- -	- -	- -	- -	- -	- -	- -
Too many phone shops	1 0.1%	- -	1 0.6%	- -	- -	- -	- -	- -	- -	- -	- -
Clothes shops for older people	1 0.1%	0 0.6%	0 0.5%	- -	- -	- -	- -	- -	- -	- -	- -
Mothercare	2 0.2%	- -	- -	2 2.2%	- -	- -	- -	- -	- -	- -	- -

Q18. Where go for evening out by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q18. Where go for evening out											
Aldeburgh	9 1%	- -	- -	4 4%	- -	- -	5 8%	- -	- -	- -	- -
Bildeston	1 0%	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	- -
Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Bury St Edmunds	56 6%	- -	- -	- -	- -	- -	- -	- -	55 56%	1 1%	- -
Cambridge	2 0%	- -	- -	- -	- -	- -	- -	- -	2 2%	- -	- -
Chelmsford	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	6 2%
Clacton	23 2%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	22 6%
Colchester	160 16%	- -	- -	- -	2 4%	- -	- -	- -	- -	2 2%	157 46%
Country Pub	45 4%	4 6%	4 4%	6 7%	5 10%	- -	2 3%	5 9%	4 4%	5 6%	10 3%
Dennington	0 0%	- -	- -	- -	- -	- -	0 1%	- -	- -	- -	- -
Diss	2 0%	- -	- -	- -	- -	- -	- -	2 4%	- -	- -	- -
Don't go out	214 21%	16 21%	20 23%	12 14%	16 34%	21 31%	21 38%	9 17%	26 26%	22 25%	52 15%
Felixstowe	19 2%	1 1%	1 1%	16 18%	- -	- -	- -	- -	1 1%	- -	- -
Halesworth	1 0%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Halstead	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Harwich	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1%
Holbrook	0 0%	- -	0 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich Cardinal Park	6 1%	5 7%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -

Q18. Where go for evening out by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Ipswich Other	7 1%	1 1%	3 3%	1 1%	- -	0 1%	- -	- -	- -	- -	2 1%
Ipswich Town Centre	92 9%	19 26%	23 26%	16 18%	9 19%	16 24%	1 2%	2 4%	- -	1 1%	4 1%
Ipswich Waterfront	6 1%	1 2%	1 1%	- -	0 1%	3 4%	1 1%	- -	- -	- -	- -
Leiston	0 0%	- -	- -	- -	- -	- -	0 1%	- -	- -	- -	- -
Locally	295 29%	27 36%	30 35%	21 24%	14 31%	18 26%	23 41%	23 43%	7 7%	48 55%	84 25%
London	2 0%	1 1%	- -	- -	- -	- -	- -	1 2%	- -	- -	- -
Lowestoft	0 0%	- -	- -	- -	- -	- -	0 1%	- -	- -	- -	- -
Norwich	13 1%	- -	- -	- -	1 1%	- -	1 2%	10 19%	- -	- -	2 1%
Saxmundham	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Sible Hedingham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Southwold	2 0%	- -	- -	- -	- -	- -	1 2%	1 2%	- -	- -	- -
Stowmarket	11 1%	- -	- -	- -	- -	8 12%	- -	- -	3 3%	- -	- -
Sudbury	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	6 7%	- -
Woodbridge	16 2%	0 1%	5 6%	9 10%	- -	- -	1 1%	- -	- -	- -	- -

Q19a. Evening out at The Waterfront by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Missing											
No reply	1 0%	-	1 2%	-	-	-	-	-	-	-	-
Q19a. Evening out at The Waterfront											
Once a week	6 1%	4 5%	-	0 0%	-	2 3%	-	-	-	-	-
Once every two weeks	6 1%	2 2%	3 3%	-	-	0 1%	-	1 2%	-	-	-
Once a month	21 2%	2 3%	6 7%	9 10%	3 6%	2 3%	1 1%	-	-	-	-
Less often than once a month	161 16%	16 21%	24 28%	27 30%	8 17%	24 35%	4 6%	3 5%	13 13%	32 37%	10 3%
Never	808 81%	52 69%	53 61%	54 60%	36 77%	40 59%	52 93%	49 93%	85 87%	55 63%	332 97%

Q19b. Evening out at Cardinal Park by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Missing											
No reply	2 0%	- -	1 2%	- -	1 1%	- -	- -	- -	- -	- -	- -
Q19b. Evening out at Cardinal Park											
3 times a week	1 0%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
Once a week	10 1%	4 5%	2 3%	4 4%	- -	- -	- -	- -	- -	- -	- -
Once every two weeks	21 2%	7 9%	7 8%	8 8%	- -	- -	- -	- -	- -	- -	- -
Once a month	23 2%	1 1%	7 8%	6 6%	6 13%	2 3%	- -	- -	- -	1 1%	- -
Less often than once a month	157 16%	20 26%	30 35%	24 26%	8 18%	24 35%	5 10%	3 6%	12 12%	31 35%	- -
Never	788 79%	44 58%	37 42%	50 55%	31 68%	43 63%	51 90%	49 94%	86 88%	55 63%	342 100%

Q20. Where last visit cinema by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Missing											
No reply	1 0%	-	1 2%	-	-	-	-	-	-	-	-
Q20. Where last visit cinema											
Aldeburgh Cinema	7 1%	-	-	1 1%	-	-	6 11%	-	-	-	-
Braintree Cineworld	31 3%	-	-	-	-	-	-	-	1 1%	20 23%	10 3%
Bury St Edmunds Odeon	30 3%	-	-	-	-	-	-	1 3%	29 29%	-	-
Cambridge Picturehouse	5 1%	-	-	-	-	-	-	-	5 5%	-	-
Cambridge Vue	3 0%	-	-	-	-	-	-	-	3 3%	-	-
Clacton Flicks	18 2%	-	-	-	-	-	-	-	-	-	18 5%
Colchester Odeon	138 14%	-	-	-	1 1%	-	-	-	-	13 15%	124 36%
Corn Exchange	1 0%	-	-	-	1 1%	-	-	-	-	-	-
Don't go	382 38%	29 39%	31 36%	49 55%	19 41%	21 31%	29 52%	25 47%	30 31%	37 42%	111 32%
Don't know / Can't remember	14 1%	-	-	-	-	-	1 1%	2 3%	-	1 2%	10 3%
Felixstowe Palace	7 1%	0 1%	1 1%	6 6%	-	-	-	-	-	-	-
Halstead Empire	5 0%	-	-	-	-	-	-	-	-	5 5%	-
Harwich Electric Palace	7 1%	-	-	-	-	-	-	-	-	1 1%	6 2%
Hull	2 0%	-	-	-	-	-	-	-	-	-	2 1%
Ipswich Film Theatre	34 3%	2 3%	2 2%	4 4%	1 2%	2 3%	-	-	-	-	24 7%
Ipswich Odeon	19 2%	1 2%	8 9%	2 2%	1 2%	2 4%	-	-	1 1%	1 1%	2 1%
Ipswich UGC	245 24%	42 56%	43 50%	22 24%	24 51%	30 44%	11 20%	6 11%	26 27%	9 11%	31 9%

Q20. Where last visit cinema by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Leiston Film Theatre	3 0%	- -	- -	2 2%	- -	- -	1 2%	- -	- -	- -	- -
London	6 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	5 1%
Lowestoft Hollywood	2 0%	- -	- -	- -	- -	- -	2 3%	0 1%	- -	- -	- -
Norwich, Century	1 0%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -
Norwich, Cinema City	6 1%	- -	- -	- -	- -	- -	2 4%	2 4%	2 2%	- -	- -
Norwich, Riverside	1 0%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Norwich, Stir Centre	3 0%	- -	- -	- -	- -	- -	1 1%	3 5%	- -	- -	- -
Norwich, UCI	15 1%	- -	- -	- -	- -	- -	2 4%	12 24%	- -	- -	- -
Stowmarket Regal	11 1%	- -	- -	- -	1 1%	10 14%	- -	0 1%	1 1%	- -	- -
Swindon	3 0%	- -	- -	- -	- -	3 4%	- -	- -	- -	- -	- -
Woodbridge Riverside Theatre	7 1%	- -	- -	5 6%	- -	- -	1 2%	0 1%	- -	- -	- -

Q21. No. cars by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q21. No. cars											
One	476 48%	36 48%	32 37%	30 33%	21 45%	36 52%	19 34%	18 35%	43 44%	40 46%	200 58%
Two	234 23%	17 22%	26 30%	29 32%	11 24%	16 24%	19 34%	20 39%	25 25%	16 18%	56 16%
Three	58 6%	4 6%	5 5%	9 10%	3 6%	4 6%	6 11%	4 8%	6 6%	2 2%	15 4%
Four or more	50 5%	1 1%	2 3%	4 5%	4 9%	4 6%	1 2%	2 4%	3 3%	5 6%	24 7%
None	171 17%	16 21%	19 21%	18 20%	7 16%	8 12%	9 15%	7 12%	20 20%	21 25%	46 13%
Refused	14 1%	1 2%	3 3%	- -	- -	- -	2 4%	1 2%	1 1%	4 4%	2 1%

Q22. Age by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q22. Age											
16 - 24	133 13%	12 16%	12 14%	11 12%	6 12%	9 13%	6 10%	6 11%	13 13%	11 12%	47 14%
25 - 34	152 15%	14 18%	16 18%	12 13%	6 13%	10 15%	6 11%	7 13%	16 16%	13 15%	53 15%
35 - 44	171 17%	13 17%	16 19%	16 18%	8 18%	13 18%	9 16%	9 17%	18 18%	15 17%	55 16%
45 - 54	169 17%	12 16%	14 16%	16 17%	9 19%	12 18%	10 17%	10 18%	17 17%	16 18%	55 16%
55 - 64	143 14%	9 12%	10 12%	13 15%	7 15%	10 14%	9 16%	8 16%	15 15%	13 15%	48 14%
65+	235 23%	16 21%	18 21%	23 25%	10 22%	15 21%	17 30%	13 25%	21 21%	19 22%	83 24%

Q23. Sex by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q23. Sex											
Male	291 29%	22 29%	16 18%	21 23%	12 27%	25 36%	23 41%	12 23%	32 32%	25 29%	104 30%
Female	712 71%	54 71%	71 82%	69 77%	34 73%	44 64%	33 59%	40 77%	66 68%	62 71%	238 70%

Q25. Social Grade by C1. Area/Zone weighting WT1 (V1)

Absolute Break % Respondents	Base	C1. Area/Zone									
		1	2	3	4	5	6	7	8	9	10
Base											
Unweighted	1003	101	100	101	100	100	100	100	100	100	101
Weighted	1003	75	87	90	46	68	56	53	98	87	342
Q25. Social Grade											
A	9 1%	- -	- -	0 0%	- -	3 4%	1 1%	1 2%	- -	- -	4 1%
B	160 16%	11 14%	17 20%	6 6%	14 31%	4 5%	14 25%	9 16%	14 14%	16 18%	57 17%
C1	305 30%	27 36%	23 26%	30 33%	10 21%	24 35%	10 17%	15 29%	33 34%	29 34%	104 30%
C2	235 23%	8 10%	15 17%	23 25%	12 26%	16 24%	10 17%	7 14%	26 26%	20 23%	98 29%
D	174 17%	20 26%	21 24%	23 25%	7 15%	8 11%	15 27%	14 26%	10 10%	10 11%	48 14%
E1 retired/state	49 5%	2 2%	7 8%	6 6%	2 4%	6 9%	2 4%	3 5%	7 7%	6 7%	9 3%
E2 unemployed	21 2%	4 5%	- -	1 1%	- -	2 3%	- -	1 2%	2 2%	1 1%	9 3%
Refused	50 5%	4 6%	5 5%	2 2%	2 4%	6 8%	4 8%	2 4%	6 7%	5 5%	14 4%

Q1. Main shopper by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q1. Main shopper									
Yes	1003	9	160	305	235	174	49	21	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q3. Where normally buy main food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0.2%	- -	1 0.3%	- -	- -	- -	1 2.2%	- -	- -
Aldburgh, Solar Superstore	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 1.1%
Barham, Co-Op	2 0.2%	- -	0 0.2%	1 0.2%	0 0.2%	0 0.3%	- -	- -	- -
Beccles, Morrisons	3 0.3%	- -	- -	2 0.7%	1 0.4%	1 0.3%	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0.1%	- -	0 0.2%	1 0.2%	- -	1 0.3%	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	1 1.3%
Beccles, Somerfield, Market Square	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0.3%	- -	- -	- -	3 1.1%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Braintree, Tesco, Market Place	8 0.8%	- -	1 0.6%	6 1.9%	- -	1 0.5%	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0.1%	- -	- -	1 0.3%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Bungay, Rainbows	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0.2%	- -	- -	1 0.2%	1 0.6%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4.1%	- -	5 3.0%	15 5.1%	11 4.8%	5 3.1%	2 4.1%	- -	3 5.6%

Q3. Where normally buy main food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0.2%	- -	1 0.5%	1 0.2%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1.5%	- -	1 0.4%	7 2.2%	3 1.3%	2 1.2%	0 1.0%	- -	2 3.1%
Bury St Edmunds, Tesco, St Saviours	24 2.4%	- -	4 2.6%	8 2.5%	7 3.0%	1 0.5%	1 2.7%	1 4.1%	2 4.3%
Bury St Edmunds, Waitrose, Robert Boby Way	11 1.1%	1 12.4%	3 1.7%	1 0.4%	1 0.3%	1 0.8%	3 5.4%	1 6.7%	- -
Clacton, Safeway, Old Road	2 0.2%	- -	- -	2 0.7%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0.4%	- -	- -	- -	4 1.9%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0.4%	- -	- -	2 0.6%	2 0.9%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 5.7%	2 23.2%	10 5.9%	4 1.4%	13 5.5%	17 9.7%	- -	5 25.9%	6 11.8%
Colchester, Asda, Turner Rise	39 3.9%	- -	3 1.8%	19 6.3%	12 5.1%	3 2.0%	- -	1 3.6%	1 2.9%
Colchester, Co-Op	23 2.3%	- -	- -	8 2.6%	7 3.0%	2 1.3%	2 4.5%	4 18.6%	- -
Colchester, J Sainsbury, 14 Priory Walk	7 0.7%	- -	- -	2 0.8%	- -	2 1.1%	- -	- -	2 4.9%
Colchester, J Sainsbury, Stanway	21 2.1%	- -	9 5.5%	6 2.1%	6 2.4%	- -	- -	- -	1 1.1%
Colchester, Marks & Spencer, 38 High Street	2 0.2%	- -	- -	- -	- -	2 1.3%	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 5.7%	- -	30 18.4%	16 5.2%	8 3.2%	2 1.3%	2 4.5%	- -	- -
Colchester, Tesco, Highwoods Square	33 3.3%	- -	8 4.7%	16 5.4%	7 3.2%	2 1.1%	- -	- -	- -
Dedham, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 1.3%
Diss, Co-Op	0 0.0%	- -	- -	- -	0 0.2%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Diss, Morrisons	16 1.6%	- -	3 1.9%	5 1.6%	2 0.8%	4 2.5%	0 0.9%	0 1.8%	1 2.2%
Diss, Rainbow, 133 Victoria Road	3 0.3%	- -	0 0.2%	1 0.3%	0 0.2%	1 0.7%	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 0.7%	- -	1 0.5%	1 0.3%	0 0.2%	2 1.3%	1 1.6%	0 2.2%	1 2.4%
Diss, Somerfield, 37- 38 Mere Street	4 0.4%	- -	- -	1 0.5%	1 0.3%	2 0.9%	0 0.9%	- -	- -
Don't visit (shop via internet/telephone)	8 0.8%	- -	2 1.4%	1 0.2%	4 1.7%	1 0.6%	- -	- -	- -
Dovercourt, Co-Op	3 0.3%	- -	- -	- -	3 1.5%	- -	- -	- -	- -
Eye, Co-Op	0 0.0%	- -	- -	- -	- 0.3%	0 -	- -	- -	- -
Felixstowe, Co-Op	0 0.0%	- -	- -	- -	- 0.2%	0 -	- -	- -	- -
Felixstowe, Morrisons	15 1.5%	- -	1 0.4%	6 2.1%	4 1.7%	3 1.5%	- -	- -	1 2.6%
Felixstowe, Safeway, Grange Farm Park	1 0.1%	- -	- -	- -	0 0.2%	- -	1 1.2%	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 0.5%	- -	2 1.1%	2 0.6%	- -	1 0.6%	1 1.2%	- -	0 0.8%
Felixstowe, Tesco Metro, 88 Hamilton Road	6 0.6%	- -	1 0.4%	2 0.6%	- -	2 1.2%	2 3.5%	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1.1%	- -	3 1.6%	2 0.6%	4 1.8%	1 0.7%	1 2.0%	- -	- -
Hadley, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 2.9%
Halesworth, Rainbow, Saxons Way	8 0.8%	1 8.6%	1 0.5%	1 0.2%	1 0.5%	1 0.8%	1 2.7%	- -	2 4.3%
Halstead, Co-Op	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0.3%	- -	- -	2 0.8%	- -	- -	1 1.3%	- -	- -

Q3. Where normally buy main food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Halstead, Somerfield, High Street	7 0.7%	- -	1 0.8%	2 0.6%	1 0.6%	3 1.6%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0.2%	- -	- -	- -	- -	1 0.6%	0 0.9%	- -	- -
Harleston, Budgens	0 0.0%	- -	- -	- -	- -	- -	0 0.7%	- -	- -
Harwich, Co-Op	2 0.2%	- -	- -	- -	- -	2 1.3%	- -	- -	- -
Harwich, Morrisons	34 3.4%	- -	- -	- -	26 11.0%	3 1.5%	- -	- -	6 11.8%
Harwich, Safeway, Parkeston	10 1.0%	- -	- -	3 1.1%	2 0.8%	5 2.9%	- -	- -	- -
Harwich, Solar	1 0.1%	- -	- -	- -	1 0.2%	- -	- -	- -	- -
Harwich, Somerfield	4 0.4%	- -	- -	2 0.7%	- -	- -	2 4.5%	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0.5%	- -	- -	1 0.4%	3 1.3%	0 0.3%	0 0.9%	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 4.8%	- -	5 3.1%	20 6.7%	6 2.4%	12 7.0%	3 6.9%	- -	1 2.9%
Ipswich, Co-Op	4 0.4%	- -	- -	- -	0 0.2%	1 0.7%	0 0.9%	- -	2 3.5%
Ipswich, Iceland, 23- 31 St Matthews Street	0 0.0%	- -	- -	- -	- -	0 0.3%	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2.0%	- -	4 2.5%	6 2.1%	3 1.1%	5 3.0%	- -	1 3.1%	1 2.2%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 0.6%	- -	2 1.0%	1 0.2%	1 0.6%	1 0.5%	- -	- -	1 2.6%
Ipswich, J Sainsbury, Warren Heath	38 3.8%	- -	8 5.1%	8 2.6%	11 4.7%	7 4.1%	3 5.2%	- -	1 2.9%
Ipswich, Lidl	0 0.0%	- -	0 0.2%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0.1%	- -	- -	- -	- -	0 0.3%	- -	- -	1 1.2%
Ipswich, Morrisons, Sproughton Road	40 3.9%	- -	3 2.1%	11 3.6%	12 5.0%	8 4.5%	1 1.6%	2 8.5%	3 6.0%
Ipswich, Tesco Extra, Copdock Interchange	39 3.9%	- -	16 9.9%	12 3.9%	6 2.7%	4 2.0%	0 0.7%	1 6.4%	0 0.5%
Ipswich, Tesco, Kesgrave	13 1.3%	- -	4 2.6%	4 1.4%	- -	2 1.1%	2 4.3%	- -	1 1.1%
Ipswich, Tesco, Martlesham Heath	54 5.4%	0 4.1%	6 4.0%	20 6.7%	8 3.2%	15 8.5%	2 3.5%	1 6.3%	1 2.9%
Leiston, Solar Superstore, Sizewell Road	2 0.2%	- -	1 0.3%	- -	- -	1 0.7%	- -	- -	- -
Local shops	38 3.7%	2 20.4%	3 1.7%	14 4.7%	6 2.4%	8 4.4%	4 7.2%	- -	2 3.7%
Lowestoft, Safeway, Gilseham	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0.1%	- -	- -	- -	1 0.2%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0.4%	- -	1 0.7%	1 0.2%	2 0.7%	1 0.3%	- -	- -	- -
Manningtree, Co-Op	5 0.5%	- -	- -	- -	- -	5 2.9%	- -	- -	- -
Newmarket, Waitrose	0 0.0%	- -	0 0.2%	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0.1%	- -	1 0.7%	- -	- -	- -	- -	0 1.6%	- -
Norwich, Tesco	5 0.5%	- -	0 0.2%	2 0.8%	1 0.6%	1 0.6%	- -	- -	- -
Saxmundham, Co-Op	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1.2%	- -	1 0.4%	5 1.6%	1 0.6%	5 3.1%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Sible Hedingham, Co-Op	1 0.1%	- -	- -	1 0.3%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0.2%	- -	- -	0 0.1%	- -	1 0.8%	- -	- -	1 1.1%
Stowmarket, Asda, Wilkes Way	38 3.8%	- -	4 2.8%	8 2.7%	12 5.3%	7 3.9%	3 6.7%	1 5.1%	1 2.9%
Stowmarket, Co-Op	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0.0%	- -	- -	- -	- -	- -	- -	0 2.3%	- -
Stowmarket, Lidl	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 0.9%	3 31.4%	- -	4 1.4%	1 0.4%	0 0.2%	1 2.0%	- -	- -
Sudbury, Aldi, Girling Street	1 0.1%	- -	- -	1 0.2%	1 0.4%	- -	- -	- -	- -
Sudbury, Co-Op	1 0.1%	- -	- -	- -	- -	1 0.4%	1 1.3%	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 0.6%	- -	- -	- -	5 2.0%	- -	1 2.6%	- -	- -
Sudbury, Tesco, Springlands Way	21 2.1%	- -	2 1.5%	7 2.3%	4 1.7%	5 3.0%	1 2.3%	- -	1 2.4%
Sudbury, Waitrose, Station Road	23 2.3%	- -	9 5.8%	6 1.9%	3 1.4%	1 0.6%	2 5.1%	1 4.0%	- -
Thetford, J Sainsbury, London Road	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0.2%	- -	0 0.2%	1 0.4%	- -	0 0.3%	- -	- -	- -
Tollgate, Co-Op	5 0.5%	- -	- -	5 1.6%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1.2%	- -	- -	7 2.3%	5 2.1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Walton, Co-Op	5	-	-	2	-	3	-	-	-
	0.5%	-	-	0.6%	-	1.9%	-	-	-
Witham, Tesco, The Grove Centre	4	-	-	-	4	-	-	-	-
	0.4%	-	-	-	1.5%	-	-	-	-
Woodbridge, Budgens, The Thoroughfare	2	-	0	1	-	0	0	-	-
	0.2%	-	0.2%	0.3%	-	0.2%	0.8%	-	-
Woodbridge, Co-Op	0	-	-	-	-	0	-	-	-
	0.0%	-	-	-	-	0.2%	-	-	-
Woodbridge, Morrisons	1	-	-	-	-	-	1	-	-
	0.1%	-	-	-	-	-	1.2%	-	-

Q4. Average visits to store (Q3) by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Missing									
No reply	3 0.3%	- -	- -	- -	1 0.3%	- -	- -	- -	2 4.3%
Q4. Average visits to store (Q3)									
Everyday	11 1.1%	1 12.4%	1 0.4%	5 1.5%	1 0.3%	3 1.9%	0 0.9%	0 2.3%	- -
6 times a week	3 0.3%	- -	- -	- -	2 0.9%	- -	0 0.9%	- -	1 1.1%
5 times a week	14 1.4%	- -	4 2.5%	2 0.8%	1 0.3%	4 2.3%	1 1.3%	2 9.3%	- -
4 times a week	29 2.8%	0 4.1%	8 4.8%	5 1.5%	5 2.0%	11 6.4%	- -	- -	- -
3 times a week	78 7.8%	2 23.4%	9 5.9%	22 7.1%	23 9.8%	10 5.8%	5 10.3%	4 19.0%	2 5.0%
Twice a week	147 14.7%	- -	17 10.8%	36 11.8%	41 17.6%	26 15.1%	10 20.0%	- -	16 33.0%
Once a week	633 63.1%	6 60.1%	111 69.1%	191 62.6%	156 66.4%	109 62.2%	23 47.5%	10 46.0%	28 56.8%
Once every two weeks	68 6.7%	- -	8 4.7%	34 11.2%	4 1.5%	9 5.4%	8 16.5%	5 23.3%	- -
Once a month	16 1.6%	- -	3 1.7%	10 3.1%	1 0.6%	2 0.9%	1 1.4%	- -	- -
Less often than once a month	2 0.2%	- -	- -	1 0.4%	1 0.2%	- -	1 1.1%	- -	- -

Q5. Mode of travel by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q5. Mode of travel									
Drive self in car/van	663	7	129	215	167	91	9	8	37
	66.1%	70.0%	80.6%	70.7%	71.3%	52.1%	17.4%	40.4%	74.5%
Passenger in car/van	172	1	11	62	17	48	24	2	7
	17.1%	5.5%	7.0%	20.3%	7.2%	27.3%	50.0%	11.4%	13.8%
Bus	54	-	1	8	27	5	8	2	3
	5.4%	-	0.7%	2.7%	11.5%	2.6%	16.4%	9.1%	6.9%
Train	1	-	1	0	-	-	-	-	-
	0.1%	-	0.3%	0.1%	-	-	-	-	-
Taxi	2	-	-	-	0	0	0	1	-
	0.2%	-	-	-	0.2%	0.3%	1.0%	3.3%	-
Walk	100	2	14	19	21	27	7	7	2
	10.0%	24.5%	8.5%	6.1%	8.9%	15.7%	15.2%	35.8%	4.9%
Bicycle	4	-	0	-	1	3	-	-	-
	0.4%	-	0.2%	-	0.3%	1.5%	-	-	-
Don't visit (shop via PC, Internet or telephone)	7	-	4	1	2	1	-	-	-
	0.7%	-	2.5%	0.2%	0.7%	0.6%	-	-	-

Q6. Where normally buy top-up food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q6. Where normally buy top-up food/groceries									
Aldeburgh, Co-Op	1 0.1%	- -	1 0.3%	- -	- -	- -	- -	- -	- -
Barham, Co-Op	1 0.1%	- -	- -	0 0.2%	- -	0 0.3%	- -	- -	- -
Beccles, Londis	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Beccles, Morrisons	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	2 0.2%	- -	- -	- -	2 0.7%	- -	1 1.1%	- -	- -
Beccles, Safeway, George Westwood Way	0 0.0%	- -	- -	- -	0 0.1%	- -	- -	- -	- -
Bildeston, Co-Op	1 0.1%	- -	1 0.5%	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Bramford, Co-Op	2 0.2%	- -	- -	2 0.8%	- -	- -	- -	- -	- -
Brandon, Tesco, London Road	0 0.0%	- -	- -	- -	- -	- -	0 0.9%	- -	- -
Brantham, Co-Op	1 0.1%	- -	- -	- -	- -	- -	1 1.4%	- -	1 1.2%
Bungay, Co-Op	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	4 0.4%	- -	1 0.5%	1 0.5%	- -	- -	1 2.7%	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	10 1.0%	- -	2 1.2%	- -	4 1.7%	3 1.7%	- -	- -	1 2.9%
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	3 0.3%	- -	- -	1 0.4%	1 0.6%	- -	- -	- -	- -

Q6. Where normally buy top-up food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Bury St Edmunds, Roys Wroxham, Risbygate Street	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	6 0.6%	- -	2 1.3%	1 0.2%	3 1.1%	- -	0 1.0%	- -	- -
Bury St Edmunds, Tesco, St Saviours	9 0.9%	- -	2 1.0%	4 1.4%	1 0.3%	- -	- -	1 4.1%	1 2.9%
Bury St Edmunds, Waitrose, Robert Boby Way	15 1.5%	- -	1 0.8%	7 2.2%	2 0.9%	3 1.6%	1 2.7%	- -	1 1.4%
Capel St Mary, Co-Op	2 0.2%	- -	1 0.5%	1 0.2%	1 0.2%	- -	- -	- -	- -
Carlton Colville, Rainbow, Ashburnham Way	0 0.0%	- -	- -	- -	0 0.1%	- -	- -	- -	- -
Clacton, Somerfield, 39-43 High Street	8 0.8%	- -	2 1.2%	- -	- -	- -	- -	- -	6 11.8%
Clacton, Tesco Metro, 28 Station Road	4 0.4%	- -	- -	- -	4 1.9%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	2 0.2%	- -	- -	- -	2 0.9%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	34 3.4%	2 23.2%	3 2.2%	4 1.4%	13 5.4%	11 6.5%	- -	- -	- -
Colchester, Asda, Turner Rise	17 1.7%	- -	- -	8 2.5%	10 4.1%	- -	- -	- -	- -
Colchester, Co-Op	21 2.1%	- -	- -	12 3.8%	6 2.6%	- -	- -	4 18.6%	- -
Colchester, Iceland, Unit 7, Tollgate Centre	3 0.3%	- -	- -	3 1.1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 0.7%	- -	- -	2 0.7%	- -	2 1.3%	- -	- -	2 4.4%
Colchester, J Sainsbury, Stanway	16 1.6%	- -	9 5.3%	2 0.6%	6 2.4%	- -	- -	- -	- -
Colchester, Lidl, St Johns Walk	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -

Q6. Where normally buy top-up food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Colchester, Marks & Spencer, 38 High Street	2 0.2%	- -	- -	- -	2 0.8%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	26 2.6%	- -	9 5.8%	3 1.1%	11 4.9%	- -	2 4.5%	- -	- -
Colchester, Tesco, Highwoods Square	31 3.1%	- -	5 3.0%	17 5.6%	6 2.4%	3 2.0%	- -	- -	- -
Diss, Co-Op	0 0.0%	- -	- -	- -	0 0.2%	- -	- -	- -	- -
Diss, Morrisons	5 0.5%	- -	0 0.2%	3 0.8%	1 0.6%	0 0.3%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	1 0.1%	- -	0 0.2%	0 0.1%	1 0.3%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	5 0.5%	- -	1 0.9%	1 0.3%	1 0.3%	2 1.1%	- -	- -	- -
Diss, Somerfield, 37-38 Mere Street	5 0.5%	- -	0 0.2%	2 0.6%	1 0.3%	1 0.4%	- -	- -	1 2.2%
Don't do 'top up' shop	301 30.1%	5 56.4%	37 22.8%	89 29.3%	66 28.0%	66 38.0%	19 39.1%	3 15.7%	16 31.9%
Dovercourt, Co-Op	3 0.3%	- -	- -	- -	3 1.5%	- -	- -	- -	- -
Eye, Co-Op	1 0.1%	- -	0 0.2%	- -	1 0.2%	0 0.3%	- -	- -	- -
Eye, Morrisons	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	1 0.1%	- -	- -	1 0.2%	- -	0 0.2%	- -	- -	- -
Felixstowe, Marks & Spencer, 55 Hamilton Road	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	2 0.2%	- -	- -	- -	0 0.2%	2 1.1%	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0.1%	- -	- -	- -	0 0.2%	- -	1 1.2%	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 0.5%	- -	0 0.2%	0 0.1%	4 1.5%	1 0.4%	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	8 0.8%	- -	- -	5 1.6%	2 0.8%	1 0.6%	- -	- -	0 0.8%

Q6. Where normally buy top-up food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Framlingham, Solar Superstore, Market Hill	5 0.5%	- -	- -	2 0.6%	1 0.2%	1 0.7%	0 0.8%	1 6.3%	- -
Framlington, Co-Op	0 0.0%	- -	- -	- -	0 0.2%	- -	- -	- -	- -
Hadleigh, Co-Op	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Hadley, Co-Op	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 2.9%
Halesworth, Rainbow, Saxons Way	3 0.3%	- -	- -	0 0.1%	1 0.3%	1 0.7%	- -	- -	1 1.3%
Halstead, Co-Op	1 0.1%	- -	1 0.4%	1 0.2%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	5 0.5%	- -	1 0.6%	2 0.7%	1 0.3%	1 0.6%	1 1.3%	- -	- -
Halstead, Somerfield, High Street	5 0.5%	- -	1 0.3%	3 1.0%	1 0.6%	1 0.3%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	1 0.1%	- -	0 0.2%	- -	0 0.1%	- -	- -	- -	- -
Harwich, Morrisons	2 0.2%	- -	- -	- -	2 0.9%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	7 0.7%	- -	- -	2 0.7%	- -	5 2.9%	- -	- -	- -
Harwich, Somerfield	11 1.1%	- -	- -	2 0.7%	0 0.2%	- -	2 4.5%	- -	6 11.8%
Haughley, Co-Op	0 0.0%	- -	- -	- -	0 0.2%	- -	- -	- -	- -
Holbrook, Co-Op	1 0.1%	- -	1 0.3%	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0.5%	- -	- -	1 0.4%	4 1.7%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	11 1.1%	- -	1 0.8%	3 0.9%	7 2.8%	1 0.4%	- -	- -	- -
Ipswich, Co-Op	7 0.7%	- -	1 0.6%	3 0.9%	1 0.3%	2 1.3%	0 0.9%	- -	- -

Q6. Where normally buy top-up food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Ipswich, Iceland, 23-31 St Matthews Street	0 0.0%	- -	- -	- -	- -	- -	0 1.0%	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	10 1.0%	- -	2 1.4%	3 0.9%	1 0.5%	2 1.0%	- -	1 3.1%	1 1.9%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 0.6%	- -	- -	4 1.3%	- -	- -	- -	- -	2 3.5%
Ipswich, J Sainsbury, Warren Heath	7 0.7%	- -	1 0.6%	4 1.4%	- -	2 0.9%	0 0.9%	- -	- -
Ipswich, Marks & Spencer, 16-26 Westgate Street	7 0.7%	- -	0 0.3%	3 1.1%	1 0.6%	1 0.5%	- -	- -	1 1.8%
Ipswich, Morrisons, Sroughton Road	5 0.5%	- -	- -	3 1.0%	- -	2 1.2%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	14 1.4%	- -	1 0.4%	4 1.4%	4 1.8%	4 2.4%	- -	- -	1 1.5%
Ipswich, Tesco, Kesgrave	10 1.0%	- -	1 0.8%	3 1.0%	2 1.0%	0 0.2%	1 1.1%	- -	2 4.1%
Ipswich, Tesco, Martlesham Heath	32 3.2%	- -	6 4.0%	8 2.7%	9 3.6%	7 4.3%	1 1.1%	- -	1 1.5%
Keslingland, Morrisons	0 0.0%	- -	- -	- -	- -	0 0.2%	- -	- -	- -
Leiston, Co-Op	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0.2%	- -	- -	1 0.4%	- -	1 0.5%	- -	- -	- -
Local shops	169 16.9%	2 20.4%	50 31.3%	52 17.1%	20 8.7%	24 13.5%	9 18.9%	8 40.8%	3 6.5%
Long Melford, Co-Op	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Lowestoft, Lidl	0 0.0%	- -	- -	- -	- -	0 0.2%	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0.1%	- -	1 0.3%	- -	- -	- -	- -	- -	- -

Q6. Where normally buy top-up food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Norwich, Morrisons	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Norwich, Sainsburys	0 0.0%	- -	- -	- -	- -	- -	- -	0 1.6%	- -
Rosehill, Co-Op	1 0.1%	- -	- -	- -	- -	1 0.7%	- -	- -	- -
Saxmundham, Somerfield, Church Street	8 0.8%	- -	2 1.5%	1 0.3%	- -	5 2.6%	- -	- -	- -
Sible Hedingham, Co-Op	2 0.2%	- -	- -	1 0.3%	1 0.4%	- -	- -	- -	- -
Southwold, Co-Op	0 0.0%	- -	- -	- -	- -	0 0.2%	- -	- -	- -
Southwold, Somerfield, 2 Market Place	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	7 0.7%	- -	1 0.7%	2 0.7%	1 0.3%	1 0.6%	2 3.3%	1 3.6%	- -
Stowmarket, Co-Op	3 0.3%	- -	- -	2 0.6%	1 0.4%	0 0.2%	- -	- -	- -
Stowmarket, Countdown	0 0.0%	- -	- -	- -	- -	- -	- -	0 2.3%	- -
Stowmarket, Solar Superstore, Combs Lane	1 0.1%	- -	- -	- -	- -	1 0.8%	- -	- -	- -
Stowmarket, Tesco, Cedars Park	12 1.2%	- -	0 0.2%	4 1.4%	4 1.6%	3 1.8%	- -	- -	1 1.4%
Sudbury, Aldi, Girling Street	3 0.3%	- -	- -	1 0.2%	1 0.3%	2 1.1%	- -	- -	- -
Sudbury, Co-Op	3 0.3%	- -	- -	- -	1 0.6%	1 0.4%	1 1.3%	- -	- -
Sudbury, Iceland, 93 North Street	1 0.1%	- -	- -	- -	- -	- -	1 1.3%	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 0.6%	- -	1 0.6%	2 0.7%	2 0.7%	- -	1 1.3%	1 4.0%	- -

Q6. Where normally buy top-up food/groceries by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Sudbury, Tesco, Springlands Way	12 1.2%	- -	2 1.2%	1 0.5%	2 0.9%	4 2.4%	1 2.3%	- -	1 2.4%
Sudbury, Waitrose, Station Road	15 1.5%	- -	7 4.1%	4 1.2%	3 1.3%	- -	2 3.8%	- -	- -
Thetford, Tesco, Kilverstone	2 0.2%	- -	- -	2 0.8%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	7 0.7%	- -	- -	2 0.6%	5 2.1%	- -	- -	- -	- -
Walton, Co-Op	2 0.2%	- -	- -	2 0.6%	- -	1 0.3%	- -	- -	- -
Witham, Tesco, The Grove Centre	2 0.2%	- -	- -	- -	2 0.9%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	4 0.4%	- -	1 0.6%	2 0.8%	- -	1 0.4%	0 0.8%	- -	- -
Woodbridge, Co-Op	1 0.1%	- -	- -	- -	- -	0 0.2%	0 0.8%	- -	- -

Q7. Where last bought clothing/footwear by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q7. Where last bought clothing/footwear									
Abroad	1 0.1%	0 4.1%	1 0.4%	- -	- -	- -	- -	- -	- -
Aldburgh	2 0.2%	- -	1 0.7%	1 0.2%	- -	- -	- -	- -	- -
Beccles	1 0.1%	- -	1 0.5%	- -	- -	1 0.3%	- -	- -	- -
Bluewater	12 1.2%	- -	2 1.5%	4 1.4%	4 1.7%	1 0.6%	- -	- -	- -
Braintree	4 0.4%	- -	- -	1 0.3%	2 1.0%	1 0.3%	- -	- -	- -
Bungay	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Bury St Edmunds	80 8.0%	- -	12 7.6%	31 10.1%	19 8.1%	8 4.4%	5 10.1%	2 10.7%	4 7.4%
Cambridge	13 1.3%	- -	3 1.6%	3 1.0%	4 1.6%	1 0.5%	1 1.4%	- -	2 4.3%
Chelmsford	8 0.8%	- -	6 3.7%	1 0.5%	1 0.2%	- -	- -	- -	- -
Chester	2 0.2%	- -	- -	- -	2 0.8%	- -	- -	- -	- -
Clacton	34 3.4%	- -	- -	11 3.6%	7 2.8%	9 5.0%	2 4.5%	5 25.9%	- -
Clacton Common Outlet	7 0.7%	- -	4 2.6%	0 0.1%	2 0.8%	- -	0 1.0%	- -	- -
Colchester	317 31.6%	4 43.6%	53 33.0%	108 35.3%	88 37.6%	42 24.0%	10 20.1%	5 26.1%	6 12.8%
Diss	7 0.7%	- -	1 0.5%	1 0.4%	2 0.8%	3 1.5%	1 1.8%	- -	- -
Felixstowe	17 1.7%	- -	2 1.2%	4 1.5%	3 1.1%	6 3.2%	2 3.5%	- -	1 1.8%
Freeport Braintree	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -
Hadleigh	1 0.1%	- -	- -	0 0.1%	0 0.2%	- -	- -	- -	- -
Halesworth	4 0.4%	0 3.0%	2 1.3%	- -	0 0.1%	0 0.2%	1 1.7%	- -	- -

Q7. Where last bought clothing/footwear by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Harleston	1 0.1%	- -	- -	- -	1 0.2%	- -	0 0.9%	- -	- -
Harwich	6 0.6%	- -	- -	- -	- -	- -	- -	- -	6 11.8%
Hulston	0 0.0%	- -	- -	- -	- -	- -	0 0.9%	- -	- -
Internet	3 0.3%	- -	1 0.6%	0 0.1%	1 0.6%	- -	- -	- -	- -
Ipswich Other	20 2.0%	- -	2 1.5%	5 1.7%	2 1.1%	7 4.2%	2 4.2%	1 3.1%	- -
Ipswich Town Centre	291 29.0%	1 5.5%	44 27.3%	87 28.6%	63 26.8%	65 37.2%	11 21.8%	4 21.2%	16 32.7%
Lakeside	4 0.4%	- -	- -	1 0.5%	2 1.0%	- -	- -	- -	- -
Leiston	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Local stores	8 0.8%	- -	1 0.6%	4 1.3%	0 0.2%	- -	- -	0 1.8%	2 4.3%
London City	9 0.9%	- -	1 0.3%	1 0.5%	- -	1 0.4%	1 1.4%	- -	6 11.8%
London West End	4 0.4%	- -	4 2.4%	- -	- -	- -	- -	- -	- -
Lowestoft	10 1.0%	- -	1 0.6%	4 1.2%	1 0.6%	4 2.1%	- -	- -	- -
Mail Order/Catalogue	29 2.9%	- -	2 1.2%	10 3.4%	3 1.1%	8 4.4%	6 12.1%	- -	1 1.3%
Martlesham Heath	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Norwich	57 5.6%	4 43.8%	12 7.2%	17 5.6%	10 4.1%	9 5.1%	1 2.2%	1 3.7%	3 6.9%
Southwold	2 0.2%	- -	- -	1 0.4%	1 0.3%	- -	- -	- -	- -
Stowmarket	14 1.4%	- -	0 0.2%	2 0.7%	3 1.2%	4 2.4%	2 3.7%	2 7.4%	1 1.5%
Sudbury	26 2.6%	- -	6 3.6%	2 0.8%	10 4.1%	3 2.0%	3 6.3%	- -	1 2.4%
Walton	2 0.2%	- -	- -	- -	- -	2 1.3%	- -	- -	- -

Q7. Where last bought clothing/footwear by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Woodbridge	8	-	-	1	4	1	1	-	1
	0.8%	-	-	0.4%	1.5%	0.6%	2.3%	-	1.1%

Q8. Average visits to store (Q7) by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Missing									
No reply	9 0.9%	0 4.1%	1 0.5%	1 0.2%	2 0.9%	1 0.4%	1 2.7%	- -	3 6.9%
Q8. Average visits to store (Q7)									
Everyday	13 1.3%	- -	3 1.6%	5 1.8%	1 0.6%	3 1.9%	0 0.9%	- -	- -
6 times a week	0 0.0%	- -	- -	- -	- -	- -	0 0.9%	- -	- -
5 times a week	45 4.4%	- -	7 4.2%	10 3.3%	26 11.0%	- -	- -	2 9.3%	- -
4 times a week	3 0.3%	- -	- -	1 0.2%	1 0.4%	1 0.4%	- -	- -	1 1.3%
3 times a week	26 2.6%	0 3.0%	5 3.2%	4 1.3%	6 2.6%	5 2.7%	- -	5 25.9%	0 0.8%
Twice a week	53 5.3%	- -	7 4.1%	18 6.0%	13 5.4%	9 5.2%	2 4.3%	1 7.2%	3 6.6%
Once a week	235 23.5%	- -	53 32.8%	75 24.6%	57 24.5%	33 18.7%	10 19.8%	3 15.9%	5 10.1%
Once every two weeks	129 12.8%	2 17.9%	13 8.2%	35 11.6%	38 16.3%	22 12.8%	7 13.6%	2 9.4%	9 18.9%
Once a month	215 21.4%	3 31.4%	43 26.9%	68 22.3%	40 17.2%	40 22.9%	9 17.4%	3 13.6%	9 18.5%
Less often than once a month	274 27.4%	4 43.6%	30 18.6%	87 28.7%	50 21.2%	61 35.0%	20 40.4%	4 18.7%	18 37.0%

prox. spend on clothing by Q25. Social Grade showing Q9a*1.00 weighting WT1 (V1) scored as Q9a. Approx. spend on

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	41403.72	426.49	7439.69	15117.01	8996.26	6273.38	921.88	474.25	1754.75
Weighted	41403.72	426.49	7439.69	15117.01	8996.26	6273.38	921.88	474.25	1754.75
Q9a. Approx. spend on clothing									
Valid	41403.72	426.49	7439.69	15117.01	8996.26	6273.38	921.88	474.25	1754.75
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	41.28	45.11	46.38	49.63	38.34	35.95	18.83	22.85	35.32
Standard Error	2.04	13.88	4.41	5.56	2.50	2.94	2.48	8.04	5.81

Q9b. Approx. spend on clothing by Q25. Social Grade weighting WT1 (V1) scored as Q9a. Approx. spend on clothing

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q9b. Approx. spend on clothing									
£1 - £10	41 4%	2 20%	7 4%	16 5%	7 3%	6 3%	3 6%	- -	1 1%
£11 - £20	118 12%	- -	35 22%	28 9%	16 7%	18 11%	11 23%	6 31%	4 7%
£21 - £30	147 15%	- -	19 12%	53 18%	19 8%	33 19%	12 26%	2 11%	7 13%
£31 - £40	112 11%	1 12%	14 9%	39 13%	30 13%	22 12%	4 8%	- -	3 6%
£41 - £50	133 13%	- -	18 11%	45 15%	39 17%	25 14%	2 4%	2 7%	3 5%
£51 - £60	73 7%	1 6%	9 6%	28 9%	23 10%	11 6%	0 1%	- -	1 1%
£61 - £70	28 3%	- -	5 3%	13 4%	4 2%	4 2%	- -	- -	1 3%
£71 - £80	40 4%	- -	9 6%	12 4%	13 5%	5 3%	0 1%	- -	1 1%
£81 - £90	4 0%	0 4%	1 1%	1 0%	- -	1 0%	- -	- -	1 3%
£91 - £100	52 5%	3 31%	11 7%	16 5%	9 4%	4 2%	0 1%	1 5%	8 16%
£101 - £110	1 0%	- -	- -	1 0%	- -	- -	- -	- -	- -
£111 - £120	4 0%	- -	1 0%	1 0%	2 1%	- -	- -	- -	1 1%
£121 - £130	1 0%	- -	- -	- -	- -	1 1%	- -	- -	- -
£141 - £150	8 1%	- -	2 1%	4 1%	0 0%	1 1%	- -	- -	- -
£150 +	27 3%	- -	7 4%	11 4%	5 2%	3 2%	- -	1 4%	0 1%
Nothing	139 14%	0 3%	18 11%	19 6%	55 23%	30 17%	9 17%	4 18%	5 11%
Don't know / Can't remember	70 7%	2 23%	5 3%	19 6%	11 5%	11 6%	7 14%	5 24%	11 21%
Refused	5 0%	- -	- -	0 0%	- -	- -	- -	- -	5 9%

Q9b. Approx. spend on clothing by Q25. Social Grade weighting WT1 (V1) scored as Q9a. Approx. spend on clothing

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Mean	41.28	45.11	46.38	49.63	38.34	35.95	18.83	22.85	35.32
Standard Error	2.04	13.88	4.41	5.56	2.50	2.94	2.48	8.04	5.81

Q10. Where last bought Christmas/Occasion items by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q10. Where last bought Christmas/Occasion items									
Abroad	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Beccles	1 0.1%	- -	1 0.5%	- -	0 0.1%	- -	- -	- -	- -
Bluewater	20 2.0%	- -	3 2.0%	7 2.4%	7 3.2%	2 1.1%	- -	- -	- -
Braintree	3 0.3%	- -	- -	1 0.3%	2 0.9%	1 0.3%	- -	- -	- -
Bury St Edmunds	80 7.9%	- -	10 6.2%	29 9.5%	23 9.8%	6 3.6%	6 11.5%	2 7.4%	4 8.8%
Cambridge	12 1.2%	- -	2 1.4%	4 1.4%	2 1.0%	1 0.8%	1 1.4%	- -	1 2.9%
Chelmsford	1 0.1%	- -	- -	1 0.2%	1 0.2%	- -	- -	- -	- -
Clacton	15 1.5%	- -	- -	6 2.0%	2 0.9%	7 4.0%	- -	- -	- -
Colchester	285 28.5%	2 23.2%	36 22.4%	88 29.0%	82 34.8%	39 22.3%	12 24.5%	9 42.8%	17 34.9%
Diss	6 0.6%	- -	0 0.3%	1 0.3%	2 0.7%	2 1.3%	0 0.9%	0 1.8%	- -
Don't buy	6 0.6%	- -	1 0.8%	- -	1 0.3%	3 1.8%	1 2.3%	- -	- -
Felixstowe	18 1.8%	- -	1 0.9%	5 1.7%	3 1.2%	6 3.5%	2 3.5%	- -	1 1.8%
Hadleigh	0 0.0%	- -	- -	- -	0 0.2%	- -	- -	- -	- -
Hadley	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Halesworth	4 0.4%	- -	2 1.3%	- -	0 0.1%	1 0.4%	1 1.7%	- -	- -
Hatfield	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -
Hulston	0 0.0%	- -	- -	- -	- -	- -	0 0.9%	- -	- -

Q10. Where last bought Christmas/Occasion items by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Internet	7	-	4	1	1	0	-	-	-
	0.7%	-	2.8%	0.3%	0.6%	0.2%	-	-	-
Ipswich Other	10	-	2	1	4	2	1	-	-
	0.9%	-	1.3%	0.4%	1.5%	0.9%	2.0%	-	-
Ipswich Town Centre	331	1	45	108	69	72	11	8	17
	33.0%	5.5%	28.2%	35.3%	29.6%	41.5%	22.8%	36.9%	33.7%
It Varies	9	-	2	3	1	0	-	-	2
	0.9%	-	1.3%	1.1%	0.4%	0.3%	-	-	4.3%
Lakeside	11	-	1	3	7	-	-	-	-
	1.1%	-	0.4%	1.0%	3.1%	-	-	-	-
Leiston	0	-	-	0	-	-	-	-	-
	0.0%	-	-	0.1%	-	-	-	-	-
London City	20	2	3	11	2	1	1	-	-
	2.0%	20.4%	2.1%	3.7%	0.8%	0.4%	2.4%	-	-
London West End	26	-	26	-	-	-	-	-	-
	2.6%	-	16.5%	-	-	-	-	-	-
Lowestoft	9	-	1	1	1	5	1	-	-
	0.9%	-	0.7%	0.4%	0.6%	2.7%	1.1%	-	-
Mail Order/Catalogue	18	-	-	7	1	5	3	1	1
	1.8%	-	-	2.3%	0.4%	3.0%	6.6%	3.3%	1.3%
Norwich	65	4	12	19	10	13	2	1	4
	6.4%	46.8%	7.7%	6.2%	4.1%	7.3%	4.2%	3.7%	7.4%
Southwold	1	-	-	1	-	-	-	-	-
	0.1%	-	-	0.3%	-	-	-	-	-
Stowmarket	11	-	0	1	3	2	3	1	1
	1.1%	-	0.2%	0.3%	1.4%	1.0%	5.7%	4.1%	1.5%
Sudbury	20	-	4	2	8	3	3	-	1
	2.0%	-	2.5%	0.6%	3.3%	1.6%	5.3%	-	2.4%
Walton	2	-	-	-	-	2	-	-	-
	0.2%	-	-	-	-	1.3%	-	-	-
Woodbridge	8	0	-	3	1	1	2	-	1
	0.8%	4.1%	-	1.0%	0.5%	0.6%	3.1%	-	1.1%

Q11. Main reason for visiting this centre by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Missing									
No reply	4 0%	- -	1 0%	- -	1 0%	2 1%	1 1%	- -	- -
Q11. Main reason for visiting this centre									
Close to home	469 47%	1 9%	63 39%	151 49%	110 47%	89 51%	22 44%	10 49%	24 48%
Close to work	49 5%	- -	18 11%	4 1%	26 11%	- -	0 1%	- -	- -
Easy to get to by bus	8 1%	- -	1 0%	2 1%	1 0%	1 0%	4 8%	- -	- -
Easy to get to by car	26 3%	- -	2 1%	4 1%	10 4%	7 4%	4 7%	- -	- -
Easy to find parking	5 1%	- -	4 3%	- -	- -	0 0%	1 1%	- -	- -
Easy to park near shops	2 0%	- -	- -	- -	- -	2 1%	- -	- -	- -
Free/cheap parking	3 0%	- -	- -	1 0%	- -	- -	1 2%	- -	- -
High quality shops	44 4%	3 31%	6 4%	21 7%	11 5%	1 0%	2 4%	1 4%	- -
Nice shopping environment	113 11%	3 27%	17 10%	25 8%	33 14%	18 10%	2 5%	1 4%	14 28%
Choice of clothing/fashion shops	83 8%	- -	26 16%	37 12%	6 2%	8 4%	2 4%	2 11%	1 3%
Choice of larger chain stores	32 3%	- -	4 3%	9 3%	6 2%	8 4%	0 1%	3 17%	1 2%
Choice of department stores	21 2%	- -	3 2%	6 2%	3 1%	6 3%	1 2%	- -	2 5%
Choice of value/discount stores	1 0%	- -	- -	1 0%	- -	- -	- -	- -	- -
Choice of specialist shops	35 4%	2 20%	1 1%	12 4%	13 6%	6 3%	0 1%	- -	- -
Choice of street/covered markets	3 0%	- -	- -	- -	- -	2 1%	- -	0 2%	- -

Q11. Main reason for visiting this centre by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Covered shopping centre/s	2 0%	- -	- -	- -	2 1%	- -	- -	- -	- -
Choice of places to eat/drink	2 0%	- -	- -	2 1%	- -	- -	- -	- -	- -
Safe/secure centre	2 0%	- -	- -	0 0%	- -	- -	1 1%	- -	1 3%
Don't know	13 1%	- -	1 0%	8 3%	1 0%	1 1%	0 1%	2 8%	1 1%
Nothing in particular	36 4%	1 12%	3 2%	5 2%	5 2%	15 9%	3 6%	0 2%	4 9%
Easier to get it delivered	0 0%	- -	- -	- -	- -	0 0%	- -	- -	- -
Easier / Convenience	17 2%	- -	3 2%	7 2%	2 1%	3 2%	1 2%	1 3%	1 1%
Matalan	1 0%	- -	- -	1 0%	- -	- -	- -	- -	- -
For a change	3 0%	- -	3 2%	- -	- -	- -	- -	- -	- -
Park & Ride	4 0%	- -	1 0%	1 0%	2 1%	0 0%	0 1%	- -	- -
Meet family/friends / family take me	17 2%	- -	4 2%	4 1%	2 1%	4 2%	3 7%	- -	- -
Not as crowded as Ipswich	0 0%	- -	- -	- -	- -	0 0%	- -	- -	- -
Charity Shops	1 0%	- -	- -	- -	- -	1 0%	- -	- -	- -
Less expensive	1 0%	- -	0 0%	1 0%	- -	- -	- -	- -	- -
Familiar / like the area	2 0%	- -	- -	1 0%	0 0%	- -	- -	- -	- -
Like the park with all the ruins	1 0%	- -	- -	1 0%	- -	- -	- -	- -	- -

Q12. Where last bought Furniture/Carpets by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Missing									
No reply	2 0.2%	- -	- -	- -	- -	- -	- -	- -	2 4.3%
Q12. Where last bought Furniture/Carpets									
Bedford, Carpetright	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -
Birmingham, Ikea	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Braintree, Carpetright, Braintree RP	2 0.2%	- -	- -	1 0.3%	1 0.5%	- -	- -	- -	- -
Braintree, Co-Op	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Braintree, Glasswells	1 0.1%	- -	- -	- -	1 0.4%	- -	- -	- -	- -
Bury St Edmunds, Allied Carpets, St Edmundsbury RP	14 1.4%	- -	2 1.3%	7 2.2%	2 0.9%	1 0.7%	1 2.3%	- -	1 1.3%
Bury St Edmunds, Argos	2 0.2%	- -	- -	- -	1 0.6%	- -	1 1.4%	- -	- -
Bury St Edmunds, Bennetts, Robert Boby Way RP	1 0.1%	- -	- -	- -	- -	1 0.4%	1 1.3%	- -	- -
Bury St Edmunds, Carpetright, St Edmundsbury RP	11 1.1%	- -	2 1.4%	1 0.5%	5 2.1%	2 1.2%	- -	- -	- -
Bury St Edmunds, DFS, Easlea Road	20 2.0%	- -	3 2.0%	7 2.4%	3 1.4%	3 1.5%	1 1.4%	1 3.3%	2 4.3%
Bury St Edmunds, Glasswells	10 1.0%	- -	3 1.7%	4 1.3%	1 0.3%	2 1.1%	1 1.4%	- -	- -
Bury St Edmunds, Homebase, St Edmundsbury RP	0 0.0%	- -	- -	- -	- -	- -	0 1.0%	- -	- -
Bury St Edmunds, MFI, St Edmundsbury RP	27 2.7%	- -	3 2.0%	10 3.2%	9 3.7%	1 0.8%	2 3.7%	1 4.1%	1 2.7%
Clacton, B & Q, Valley Bridge Road	4 0.4%	- -	2 1.2%	2 0.7%	- -	- -	- -	- -	- -

Q12. Where last bought Furniture/Carpets by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Clacton, Betts	2 0.2%	- -	- -	- -	- -	2 1.1%	- -	- -	- -
Clacton, Co-Op	12 1.2%	- -	- -	- -	2 0.9%	9 5.4%	- -	- -	- -
Clacton, Homemaker, Fiveways Retail Park	10 1.0%	- -	- -	- -	2 0.8%	2 1.3%	- -	- -	6 11.8%
Clearwater, Ikea	8 0.8%	- -	1 0.9%	3 0.9%	3 1.1%	1 0.6%	- -	- -	- -
Colchester, AHF, Tollgate Centre	5 0.5%	- -	3 2.2%	2 0.6%	- -	- -	- -	- -	- -
Colchester, Allied Carpets, Tollgate Centre	19 1.9%	2 23.2%	10 6.1%	6 1.9%	1 0.6%	- -	- -	- -	- -
Colchester, Argos	3 0.3%	- -	- -	2 0.7%	- -	1 0.3%	- -	- -	- -
Colchester, Carpetright, Tollgate Centre	49 4.8%	- -	4 2.5%	31 10.0%	4 1.9%	9 5.4%	- -	- -	- -
Colchester, Carpetright, Turner Rise	47 4.7%	- -	3 1.8%	5 1.8%	34 14.5%	5 2.8%	- -	- -	- -
Colchester, Co-Op	18 1.8%	- -	1 0.9%	8 2.6%	- -	7 4.1%	- -	- -	1 2.9%
Colchester, Conway Pine, Tollgate Centre	9 0.9%	- -	- -	- -	- -	2 1.1%	- -	1 3.6%	6 11.8%
Colchester, Courts, Turner Rise	11 1.1%	- -	1 0.6%	1 0.4%	8 3.2%	0 0.2%	- -	- -	1 2.5%
Colchester, DFS, Colne View RP	26 2.6%	- -	8 4.8%	8 2.6%	11 4.6%	- -	- -	- -	- -
Colchester, Durham Pine, Turner Rise	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Colchester, Harveys, Tollgate Centre	10 1.0%	- -	1 0.9%	5 1.6%	- -	3 1.7%	1 2.5%	- -	- -
Colchester, Hatfields	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Colchester, Hatfields, Peartree Road	27 2.7%	- -	24 15.0%	3 0.9%	1 0.3%	- -	- -	- -	- -

Q12. Where last bought Furniture/Carpets by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Colchester, Homebase, St Andrew's Avenue	6 0.6%	- -	- -	6 1.8%	- -	- -	- -	- -	- -
Colchester, Homebase, Tollgate East	6 0.6%	- -	1 0.4%	- -	2 1.0%	2 1.1%	- -	1 4.0%	- -
Colchester, Lounge in Leather, Tollgate East	5 0.5%	- -	1 0.5%	2 0.7%	1 0.4%	1 0.6%	- -	- -	1 1.1%
Colchester, MFI	6 0.6%	- -	- -	6 1.9%	- -	- -	- -	- -	- -
Colchester, Powerhouse	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Colchester, Rustic Country, Peartree Road	1 0.1%	- -	- -	1 0.5%	- -	- -	- -	- -	- -
Colchester, The Range, Cowdray Avenue	2 0.2%	- -	2 1.1%	- -	- -	0 0.2%	- -	- -	- -
Diss, Godfreys	0 0.0%	- -	0 0.2%	- -	- -	- -	- -	- -	- -
Diss, John Doe	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 2.2%
Don't buy	13 1.3%	- -	1 0.6%	1 0.4%	1 0.5%	3 1.7%	5 9.3%	1 4.5%	1 1.5%
Don't buy	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -
Don't know/can't remember	194 19.3%	2 24.5%	20 12.4%	51 16.6%	54 23.2%	29 16.7%	16 32.5%	5 21.9%	17 34.3%
Don't visit (shop via Internet/Telephone)	22 2.2%	- -	3 1.8%	3 0.9%	6 2.7%	9 5.0%	1 2.1%	- -	- -
Felixstowe, Argos	0 0.0%	- -	- -	- -	0 0.2%	- -	- -	- -	- -
Felixstowe, Co-Op	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Halesworth, Halesworth Carpets	4 0.4%	1 5.5%	1 0.9%	1 0.2%	0 0.1%	1 0.8%	- -	- -	- -
Harwich, Co-Op	7 0.7%	- -	- -	- -	2 0.9%	2 1.3%	2 4.5%	- -	- -

Q12. Where last bought Furniture/Carpets by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Ipswich, Alders	3	-	1	1	-	-	-	-	1
	0.3%	-	0.9%	0.2%	-	-	-	-	1.3%
Ipswich, Allied Carpets, Euro RP	20	-	4	9	2	3	1	-	0
	2.0%	-	2.7%	3.0%	1.0%	1.6%	1.8%	-	0.5%
Ipswich, Argos	5	-	-	4	-	0	-	-	-
	0.5%	-	-	1.4%	-	0.3%	-	-	-
Ipswich, Argos, Suffolk Retail Park	9	-	-	8	1	0	-	-	-
	0.9%	-	-	2.5%	0.4%	0.3%	-	-	-
Ipswich, B & Q, Anglia RP	7	-	1	2	0	4	-	-	-
	0.7%	-	0.4%	0.6%	0.2%	2.2%	-	-	-
Ipswich, B & Q, Euro RP	0	-	-	-	-	0	-	-	-
	0.0%	-	-	-	-	0.2%	-	-	-
Ipswich, Bensons Beds, Anglia Retail Park	2	-	0	0	1	1	-	-	-
	0.2%	-	0.3%	0.1%	0.4%	0.3%	-	-	-
Ipswich, Bretts	2	-	1	1	0	-	-	-	-
	0.2%	-	0.5%	0.4%	0.2%	-	-	-	-
Ipswich, Carpet City	0	-	-	-	-	0	-	-	-
	0.0%	-	-	-	-	0.3%	-	-	-
Ipswich, Carpentryright, Anglia RP	27	-	4	8	4	7	0	-	2
	2.6%	-	2.8%	2.6%	1.9%	4.2%	0.7%	-	4.5%
Ipswich, Carpentryright, Euro RP	19	-	4	7	3	1	-	-	3
	1.9%	-	2.8%	2.2%	1.5%	0.8%	-	-	6.3%
Ipswich, Co-Op	14	-	1	6	1	2	1	1	-
	1.4%	-	0.7%	2.1%	0.6%	1.3%	2.7%	6.3%	-
Ipswich, Courts	8	-	-	3	1	3	0	1	-
	0.8%	-	-	1.1%	0.3%	1.9%	0.7%	3.1%	-
Ipswich, Dunelm Mill, Suffolk RP	3	-	-	-	-	1	-	2	-
	0.3%	-	-	-	-	0.6%	-	8.5%	-
Ipswich, Fabric Warehouse, Commercial Road	0	-	-	-	-	-	0	-	-
	0.0%	-	-	-	-	-	1.0%	-	-
Ipswich, Focus, Orwell RP	1	-	1	-	-	-	-	-	-
	0.1%	-	0.8%	-	-	-	-	-	-
Ipswich, Harveys, Euro RP	7	-	1	3	2	1	-	-	-
	0.7%	-	0.6%	1.0%	1.0%	0.5%	-	-	-
Ipswich, Homebase, Warren Heath	5	-	0	3	-	0	0	1	-
	0.5%	-	0.2%	1.1%	-	0.2%	1.0%	3.1%	-

Q12. Where last bought Furniture/Carpets by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Ipswich, Kingsley	1	-	-	1	-	-	-	-	-
	0.1%	-	-	0.2%	-	-	-	-	-
Ipswich, Land of Leather, Anglia RP	4	-	0	2	1	0	-	-	-
	0.4%	-	0.2%	0.6%	0.5%	0.3%	-	-	-
Ipswich, Mamas and Papas, Anglia RP	1	-	1	-	-	-	-	-	-
	0.1%	-	0.9%	-	-	-	-	-	-
Ipswich, Marks & Spencer	2	-	-	2	-	-	-	-	-
	0.2%	-	-	0.6%	-	-	-	-	-
Ipswich, MFI, Euro RP	10	-	2	1	3	3	1	-	1
	1.0%	-	1.1%	0.2%	1.4%	1.8%	1.3%	-	1.5%
Ipswich, Multiyork, Interchange RP	0	-	-	0	-	-	-	-	-
	0.0%	-	-	0.1%	-	-	-	-	-
Ipswich, The Range, Suffolk RP	2	-	-	0	-	2	-	-	-
	0.2%	-	-	0.1%	-	0.9%	-	-	-
Ipswich, Wickes, Crompton Road	2	-	-	-	-	2	-	-	-
	0.2%	-	-	-	-	1.0%	-	-	-
Lakeside, Ikea	8	-	2	1	2	3	-	-	-
	0.8%	-	1.4%	0.3%	0.9%	1.7%	-	-	-
Local shops	153	4	18	42	41	32	7	7	1
	15.3%	46.8%	11.1%	13.9%	17.6%	18.2%	15.1%	34.3%	2.6%
London	1	-	-	-	-	1	-	-	-
	0.1%	-	-	-	-	0.3%	-	-	-
Lowestoft, Carpetright	1	-	1	-	0	-	-	-	-
	0.1%	-	0.3%	-	0.1%	-	-	-	-
Lowestoft, DFS	1	-	0	-	1	-	-	-	-
	0.1%	-	0.2%	-	0.3%	-	-	-	-
Lowestoft, Homebase, Tower RP	3	-	-	3	-	0	-	-	-
	0.3%	-	-	1.0%	-	0.2%	-	-	-
Lowestoft, House of Fraser	1	-	-	-	1	-	-	-	-
	0.1%	-	-	-	0.2%	-	-	-	-
Martlesham Heath, Bennetts, Beardmore Park	5	-	0	2	1	0	-	-	1
	0.5%	-	0.2%	0.8%	0.3%	0.3%	-	-	1.3%
Martlesham Heath, Glasswells, Martlesham RP	11	-	2	2	2	2	2	-	-
	1.1%	-	1.5%	0.7%	1.0%	1.2%	3.8%	-	-
Norwich, Alders	3	-	2	1	-	0	-	-	-
	0.3%	-	1.4%	0.2%	-	0.3%	-	-	-

Q12. Where last bought Furniture/Carpets by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Norwich, Argos	1 0.1%	- -	- -	- -	- -	1 0.6%	- -	- -	- -
Norwich, Carpetright	1 0.1%	- -	- -	- -	- -	1 0.3%	0 0.9%	- -	- -
Norwich, Harveys	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -
Norwich, John Lewis	4 0.4%	- -	3 2.2%	0 0.1%	- -	- -	- -	0 1.6%	- -
Norwich, Leatherland	6 0.6%	- -	- -	6 1.9%	0 0.1%	- -	- -	- -	- -
Pulham, CMC	3 0.3%	- -	0 0.2%	1 0.2%	1 0.3%	1 0.6%	- -	- -	- -
Saxmundham, Saxmundham Carpets	2 0.2%	- -	1 0.4%	- -	1 0.4%	- -	- -	- -	- -
Southwold, Wards	1 0.1%	- -	- -	- -	1 0.3%	1 0.5%	- -	- -	- -
Stowmarket, Argos	0 0.0%	- -	- -	- -	- -	- -	- -	0 1.8%	- -
Sudbury, Carpetright, Shawlands RP	10 1.0%	- -	4 2.2%	1 0.2%	4 1.5%	1 0.3%	1 2.5%	- -	1 1.3%
Sudbury, Co-Op	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Sudbury, Glasswells	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Sudbury, Homebase, Waldingfield Road	2 0.2%	- -	- -	- -	- -	- -	2 3.8%	- -	- -
Thetford, Allied Carpets, Forest RP	1 0.1%	- -	- -	- -	- -	- -	1 1.3%	- -	- -
Thurrock, Ikea	1 0.1%	- -	1 0.3%	1 0.2%	- -	- -	- -	- -	- -
Watford, Furniture Village	0 0.0%	- -	0 0.2%	- -	- -	- -	- -	- -	- -
Woodbridge, Barratts	4 0.4%	- -	- -	2 0.8%	1 0.6%	- -	- -	- -	- -

Q13. Where last bought large electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q13. Where last bought large electrical goods									
Beccles, Co-Op	0 0.0%	- -	- -	- -	0 0.1%	- -	- -	- -	- -
Bedford, Comet	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -
Braintree, Comet, Braintree RP	7 0.7%	- -	2 1.3%	2 0.7%	2 0.9%	1 0.3%	- -	- -	- -
Bury St Edmunds, Bennetts, Robert Boby Way RP	10 1.0%	- -	1 0.5%	7 2.4%	1 0.4%	1 0.4%	1 1.4%	- -	- -
Bury St Edmunds, Comet, Risbygate Street	37 3.7%	- -	3 2.0%	14 4.4%	12 5.0%	2 1.2%	4 7.4%	1 3.6%	2 4.2%
Bury St Edmunds, Currys, St Edmundsbury RP	41 4.1%	- -	9 5.8%	10 3.3%	9 4.0%	7 4.2%	1 2.7%	1 4.1%	3 5.8%
Bury St Edmunds, Homebase, St Edmundsbury RP	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Bury St Edmunds, Hughes	1 0.1%	- -	- -	1 0.2%	- -	1 0.4%	- -	- -	- -
Bury St Edmunds, Matalan, Easlea Road	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Bury St Edmunds, Powerhouse	1 0.1%	- -	- -	- -	1 0.4%	- -	- -	- -	- -
Catalogue / Mail Order	2 0.2%	- -	1 0.3%	- -	2 0.7%	- -	- -	- -	- -
Chelmsford, Comet	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Clacton, Co-Op	14 1.3%	- -	- -	2 0.6%	2 0.9%	9 5.4%	- -	- -	- -
Clacton, Comet	7 0.7%	- -	- -	2 0.7%	5 2.1%	- -	- -	- -	- -
Clacton, Hughes	2 0.2%	- -	- -	- -	2 0.9%	- -	- -	- -	- -
Clacton, Iceland	14 1.4%	- -	4 2.6%	- -	2 0.8%	2 1.1%	- -	- -	6 11.8%

Q13. Where last bought large electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Colchester, Allied Carpets, Tollgate Centre	6 0.6%	- -	- -	6 1.9%	- -	- -	- -	- -	- -
Colchester, Argos	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Colchester, Bennets, Turner Rise	8 0.8%	- -	3 2.2%	- -	5 2.1%	- -	- -	- -	- -
Colchester, Co-Op	18 1.8%	- -	- -	14 4.7%	2 0.9%	0 0.2%	- -	- -	1 2.9%
Colchester, Comet, Tollgate Centre	73 7.2%	2 23.2%	19 11.6%	27 8.8%	19 8.1%	5 2.7%	1 2.5%	- -	- -
Colchester, Currys, Tollgate RP	103 10.3%	- -	9 5.3%	28 9.1%	47 20.2%	13 7.4%	3 5.2%	2 9.3%	2 4.4%
Colchester, Dixons	1 0.1%	- -	- -	1 0.5%	- -	- -	- -	- -	- -
Colchester, Iceland	5 0.5%	- -	- -	4 1.4%	1 0.2%	- -	- -	- -	- -
Colchester, Miller Bros, Tollgate RP	14 1.4%	- -	1 0.9%	2 0.7%	7 3.1%	2 1.3%	- -	1 4.0%	1 1.1%
Colchester, Powerhouse	4 0.4%	- -	0 0.2%	- -	3 1.5%	- -	- -	- -	- -
Colchester, Tesco	5 0.5%	- -	- -	- -	- -	5 2.9%	- -	- -	- -
Copdock, Currys	1 0.1%	- -	1 0.7%	- -	- -	- -	- -	- -	- -
Diss, Bennetts	13 1.3%	- -	1 0.9%	2 0.8%	2 0.6%	5 3.0%	1 2.1%	1 5.5%	- -
Diss, Hughes	2 0.2%	- -	- -	0 0.1%	- -	1 0.8%	- -	- -	- -
Diss, Taylors	1 0.1%	- -	0 0.2%	1 0.3%	- -	- -	- -	- -	- -
Don't buy	8 0.8%	- -	0 0.2%	1 0.2%	0 0.2%	3 1.9%	2 4.8%	- -	1 1.5%
Don't know/can't remember	115 11.5%	1 9.6%	13 8.3%	39 12.7%	15 6.3%	18 10.4%	9 19.1%	3 14.9%	17 33.6%
Don't visit (shop via Internet/Telephone)	40 4.0%	2 20.4%	4 2.6%	13 4.4%	6 2.7%	12 6.8%	2 4.6%	- -	0 0.5%

Q13. Where last bought large electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Felixstowe, Co-Op	1 0.1%	- -	- -	- -	- -	1 0.7%	- -	- -	- -
Felixstowe, Currys	1 0.1%	- -	1 0.8%	- -	- -	- -	- -	- -	- -
Felixstowe, Homebase, Great Eastern Square	0 0.0%	- -	0 0.2%	- -	- -	- -	- -	- -	- -
Felixstowe, Hughes	1 0.1%	- -	- -	- -	- -	1 0.6%	- -	- -	- -
Felixstowe, Solar	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -
Hadleigh, Hicks	1 0.1%	- -	- -	1 0.2%	- -	0 0.2%	- -	- -	- -
Halesworth, Hughes	2 0.2%	- -	- -	0 0.1%	1 0.3%	1 0.7%	0 0.6%	- -	- -
Halesworth, Taylors	2 0.2%	- -	- -	- -	1 0.2%	1 0.5%	1 1.1%	- -	- -
Halstead, Co-Op	1 0.1%	- -	1 0.8%	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	7 0.7%	- -	- -	- -	- -	4 2.5%	2 4.5%	- -	- -
Ipswich, Alders	5 0.5%	- -	1 0.4%	1 0.2%	1 0.6%	1 0.8%	- -	- -	1 1.3%
Ipswich, Argos	0 0.0%	- -	- -	- -	0 0.2%	- -	- -	- -	- -
Ipswich, Argos, Suffolk Retail Park	18 1.8%	- -	- -	9 2.9%	4 1.9%	1 0.6%	1 2.3%	1 6.4%	1 2.9%
Ipswich, B & Q, Anglia RP	0 0.0%	- -	- -	- -	0 0.2%	- -	- -	- -	- -
Ipswich, Bennetts	0 0.0%	- -	- -	- -	- -	0 0.2%	- -	- -	- -
Ipswich, Bensons Beds, Anglia Retail Park	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Ipswich, Carpetright, Anglia RP	1 0.1%	- -	0 0.2%	0 0.1%	- -	- -	- -	- -	- -
Ipswich, Co-Op	17 1.7%	- -	0 0.2%	8 2.5%	2 0.8%	5 2.7%	1 2.7%	1 6.3%	- -

Q13. Where last bought large electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Ipswich, Comet, Anglia RP	63 6.3%	- -	13 8.0%	22 7.2%	11 4.9%	11 6.5%	3 6.8%	- -	3 5.1%
Ipswich, Currys	2 0.2%	- -	- -	- -	- -	1 0.7%	- -	- -	1 1.2%
Ipswich, Currys, Interchange RP	68 6.8%	- -	10 6.2%	22 7.2%	20 8.7%	8 4.4%	2 5.1%	1 6.4%	4 8.4%
Ipswich, Dixons	4 0.4%	- -	- -	1 0.2%	4 1.5%	- -	- -	- -	- -
Ipswich, Hughes, Euro RP	6 0.6%	- -	3 1.9%	1 0.2%	0 0.2%	1 0.7%	1 1.8%	- -	- -
Ipswich, Iceland	1 0.1%	- -	- -	- -	0 0.2%	1 0.6%	- -	- -	- -
Ipswich, John Lewis	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Ipswich, Klausner, Anglia RP	2 0.2%	- -	- -	2 0.6%	- -	- -	- -	- -	- -
Ipswich, Matthews	12 1.2%	- -	1 0.6%	5 1.6%	3 1.2%	2 1.4%	2 3.1%	- -	- -
Ipswich, MFI, Euro RP	1 0.1%	- -	- -	- -	- -	1 0.4%	- -	- -	- -
Leiston, Co-Op	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Leiston, McDonalds	1 0.1%	- -	- -	1 0.2%	- -	0 0.2%	- -	- -	- -
Local shops	115 11.5%	3 34.4%	30 18.6%	28 9.2%	22 9.3%	16 9.1%	6 12.3%	8 37.7%	3 5.5%
London	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Lowestoft, Comet	3 0.3%	- -	1 0.3%	2 0.6%	- -	1 0.3%	- -	- -	- -
Lowestoft, Currys	2 0.2%	- -	- -	- -	2 0.8%	1 0.3%	- -	- -	- -
Lowestoft, Godburys	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Lowestoft, House of Fraser	1 0.1%	- -	- -	- -	1 0.2%	- -	- -	- -	- -
Martlesham Heath, Bennetts, Beardmore Park	44 4.4%	- -	10 6.0%	13 4.3%	7 2.9%	14 8.1%	0 0.9%	- -	- -

Q13. Where last bought large electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Martlesham Heath, Glasswells, Martlesham RP	1 0.1%	- -	1 0.3%	- -	- -	- -	- -	- -	- -
Norwich, Alders	3 0.3%	- -	2 1.4%	1 0.2%	- -	0 0.3%	- -	- -	- -
Norwich, Bennetts	3 0.3%	- -	1 0.4%	- -	- -	1 0.8%	- -	- -	1 2.2%
Norwich, Bonds	1 0.1%	- -	1 0.9%	- -	- -	- -	- -	- -	- -
Norwich, Currys	4 0.4%	- -	0 0.3%	2 0.6%	0 0.1%	0 0.2%	1 1.6%	- -	- -
Norwich, Iceland	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Norwich, John Lewis	7 0.7%	1 12.4%	4 2.5%	1 0.5%	- -	0 0.3%	- -	- -	- -
Norwich, Wickes	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Saxmundham, McDonald	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -
Southwold, Hughes	0 0.0%	- -	0 0.2%	- -	- -	- -	- -	- -	- -
Southwold, Wards	1 0.1%	- -	- -	- -	1 0.3%	1 0.5%	- -	- -	- -
Stowmarket, Argos	1 0.1%	- -	- -	- -	- -	0 0.3%	- -	0 1.8%	- -
Stowmarket, Asda	0 0.0%	- -	- -	- -	- -	0 0.2%	- -	- -	- -
Stowmarket, Currys	0 0.0%	- -	- -	- -	- -	0 0.2%	- -	- -	- -
Sudbury, Co-Op	1 0.1%	- -	- -	1 0.2%	- -	1 0.4%	- -	- -	- -
Sudbury, Comet	1 0.1%	- -	- -	- -	- -	1 0.4%	- -	- -	- -
Sudbury, Currys	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Sudbury, Hughes	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -
Sudbury, John Lewis	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -

Q13. Where last bought large electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Sudbury, Powerhouse, Shawlands RP	20 2.0%	- -	4 2.6%	3 0.9%	5 2.1%	3 1.7%	3 6.2%	- -	2 4.0%
Thetford, Currys, Forest RP	5 0.5%	- -	1 0.3%	2 0.7%	- -	1 0.6%	1 1.3%	- -	1 2.5%
Woodbridge, Co-Op	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Woodbridge, Currys	1 0.1%	- -	- -	- -	0 0.2%	0 0.2%	- -	- -	1 1.1%
Woodbridge, Hughes	1 0.1%	- -	- -	1 0.3%	- -	0 0.2%	- -	- -	- -

Q14. Where last bought small electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q14. Where last bought small electrical goods									
Abroad	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -
Beccles, Co-Op	0 0.0%	- -	- -	- -	0 0.1%	- -	- -	- -	- -
Beccles, Hughes	0 0.0%	- -	0 0.2%	- -	- -	- -	- -	- -	- -
Bedford, Comet	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -
Braintree, Comet, Braintree RP	5 0.5%	- -	1 0.6%	2 0.7%	2 0.9%	- -	- -	- -	- -
Braintree, Currys	1 0.1%	- -	1 0.6%	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Bury St Edmunds, Bennetts, Robert Boby Way RP	9 0.9%	- -	- -	7 2.2%	1 0.4%	1 0.4%	1 1.4%	- -	- -
Bury St Edmunds, Comet, Risbygate Street	29 2.9%	- -	3 1.6%	13 4.4%	6 2.5%	3 1.7%	4 7.4%	- -	1 1.3%
Bury St Edmunds, Currys, St Edmundsbury RP	45 4.5%	- -	10 6.4%	10 3.2%	13 5.4%	6 3.7%	1 2.7%	1 4.1%	4 7.3%
Bury St Edmunds, Hughes	1 0.1%	- -	- -	1 0.2%	- -	1 0.4%	- -	- -	- -
Bury St Edmunds, Matalan, Easlea Road	3 0.3%	- -	- -	1 0.5%	- -	- -	1 1.4%	- -	1 1.4%
Bury St Edmunds, Poundstretcher, Robert Boby Way RP	1 0.1%	- -	- -	- -	- -	- -	1 1.4%	- -	- -
Bury St Edmunds, Powerhouse	1 0.1%	- -	- -	- -	1 0.4%	- -	- -	- -	- -
Catalogue / Mail Order	2 0.2%	- -	1 0.3%	- -	2 0.7%	- -	- -	- -	- -
Chelmsford, Comet	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -

Q14. Where last bought small electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Clacton, Co-Op	14	-	-	2	2	9	-	-	-
	1.3%	-	-	0.6%	0.9%	5.4%	-	-	-
Clacton, Comet	7	-	-	2	5	-	-	-	-
	0.7%	-	-	0.7%	2.1%	-	-	-	-
Clacton, Hughes	2	-	-	-	2	-	-	-	-
	0.2%	-	-	-	0.9%	-	-	-	-
Clacton, Iceland	2	-	-	-	-	2	-	-	-
	0.2%	-	-	-	-	1.1%	-	-	-
Colchester, Argos	3	-	-	2	-	1	-	-	-
	0.3%	-	-	0.7%	-	0.3%	-	-	-
Colchester, Co-Op	14	-	-	12	-	0	-	-	1
	1.4%	-	-	4.0%	-	0.2%	-	-	2.9%
Colchester, Comet, Tollgate Centre	73	2	14	24	20	7	1	3	-
	7.2%	23.2%	8.9%	7.8%	8.7%	4.1%	2.5%	16.7%	-
Colchester, Conway Pine, Tollgate Centre	2	-	2	-	-	-	-	-	-
	0.2%	-	1.2%	-	-	-	-	-	-
Colchester, Currys, Tollgate RP	112	-	12	28	54	11	3	2	3
	11.2%	-	7.6%	9.3%	22.8%	6.3%	5.2%	9.3%	5.5%
Colchester, Matalan, Colchester RP	0	-	-	0	-	-	-	-	-
	0.0%	-	-	0.1%	-	-	-	-	-
Colchester, Miller Bros, Tollgate RP	12	-	-	2	7	2	-	1	-
	1.2%	-	-	0.7%	3.1%	1.1%	-	4.0%	-
Colchester, Tesco	5	-	-	-	-	5	-	-	-
	0.5%	-	-	-	-	2.9%	-	-	-
Copdock, Currys	1	-	1	-	-	0	-	-	-
	0.1%	-	0.5%	-	-	0.2%	-	-	-
Copdock, Tesco	2	-	0	0	-	1	-	-	-
	0.2%	-	0.2%	0.1%	-	0.7%	-	-	-
Diss, Bennetts	16	-	3	3	2	6	1	1	-
	1.5%	-	1.6%	0.9%	0.8%	3.6%	2.7%	3.9%	-
Diss, Hughes	1	-	-	1	-	-	-	-	-
	0.1%	-	-	0.2%	-	-	-	-	-
Diss, Taylors	1	-	0	1	0	-	-	-	-
	0.1%	-	0.2%	0.3%	0.1%	-	-	-	-
Don't buy	3	-	-	-	1	0	1	-	-
	0.3%	-	-	-	0.4%	0.3%	3.0%	-	-
Don't know/can't remember	90	0	9	22	15	16	7	3	17
	9.0%	4.1%	5.8%	7.3%	6.5%	9.2%	13.9%	14.9%	33.6%

Q14. Where last bought small electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Don't visit (shop via Internet/Telephone)	65 6.5%	- -	4 2.4%	29 9.4%	11 4.7%	10 6.0%	4 7.4%	1 6.3%	6 12.3%
Felixstowe, Argos	1 0.1%	- -	0 0.2%	- -	0 0.2%	- -	- -	- -	- -
Felixstowe, Co-Op	1 0.1%	- -	- -	- -	- -	1 0.6%	- -	- -	- -
Felixstowe, Currys	1 0.1%	- -	1 0.8%	- -	- -	- -	- -	- -	- -
Felixstowe, Homebase, Great Eastern Square	0 0.0%	- -	0 0.2%	- -	- -	- -	- -	- -	- -
Felixstowe, Hughes	2 0.2%	- -	- -	- -	- -	2 1.0%	- -	- -	- -
Felixstowe, Solar	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -
Hadleigh, Hicks	1 0.1%	- -	- -	1 0.2%	- -	0 0.2%	- -	- -	- -
Halesworth, Hughes	3 0.3%	- -	- -	0 0.1%	1 0.4%	1 0.7%	- -	- -	1 1.3%
Halesworth, Rainbow	1 0.1%	- -	1 0.3%	- -	- -	- -	- -	- -	- -
Halesworth, Taylors	1 0.1%	- -	- -	- -	0 0.1%	1 0.3%	1 1.1%	- -	- -
Halstead, Co-Op	1 0.1%	- -	1 0.8%	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	7 0.7%	- -	- -	- -	- -	4 2.5%	2 4.5%	- -	- -
Ipswich, Alders	4 0.4%	- -	1 0.7%	0 0.1%	- -	1 0.8%	- -	- -	1 1.3%
Ipswich, Argos	9 0.9%	- -	2 1.2%	4 1.2%	2 0.9%	2 0.9%	- -	- -	- -
Ipswich, Argos, Suffolk Retail Park	23 2.3%	- -	- -	12 3.9%	5 2.2%	2 1.2%	0 1.0%	2 10.0%	2 3.4%
Ipswich, Asda	2 0.2%	- -	1 0.4%	1 0.3%	- -	- -	- -	- -	- -
Ipswich, B & Q, Anglia RP	1 0.1%	- -	- -	- -	0 0.2%	- -	0 1.0%	- -	- -
Ipswich, Bennett	2 0.2%	- -	- -	1 0.4%	- -	0 0.2%	- -	- -	- -

Q14. Where last bought small electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Ipswich, Bensons Beds, Anglia Retail Park	4 0.4%	- -	- -	2 0.8%	1 0.6%	- -	- -	- -	- -
Ipswich, Carpentryright, Anglia RP	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Ipswich, Co-Op	11 1.1%	- -	0 0.2%	5 1.5%	1 0.4%	3 2.0%	2 3.7%	- -	- -
Ipswich, Comet, Anglia RP	68 6.8%	- -	13 8.2%	21 7.0%	14 6.0%	12 6.9%	4 8.5%	- -	3 6.8%
Ipswich, Currys, Interchange RP	50 4.9%	- -	8 5.1%	16 5.4%	12 5.0%	5 3.0%	3 5.8%	1 6.4%	4 7.6%
Ipswich, Dixons	4 0.4%	- -	- -	- -	4 1.5%	- -	- -	- -	- -
Ipswich, Focus, Orwell RP	0 0.0%	- -	- -	- -	- -	0 0.3%	- -	- -	- -
Ipswich, Hughes	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Ipswich, Hughes, Euro RP	7 0.7%	- -	3 1.9%	2 0.6%	- -	1 0.7%	1 1.8%	- -	- -
Ipswich, Matthews	10 1.0%	- -	1 0.6%	3 1.0%	3 1.2%	2 1.4%	1 1.1%	- -	1 1.2%
Leiston, Co-Op	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Leiston, McDonalds	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Local shops	145 14.4%	6 60.3%	44 27.6%	38 12.5%	23 10.0%	20 11.6%	7 13.3%	4 21.1%	2 4.3%
Lowestoft, Comet	1 0.1%	- -	1 0.3%	0 0.1%	- -	- -	- -	- -	- -
Lowestoft, Currys	2 0.2%	- -	- -	- -	1 0.5%	1 0.3%	- -	- -	- -
Lowestoft, Godburys	1 0.1%	- -	- -	- -	0 0.2%	1 0.3%	- -	- -	- -
Lowestoft, Homebase, Tower RP	1 0.1%	- -	- -	1 0.5%	- -	- -	- -	- -	- -
Lowestoft, House of Fraser	1 0.1%	- -	- -	- -	1 0.2%	- -	- -	- -	- -

Q14. Where last bought small electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Martlesham Heath, Bennetts, Beardmore Park	56 5.6%	-	7 4.5%	18 5.9%	11 4.7%	19 10.8%	0 0.9%	-	-
Martlesham Heath, Glasswells, Martlesham RP	1 0.1%	-	1 0.3%	-	-	-	-	-	-
Martlesham Heath, Tesco	1 0.1%	-	-	-	-	1 0.3%	-	-	-
Norwich, Alders	2 0.2%	-	2 1.1%	-	-	0 0.3%	-	-	-
Norwich, Argos	1 0.1%	-	1 0.4%	-	-	-	-	-	-
Norwich, Bennetts	2 0.2%	-	1 0.4%	-	-	1 0.8%	-	0 1.6%	-
Norwich, Bonds	1 0.1%	-	1 0.9%	-	-	-	-	-	-
Norwich, Currys	4 0.4%	-	0 0.3%	2 0.7%	0 0.1%	0 0.2%	0 0.9%	-	-
Norwich, John Lewis	6 0.6%	1 12.4%	2 1.3%	1 0.5%	-	0 0.3%	-	-	1 2.2%
Norwich, Macro	0 0.0%	-	-	-	-	0 0.2%	-	-	-
Southwold, Hughes	0 0.0%	-	0 0.2%	-	-	-	-	-	-
Southwold, Wards	1 0.1%	-	-	-	-	1 0.5%	-	-	-
Stowmarket, Argos	2 0.2%	-	-	-	1 0.3%	1 0.5%	-	-	-
Stowmarket, Asda	0 0.0%	-	-	-	-	0 0.2%	-	-	-
Stowmarket, Currys	0 0.0%	-	-	-	-	0 0.2%	-	-	-
Stowmarket, Hughes	0 0.0%	-	-	-	-	-	-	0 1.8%	-
Sudbury, Co-Op	1 0.1%	-	-	1 0.2%	-	1 0.4%	-	-	-
Sudbury, Comet	1 0.1%	-	-	-	-	1 0.4%	-	-	-

Q14. Where last bought small electrical goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Sudbury, Currys	1	-	-	-	1	-	-	-	-
	0.1%	-	-	-	0.3%	-	-	-	-
Sudbury, Hughes	1	-	1	-	-	-	-	-	-
	0.1%	-	0.4%	-	-	-	-	-	-
Sudbury, John Lewis	1	-	-	-	1	-	-	-	-
	0.1%	-	-	-	0.3%	-	-	-	-
Sudbury, Powerhouse, Shawlands RP	14	-	1	2	5	3	3	-	1
	1.4%	-	0.4%	0.7%	2.1%	1.7%	6.2%	-	1.1%
Thetford, Currys, Forest RP	10	-	4	3	-	1	1	-	3
	1.0%	-	2.2%	0.9%	-	0.6%	1.3%	-	5.4%
Tollgate, Powerhouse	2	-	-	2	-	-	-	-	-
	0.2%	-	-	0.6%	-	-	-	-	-
Woodbridge, Co-Op	1	-	-	1	-	0	-	-	-
	0.1%	-	-	0.2%	-	0.2%	-	-	-
Woodbridge, Currys	2	-	-	-	1	-	-	-	1
	0.2%	-	-	-	0.4%	-	-	-	1.1%
Woodbridge, Hughes	1	-	-	1	-	0	-	-	-
	0.1%	-	-	0.3%	-	0.2%	-	-	-

Q15. Where last bought bulky DIY goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q15. Where last bought bulky DIY goods									
Beccles, Betts	1 0.1%	- -	- -	- -	1 0.2%	- -	- -	- -	- -
Braintree, B & Q, Braintree RP	8 0.8%	- -	1 0.8%	1 0.5%	3 1.5%	1 0.6%	1 1.3%	- -	1 1.1%
Braintree, Pine Showroom, Braintree RP	1 0.1%	- -	- -	- -	1 0.3%	- -	- -	- -	- -
Bury St Edmunds, B & Q, Risbygate Street	51 5.1%	- -	9 5.8%	19 6.2%	17 7.1%	3 1.9%	1 1.4%	1 4.1%	1 2.9%
Bury St Edmunds, Comet, Risbygate Street	0 0.0%	- -	- -	- -	0 0.1%	- -	- -	- -	- -
Bury St Edmunds, Homebase, St Edmundsbury RP	34 3.4%	- -	2 1.4%	14 4.5%	6 2.5%	6 3.3%	2 4.1%	1 6.7%	3 5.8%
Bury St Edmunds, Marlow s	4 0.4%	- -	2 1.0%	3 0.8%	- -	- -	- -	- -	- -
Bury St Edmunds, MFI, St Edmundsbury RP	1 0.1%	- -	- -	- -	- -	- -	1 2.0%	- -	- -
Clacton, B & Q, Valley Bridge Road	54 5.4%	- -	8 5.0%	- -	23 9.8%	17 9.7%	- -	- -	6 11.8%
Clacton, Homebase	7 0.7%	- -	- -	4 1.4%	- -	2 1.3%	- -	- -	- -
Colchester, B & Q, Hythe Quay	202 20.2%	4 43.6%	40 24.7%	74 24.3%	62 26.6%	17 10.0%	1 1.3%	4 18.6%	- -
Colchester, Focus, Turner Rise	17 1.7%	- -	6 3.7%	4 1.3%	2 0.9%	4 2.6%	- -	- -	- -
Colchester, Homebase, St Andrew's Avenue	20 2.0%	- -	1 0.4%	7 2.3%	4 1.8%	5 2.9%	- -	1 3.6%	2 4.4%
Colchester, Homebase, Tollgate East	21 2.1%	- -	7 4.2%	7 2.3%	2 0.7%	2 1.1%	2 4.5%	1 4.0%	1 1.1%
Colchester, Wickes, Clarendon Road	1 0.1%	- -	- -	- -	1 0.6%	- -	- -	- -	- -

Q15. Where last bought bulky DIY goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Diss, Godfreys	8	-	2	1	0	4	-	-	1
	0.8%	-	1.4%	0.3%	0.2%	2.2%	-	-	2.2%
Don't buy	131	1	17	36	22	24	16	6	7
	13.0%	8.6%	10.9%	11.8%	9.3%	14.0%	33.4%	30.4%	14.9%
Don't know/can't remember	41	0	3	11	4	10	8	0	5
	4.1%	4.1%	1.6%	3.7%	1.6%	5.8%	15.3%	1.8%	10.6%
Don't visit (shop via Internet/Telephone)	8	-	2	1	2	1	0	-	1
	0.8%	-	1.3%	0.4%	1.0%	0.8%	0.7%	-	1.3%
Dovercourt, Focus	3	-	-	-	3	-	-	-	-
	0.3%	-	-	-	1.5%	-	-	-	-
Felixstowe, Focus	1	-	-	-	0	1	-	-	-
	0.1%	-	-	-	0.2%	0.3%	-	-	-
Felixstowe, Homebase, Great Eastern Square	12	-	2	5	2	1	1	0	1
	1.2%	-	1.2%	1.6%	0.9%	0.4%	1.2%	1.6%	2.6%
Hadleigh, Partridges	0	-	-	-	0	-	-	-	-
	0.0%	-	-	-	0.2%	-	-	-	-
Hadley, Partridges	1	-	-	-	-	-	-	-	1
	0.1%	-	-	-	-	-	-	-	2.9%
Halesworth, Coopers	1	-	-	-	-	1	-	-	-
	0.1%	-	-	-	-	0.3%	-	-	-
Harwich, Focus	2	-	-	-	-	-	2	-	-
	0.2%	-	-	-	-	-	4.5%	-	-
Harwich, Homecare	2	-	-	-	-	2	-	-	-
	0.2%	-	-	-	-	1.3%	-	-	-
Ipswich, Argos, Suffolk Retail Park	1	-	-	-	0	0	-	-	-
	0.1%	-	-	-	0.2%	0.3%	-	-	-
Ipswich, B & Q, Anglia RP	114	-	24	33	19	27	4	4	3
	11.3%	-	15.0%	10.7%	8.2%	15.6%	7.4%	18.0%	6.6%
Ipswich, B & Q, Euro RP	58	-	10	19	18	7	2	1	2
	5.8%	-	6.1%	6.1%	7.5%	3.9%	4.9%	3.3%	4.0%
Ipswich, Carpetright, Anglia RP	4	-	1	2	-	1	-	-	-
	0.4%	-	0.7%	0.8%	-	0.3%	-	-	-
Ipswich, Carpetright, Euro RP	0	-	-	0	-	-	-	-	-
	0.0%	-	-	0.1%	-	-	-	-	-
Ipswich, Comet, Anglia RP	1	-	-	-	1	-	-	-	-
	0.1%	-	-	-	0.3%	-	-	-	-
Ipswich, Focus, Orwell RP	10	-	1	4	1	3	-	-	1
	1.0%	-	0.4%	1.3%	0.6%	1.5%	-	-	2.9%

Q15. Where last bought bulky DIY goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Ipswich, Homebase	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -
Ipswich, Homebase, Warren Heath	16 1.6%	- -	1 0.8%	7 2.3%	5 2.1%	2 0.9%	1 2.8%	- -	0 0.5%
Ipswich, Klausner, Anglia RP	0 0.0%	- -	- -	- -	- -	0 0.3%	- -	- -	- -
Ipswich, MFI, Euro RP	1 0.1%	- -	1 0.4%	- -	- -	- -	0 0.9%	- -	- -
Ipswich, Wickes, Crompton Road	4 0.3%	- -	- -	1 0.2%	1 0.3%	1 0.4%	- -	- -	1 2.9%
Ipswich, Wilkinsons	0 0.0%	- -	- -	- -	- -	- -	0 0.7%	- -	- -
Local shops	68 6.8%	3 31.4%	5 3.0%	26 8.6%	14 5.8%	8 4.8%	2 4.0%	1 6.3%	9 17.3%
Lowestoft, B & Q	2 0.2%	- -	1 0.4%	- -	1 0.4%	1 0.3%	- -	- -	- -
Lowestoft, Focus, Tower Road	3 0.3%	- -	1 0.4%	1 0.2%	1 0.6%	- -	- -	- -	- -
Lowestoft, Homebase, Tower RP	5 0.4%	- -	1 0.6%	2 0.6%	1 0.3%	1 0.7%	- -	- -	- -
Martlesham Heath, Bennetts, Beardmore Park	0 0.0%	- -	- -	- -	- -	0 0.2%	- -	- -	- -
Martlesham Heath, Focus, Beardmore Park	39 3.9%	- -	5 3.0%	11 3.7%	9 3.9%	14 8.1%	- -	- -	- -
Norwich, B & Q	3 0.3%	- -	1 0.4%	0 0.1%	0 0.1%	1 0.6%	0 0.9%	- -	- -
Norwich, Focus	0 0.0%	- -	- -	- -	- -	0 0.2%	- -	- -	- -
Norwich, Homebase	2 0.2%	- -	1 0.7%	0 0.1%	0 0.1%	- -	- -	- -	- -
Norwich, John Lewis	1 0.1%	1 12.4%	- -	- -	- -	- -	- -	- -	- -
Sidor, Norwich	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -
Stowmarket, Godfreys	1 0.1%	- -	- -	- -	0 0.2%	1 0.6%	- -	- -	- -

Q15. Where last bought bulky DIY goods by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Stowmarket, Hughes	0	-	-	-	-	-	-	0	-
	0.0%	-	-	-	-	-	-	1.8%	-
Stowmarket, Jewsons	0	-	-	-	-	0	-	-	-
	0.0%	-	-	-	-	0.2%	-	-	-
Sudbury, Focus	1	-	-	-	1	-	-	-	-
	0.1%	-	-	-	0.3%	-	-	-	-
Sudbury, Homebase, Waldingfield Road	23	-	2	8	5	3	4	-	1
	2.3%	-	1.4%	2.5%	2.2%	1.8%	7.4%	-	2.9%
Sudbury, Roys	1	-	1	-	-	-	-	-	-
	0.1%	-	0.3%	-	-	-	-	-	-
Thetford, Focus, Forest RP	9	-	5	1	-	1	1	-	1
	0.9%	-	2.9%	0.5%	-	0.7%	1.3%	-	1.3%
Warrenheath, Homebase	1	-	1	-	-	-	-	-	-
	0.1%	-	0.3%	-	-	-	-	-	-

Q16a. How often visit Ipswich - Town Centre by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Missing									
No reply	3 0.3%	- -	- -	- -	0 0.2%	- -	0 1.0%	- -	2 4.3%
Q16a. How often visit Ipswich - Town Centre									
Everyday	14 1.4%	- -	3 1.6%	5 1.7%	1 0.3%	5 3.0%	0 0.9%	- -	- -
6 times a week	0 0.0%	- -	- -	- -	- -	- -	0 0.9%	- -	- -
5 times a week	4 0.4%	- -	- -	1 0.4%	2 1.1%	- -	- -	- -	- -
4 times a week	1 0.1%	- -	- -	- -	- -	- -	- -	- -	1 1.3%
3 times a week	8 0.8%	- -	3 2.0%	3 1.1%	- -	1 0.7%	- -	- -	0 0.8%
Twice a week	19 1.8%	- -	3 2.0%	4 1.3%	3 1.3%	3 1.9%	2 3.1%	1 3.1%	3 5.3%
Once a week	63 6.3%	- -	7 4.4%	24 7.8%	9 3.9%	18 10.1%	3 5.6%	1 3.3%	2 3.9%
Once every two weeks	57 5.7%	1 5.5%	11 6.6%	16 5.2%	17 7.4%	9 5.1%	1 2.2%	2 9.4%	1 1.4%
Once a month	153 15.3%	3 31.4%	36 22.2%	37 12.0%	52 22.3%	15 8.9%	2 3.4%	5 25.1%	3 7.0%
Less often than once a month	407 40.6%	3 36.8%	49 30.7%	127 41.7%	100 42.6%	73 41.9%	19 39.5%	6 29.3%	29 58.2%
Never	274 27.3%	2 26.2%	49 30.5%	87 28.6%	49 21.0%	50 28.4%	21 43.4%	6 29.7%	9 18.0%

Q16b. How often visit Ipswich - Retail Parks/Warehouses by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Missing									
No reply	4 0.4%	- -	- -	- -	2 0.7%	- -	0 1.0%	- -	2 4.3%
Q16b. How often visit Ipswich - Retail Parks/Warehouses									
3 times a week	6 0.6%	- -	- -	4 1.2%	1 0.5%	1 0.4%	- -	- -	- -
Twice a week	13 1.3%	- -	4 2.4%	4 1.2%	- -	5 2.7%	0 0.9%	- -	- -
Once a week	28 2.8%	- -	5 3.3%	6 1.8%	4 1.8%	10 5.9%	2 3.8%	- -	1 1.3%
Once every two weeks	36 3.6%	3 31.4%	6 3.8%	11 3.5%	6 2.6%	8 4.8%	1 2.2%	- -	1 1.2%
Once a month	79 7.8%	- -	11 6.9%	29 9.6%	22 9.3%	9 5.4%	1 1.7%	4 20.0%	2 4.3%
Less often than once a month	365 36.3%	1 9.6%	53 32.8%	127 41.6%	78 33.3%	64 36.5%	18 36.0%	9 42.6%	16 32.2%
Never	474 47.2%	6 59.0%	81 50.8%	125 41.1%	121 51.7%	77 44.4%	27 54.4%	8 37.4%	28 56.8%

Q16c. How often visit Ipswich - Local shops by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Missing									
No reply	4 0.4%	- -	- -	- -	2 0.7%	- -	0 1.0%	- -	2 4.3%
Q16c. How often visit Ipswich - Local shops									
Everyday	21 2.1%	- -	1 0.8%	8 2.6%	1 0.6%	8 4.8%	1 2.8%	0 2.3%	1 1.1%
6 times a week	6 0.6%	1 12.4%	- -	1 0.4%	4 1.5%	- -	0 0.9%	- -	- -
5 times a week	12 1.2%	1 5.5%	2 1.5%	2 0.6%	2 0.7%	4 2.1%	1 2.5%	- -	1 1.5%
4 times a week	17 1.7%	- -	1 0.3%	7 2.3%	4 1.7%	4 2.4%	0 0.9%	1 3.3%	1 1.3%
3 times a week	40 4.0%	- -	10 6.0%	9 3.0%	11 4.6%	5 3.1%	2 3.8%	2 11.8%	1 2.0%
Twice a week	59 5.9%	0 4.1%	16 10.0%	20 6.6%	8 3.6%	10 5.8%	1 3.0%	1 6.2%	2 3.5%
Once a week	65 6.4%	- -	9 5.7%	16 5.1%	12 5.1%	22 12.4%	1 3.0%	0 1.8%	4 8.5%
Once every two weeks	34 3.4%	- -	7 4.5%	7 2.4%	6 2.6%	10 5.6%	1 1.8%	1 6.3%	1 2.9%
Once a month	50 5.0%	3 31.4%	3 1.8%	24 7.8%	12 5.1%	3 1.5%	1 2.9%	3 16.7%	1 1.4%
Less often than once a month	184 18.3%	- -	17 10.8%	72 23.6%	43 18.3%	30 17.2%	11 22.8%	2 10.9%	8 16.1%
Never	510 50.9%	4 46.6%	94 58.6%	139 45.6%	130 55.5%	79 45.1%	27 54.5%	8 40.7%	29 57.6%

Q17. Improvements to encourage more visits to Ipswich by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q17. Improvements to encourage more visits to Ipswich									
Better/more frequent bus service	25 2.5%	- -	2 1.3%	0 0.2%	7 3.0%	8 4.4%	3 6.9%	4 18.9%	- -
Better/new train service	25 2.5%	- -	- -	1 0.4%	24 10.1%	- -	- -	- -	- -
Better access by car	3 0.3%	- -	1 0.7%	1 0.4%	- -	1 0.5%	- -	- -	- -
More parking provision	46 4.6%	- -	7 4.4%	20 6.6%	12 5.2%	6 3.5%	- -	- -	1 1.3%
Cheaper parking	59 5.9%	- -	8 5.3%	29 9.7%	11 4.7%	9 5.1%	0 1.0%	- -	1 1.3%
Free parking	26 2.6%	- -	4 2.4%	13 4.2%	5 2.0%	1 0.8%	2 4.9%	- -	1 1.1%
Better links from car parks to Centre	6 0.6%	3 31.4%	- -	3 0.9%	- -	- -	- -	- -	- -
More/better signage around Centre	0 0.0%	- -	0 0.2%	- -	- -	- -	- -	- -	- -
More (larger) covered shopping centres/malls	4 0.4%	- -	- -	1 0.4%	3 1.2%	- -	- -	- -	- -
Improved market	2 0.2%	- -	- -	1 0.3%	0 0.2%	1 0.5%	- -	- -	- -
More independent shops	20 2.0%	- -	2 1.6%	13 4.2%	2 0.9%	1 0.6%	1 2.9%	1 3.6%	- -
More clothes & fashion shops	14 1.3%	- -	4 2.7%	2 0.7%	3 1.2%	4 2.1%	0 0.9%	- -	- -
More quality/designer shops	15 1.5%	- -	3 2.1%	4 1.5%	5 2.3%	0 0.2%	- -	- -	1 2.5%
More department stores/larger stores	32 3.1%	- -	4 2.5%	12 4.0%	7 2.9%	5 3.0%	1 1.1%	1 6.3%	1 2.9%
More discount stores/cheaper goods	3 0.3%	- -	- -	- -	2 0.9%	- -	0 1.0%	- -	- -
Fewer empty shops/vacancies	5 0.5%	- -	3 2.0%	1 0.4%	1 0.3%	0 0.2%	- -	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
More facilities for children	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -
Better (more) safety/security/CCTV/Police presence	6 0.6%	- -	- -	3 1.1%	- -	- -	2 3.3%	- -	1 1.2%
More facilities for disabled	3 0.3%	- -	- -	2 0.6%	0 0.2%	1 0.5%	0 0.9%	- -	- -
More toilets	6 0.6%	- -	- -	5 1.6%	1 0.3%	- -	- -	1 3.3%	- -
More seating/benches	5 0.5%	1 5.5%	2 1.4%	0 0.1%	- -	1 0.5%	0 0.8%	- -	1 1.5%
More cafes	3 0.3%	- -	2 1.4%	- -	- -	0 0.2%	- -	- -	- -
More restaurants	2 0.2%	- -	1 0.8%	- -	- -	0 0.3%	- -	- -	- -
More bars/nightclubs	4 0.4%	- -	1 0.8%	2 0.6%	1 0.6%	- -	- -	- -	- -
Nicer shopping environment	13 1.3%	- -	5 3.2%	4 1.3%	2 0.7%	2 1.2%	- -	- -	- -
More pedestrianised streets	5 0.5%	- -	1 0.7%	- -	- -	4 2.3%	- -	- -	- -
Nothing	356 35.5%	5 47.7%	72 44.7%	84 27.7%	89 38.0%	64 36.5%	15 29.7%	8 36.4%	20 40.7%
Don't know	277 27.6%	1 15.4%	29 18.1%	82 27.0%	54 23.1%	57 32.9%	22 44.6%	7 31.5%	24 47.6%
Less youths	2 0.2%	- -	- -	- -	1 0.6%	0 0.2%	- -	- -	- -
More bigger shops that sell Size 20	1 0.1%	- -	- -	0 0.1%	1 0.3%	- -	- -	- -	- -
Keep Alders	2 0.2%	- -	- -	2 0.6%	- -	- -	- -	- -	- -
Needs a good market	1 0.1%	- -	- -	- -	1 0.5%	- -	- -	- -	- -
Child friendly restaurants	1 0.1%	- -	- -	1 0.2%	- -	- -	- -	- -	- -
Tesco	0 0.0%	- -	- -	- -	- -	- -	0 0.9%	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Free Park & Ride	6 0.6%	- -	- -	6 1.9%	- -	0 0.3%	- -	- -	- -
Larger car park at cinema	3 0.3%	- -	- -	3 1.1%	- -	- -	- -	- -	- -
Teacher	0 0.0%	- -	0 0.2%	- -	- -	- -	- -	- -	- -
Get rid of Estate Agents	0 0.0%	- -	- -	- -	- -	0 0.2%	- -	- -	- -
Clothes shops for short females	5 0.5%	- -	- -	- -	- -	5 2.9%	- -	- -	- -
Maintain Historic buildings	0 0.0%	- -	0 0.3%	- -	- -	- -	- -	- -	- -
More shoe shops	2 0.2%	- -	1 0.7%	1 0.2%	- -	0 0.2%	- -	- -	- -
Fewer coffee shops	0 0.0%	- -	- -	0 0.1%	- -	- -	- -	- -	- -
Theatre for top shows	1 0.1%	- -	1 0.4%	1 0.2%	- -	- -	- -	- -	- -
Less rubbish & litter	0 0.0%	- -	- -	- -	- -	0 0.3%	- -	- -	- -
Frozen food shops	0 0.0%	- -	- -	- -	- -	0 0.3%	- -	- -	- -
Need park to walk around	2 0.2%	- -	- -	2 0.6%	- -	- -	- -	- -	- -
Furniture shops	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -
Later shopping hours	1 0.1%	- -	1 0.9%	- -	- -	- -	- -	- -	- -
Grocery shops	1 0.1%	- -	- -	- -	- -	- -	1 1.1%	- -	- -
John Lewis	2 0.2%	- -	1 0.5%	- -	1 0.6%	- -	- -	- -	- -
Too many cheap shops	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -
Too many phone shops	1 0.1%	- -	- -	- -	- -	1 0.3%	- -	- -	- -
Clothes shops for older people	1 0.1%	- -	- -	0 0.1%	- -	0 0.3%	- -	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Mothercare	2	-	-	2	-	-	-	-	-
	0.2%	-	-	0.6%	-	-	-	-	-

Q18. Where go for evening out by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q18. Where go for evening out									
Aldeburgh	9 1%	- -	4 2%	1 0%	- -	3 2%	- -	- -	1 1%
Bildeston	1 0%	- -	1 0%	1 0%	- -	- -	- -	- -	- -
Braintree	1 0%	- -	- -	- -	1 0%	- -	- -	- -	- -
Bury St Edmunds	56 6%	- -	7 4%	24 8%	16 7%	6 3%	1 1%	- -	2 4%
Cambridge	2 0%	- -	1 0%	1 0%	1 0%	- -	- -	- -	- -
Chelmsford	7 1%	- -	7 4%	- -	- -	- -	- -	- -	- -
Clacton	23 2%	- -	3 2%	- -	7 3%	5 3%	- -	1 6%	6 12%
Colchester	160 16%	- -	34 21%	54 18%	52 22%	16 9%	- -	2 9%	2 4%
Country Pub	45 4%	- -	9 5%	13 4%	9 4%	6 4%	2 4%	- -	6 13%
Dennington	0 0%	- -	- -	0 0%	- -	- -	- -	- -	- -
Diss	2 0%	- -	0 0%	- -	- -	0 0%	- -	- -	1 2%
Don't go out	214 21%	1 6%	16 10%	49 16%	44 19%	58 33%	30 60%	7 35%	10 20%
Felixstowe	19 2%	- -	4 2%	7 2%	3 1%	5 3%	0 1%	- -	- -
Halesworth	1 0%	- -	- -	- -	0 0%	0 0%	- -	- -	- -
Halstead	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -
Harwich	3 0%	- -	- -	- -	3 1%	- -	- -	- -	- -
Holbrook	0 0%	- -	0 0%	- -	- -	- -	- -	- -	- -
Ipswich Cardinal Park	6 1%	- -	- -	4 1%	- -	2 1%	- -	- -	- -

Q18. Where go for evening out by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Ipswich Other	7	-	-	2	-	3	1	1	-
	1%	-	-	1%	-	2%	2%	3%	-
Ipswich Town Centre	92	3	21	38	18	9	0	-	2
	9%	31%	13%	12%	8%	5%	1%	-	5%
Ipswich Waterfront	6	-	1	2	1	-	-	1	1
	1%	-	1%	1%	0%	-	-	7%	1%
Leiston	0	-	-	-	-	0	-	-	-
	0%	-	-	-	-	0%	-	-	-
Locally	295	4	46	94	62	51	14	8	17
	29%	47%	29%	31%	26%	29%	29%	38%	34%
London	2	-	-	-	-	2	-	-	-
	0%	-	-	-	-	1%	-	-	-
Lowestoft	0	-	-	-	0	-	-	-	-
	0%	-	-	-	0%	-	-	-	-
Norwich	13	1	2	5	4	0	-	0	0
	1%	12%	1%	2%	2%	0%	-	2%	1%
Saxmundham	1	-	-	-	-	1	-	-	-
	0%	-	-	-	-	1%	-	-	-
Sible Hedingham	1	-	-	1	-	-	-	-	-
	0%	-	-	0%	-	-	-	-	-
Southwold	2	-	-	2	-	-	-	-	1
	0%	-	-	1%	-	-	-	-	1%
Stowmarket	11	-	1	3	4	2	0	-	1
	1%	-	1%	1%	2%	1%	1%	-	1%
Sudbury	6	-	2	1	3	-	1	-	-
	1%	-	1%	0%	1%	-	1%	-	-
Woodbridge	16	0	2	3	5	4	-	-	-
	2%	4%	1%	1%	2%	3%	-	-	-

Q19a. Evening out at The Waterfront by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Missing									
No reply	1 0%	-	-	-	-	-	-	-	1 3%
Q19a. Evening out at The Waterfront									
Once a week	6 1%	-	1 0%	3 1%	1 0%	-	0 1%	-	1 1%
Once every two weeks	6 1%	-	1 1%	4 1%	-	0 0%	-	1 3%	-
Once a month	21 2%	-	6 4%	7 2%	6 3%	2 1%	-	1 3%	-
Less often than once a month	161 16%	3 31%	28 18%	62 20%	33 14%	25 14%	3 7%	1 4%	5 11%
Never	808 81%	6 69%	124 77%	229 75%	194 83%	148 85%	45 92%	19 90%	42 85%

Q19b. Evening out at Cardinal Park by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Missing									
No reply	2 0%	- -	- -	- -	1 0%	- -	- -	- -	1 3%
Q19b. Evening out at Cardinal Park									
3 times a week	1 0%	- -	1 1%	- -	- -	- -	- -	- -	- -
Once a week	10 1%	- -	- -	7 2%	- -	2 1%	- -	- -	1 1%
Once every two weeks	21 2%	- -	4 2%	10 3%	4 2%	3 2%	- -	1 3%	- -
Once a month	23 2%	- -	7 4%	7 2%	6 3%	1 1%	0 1%	1 3%	1 2%
Less often than once a month	157 16%	3 31%	28 17%	54 18%	36 15%	28 16%	4 8%	- -	5 9%
Never	788 79%	6 69%	121 76%	227 74%	188 80%	140 80%	45 91%	19 94%	42 84%

Q20. Where last visit cinema by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Missing									
No reply	1 0%	- -	- -	- -	- -	- -	- -	- -	1 3%
Q20. Where last visit cinema									
Aldeburgh Cinema	7 1%	0 3%	3 2%	2 1%	- -	1 1%	- -	- -	- -
Braintree Cineworld	31 3%	- -	3 2%	17 5%	6 3%	5 3%	- -	- -	- -
Bury St Edmunds Odeon	30 3%	- -	1 1%	11 4%	9 4%	3 2%	1 3%	2 7%	3 6%
Cambridge Picturehouse	5 1%	- -	- -	1 0%	3 1%	- -	- -	- -	1 3%
Cambridge Vue	3 0%	- -	1 1%	1 0%	- -	- -	- -	- -	- -
Clacton Flicks	18 2%	- -	- -	4 1%	7 3%	- -	- -	2 9%	6 12%
Colchester Odeon	138 14%	- -	16 10%	46 15%	65 28%	10 6%	- -	- -	- -
Corn Exchange	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -
Don't go	382 38%	3 33%	36 22%	101 33%	78 33%	86 49%	43 88%	14 67%	21 42%
Don't know / Can't remember	14 1%	2 20%	10 6%	0 0%	- -	- -	0 1%	- -	1 3%
Felixstowe Palace	7 1%	- -	- -	6 2%	- -	1 0%	0 1%	- -	- -
Halstead Empire	5 0%	- -	3 2%	1 0%	1 1%	- -	- -	- -	- -
Harwich Electric Palace	7 1%	- -	1 1%	- -	- -	- -	- -	- -	6 12%
Hull	2 0%	- -	- -	- -	2 1%	- -	- -	- -	- -
Ipswich Film Theatre	34 3%	- -	25 16%	3 1%	4 2%	1 0%	0 1%	1 3%	0 1%
Ipswich Odeon	19 2%	- -	4 2%	8 3%	1 0%	5 3%	1 2%	- -	- -
Ipswich UGC	245 24%	1 12%	49 30%	90 30%	47 20%	47 27%	2 3%	2 12%	7 15%

Q20. Where last visit cinema by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Leiston Film Theatre	3	-	-	1	-	2	-	-	-
	0%	-	-	0%	-	1%	-	-	-
London	6	-	1	-	-	5	-	-	-
	1%	-	0%	-	-	3%	-	-	-
Lowestoft Hollywood	2	-	2	1	-	-	-	-	-
	0%	-	1%	0%	-	-	-	-	-
Norwich, Century	1	-	1	-	-	0	-	-	-
	0%	-	0%	-	-	0%	-	-	-
Norwich, Cinema City	6	-	0	4	1	-	0	-	-
	1%	-	0%	1%	0%	-	1%	-	-
Norwich, Riverside	1	-	-	-	1	-	-	-	-
	0%	-	-	-	0%	-	-	-	-
Norwich, Stir Centre	3	-	2	1	-	-	-	0	-
	0%	-	1%	0%	-	-	-	2%	-
Norwich, UCI	15	-	2	4	4	3	-	-	2
	1%	-	2%	1%	2%	2%	-	-	3%
Stowmarket Regal	11	-	0	3	4	2	0	-	1
	1%	-	0%	1%	2%	1%	1%	-	1%
Swindon	3	3	-	-	-	-	-	-	-
	0%	31%	-	-	-	-	-	-	-
Woodbridge Riverside Theatre	7	-	1	0	2	3	-	-	-
	1%	-	0%	0%	1%	2%	-	-	-

Q21. No. cars by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q21. No. cars									
One	476 48%	2 26%	55 34%	164 54%	122 52%	100 57%	8 17%	11 52%	14 28%
Two	234 23%	3 27%	51 32%	78 26%	71 30%	22 12%	1 2%	1 3%	8 16%
Three	58 6%	4 44%	15 9%	13 4%	11 5%	8 5%	- -	1 6%	6 12%
Four or more	50 5%	0 3%	29 18%	6 2%	10 4%	3 2%	- -	- -	- -
None	171 17%	- -	10 6%	44 14%	16 7%	41 23%	39 80%	8 39%	13 25%
Refused	14 1%	- -	- -	- -	4 1%	1 1%	- -	- -	10 19%

Q22. Age by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q22. Age									
16 - 24	133	4	34	37	47	7	-	2	1
	13%	44%	21%	12%	20%	4%	-	8%	2%
25 - 34	152	-	28	60	25	15	-	-	25
	15%	-	17%	20%	11%	9%	-	-	50%
35 - 44	171	-	25	62	39	30	-	5	9
	17%	-	16%	20%	17%	17%	-	26%	19%
45 - 54	169	-	25	55	47	34	-	5	4
	17%	-	15%	18%	20%	19%	-	23%	8%
55 - 64	143	3	20	38	33	32	5	8	4
	14%	28%	12%	12%	14%	18%	11%	38%	9%
65+	235	3	29	53	43	57	44	1	6
	23%	29%	18%	18%	18%	33%	89%	4%	12%

Q23. Sex by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q23. Sex									
Male	291	7	45	72	92	46	5	10	14
	29%	78%	28%	24%	39%	26%	11%	46%	28%
Female	712	2	115	233	142	129	43	11	36
	71%	22%	72%	76%	61%	74%	89%	54%	72%

Q25. Social Grade by Q25. Social Grade weighting WT1 (V1)

Absolute Break % Respondents	Base	Q25. Social Grade							
		A	B	C1	C2	D	E1 retired/state	E2 unemployed	Refused
Base									
Unweighted	1003	7	158	276	200	216	82	20	44
Weighted	1003	9	160	305	235	174	49	21	50
Q25. Social Grade									
A	9	9	-	-	-	-	-	-	-
	1%	100%	-	-	-	-	-	-	-
B	160	-	160	-	-	-	-	-	-
	16%	-	100%	-	-	-	-	-	-
C1	305	-	-	305	-	-	-	-	-
	30%	-	-	100%	-	-	-	-	-
C2	235	-	-	-	235	-	-	-	-
	23%	-	-	-	100%	-	-	-	-
D	174	-	-	-	-	174	-	-	-
	17%	-	-	-	-	100%	-	-	-
E1 retired/state	49	-	-	-	-	-	49	-	-
	5%	-	-	-	-	-	100%	-	-
E2 unemployed	21	-	-	-	-	-	-	21	-
	2%	-	-	-	-	-	-	100%	-
Refused	50	-	-	-	-	-	-	-	50
	5%	-	-	-	-	-	-	-	100%

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q4. Average visits to store (Q3)								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	2	20	5	16	34	84	156	598	67	18
Weighted	1003	3	11	3	14	29	78	147	633	68	16
Q3. Where normally buy main food/groceries											
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	2 0%	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Barham, Co-Op	2 0%	- -	0 4%	- -	1 4%	0 1%	- -	- -	0 0%	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	1 4%	- -	1 2%	0 0%	1 0%	1 1%	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	1 4%	- -	- -	1 1%	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	1 0%	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	3 0%	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	1 0%	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	2 0%	6 9%	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	1 5%	- -	1 0%	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	5 4%	35 6%	1 2%	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Q4. Average vi...
		Less often than once a month
Base		
Unweighted	1003	3
Weighted	1003	2
Q3. Where normally buy main food/groceries		
Aldburgh, Co-Op	2 0%	- -
Aldburgh, Solar Superstore	1 0%	- -
Barham, Co-Op	2 0%	- -
Beccles, Morrisons	3 0%	- -
Beccles, Rainbow, Gosford Road	1 0%	- -
Beccles, Safeway, George Westwood Way	1 0%	- -
Beccles, Somerfield, Market Square	1 0%	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -
Braintree, Tesco, Great Notley	1 0%	- -
Braintree, Tesco, Market Place	8 1%	- -
Braintree, Tesco, Marks Gate	1 0%	- -
Bramford, Co-Op	1 0%	- -
Bungay, Co-Op	1 0%	- -
Bungay, Rainbows	1 0%	- -
Bury St Edmunds, Co-Op	1 0%	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q4. Average visits to store (Q3)								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	2	20	5	16	34	84	156	598	67	18
Weighted	1003	3	11	3	14	29	78	147	633	68	16
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	1 1%	1 0%	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	1 2%	2 1%	10 2%	1 2%	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	3 4%	1 1%	19 3%	1 1%	- -
Bury St Edmunds, Waitrose, Robert Bobby Way	11 1%	- -	1 10%	- -	- -	1 2%	5 6%	2 1%	2 0%	1 1%	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	2 3%	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	4 3%	- -	- -	- -
Clacton-on-Sea, Co-Op	4 0%	- -	- -	- -	- -	- -	2 3%	- -	- -	- -	2 12%
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	3 25%	- -	2 3%	8 6%	38 6%	6 8%	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	3 4%	- -	28 4%	4 6%	3 22%
Colchester, Co-Op	23 2%	- -	- -	- -	2 14%	- -	2 2%	8 5%	9 1%	2 3%	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	2 1%	2 0%	2 3%	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	1 1%	- -	21 3%	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	2 8%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	4 3%	48 8%	6 8%	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	2 7%	- -	6 4%	26 4%	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Diss, Co-Op	0 0%	- -	0 3%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Q4. Average vi...
		Less often than once a month
Base		
Unweighted	1003	3
Weighted	1003	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -
Clacton, Safeway, Old Road	2 0%	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -
Clacton-on-Sea, Co- Op	4 0%	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -
Colchester, Asda, Turner Rise	39 4%	- -
Colchester, Co-Op	23 2%	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -
Colchester, J Sainsbury, Stanway	21 2%	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -
Colchester, Tesco, Greenstead Road	57 6%	- -
Colchester, Tesco, Highwoods Square	33 3%	- -
Dedham, Co-Op	1 0%	- -
Diss, Co-Op	0 0%	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q4. Average visits to store (Q3)								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	2	20	5	16	34	84	156	598	67	18
Weighted	1003	3	11	3	14	29	78	147	633	68	16
Diss, Morrisons	16 2%	- -	- -	- -	- -	0 1%	1 1%	3 2%	11 2%	1 2%	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	1 0%	2 0%	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	0 1%	2 2%	- -	5 1%	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	0 3%	- -	- -	- -	- -	2 1%	2 0%	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	2 9%	- -	- -	2 0%	3 4%	0 2%
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	3 1%	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	0 3%	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -	- -
Felixstowe, Morrisons	15 1%	- -	0 3%	- -	- -	2 7%	- -	2 2%	10 2%	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	2 2%	3 0%	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	1 1%	2 1%	3 1%	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	1 2%	6 8%	2 1%	2 0%	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	2 78%	- -	- -	- -	0 1%	2 2%	1 1%	3 0%	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	1 0%	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	1 1%	2 0%	- -	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Q4. Average vi...
		Less often than once a month
Base		
Unweighted	1003	3
Weighted	1003	2
Diss, Morrisons	16 2%	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -
Don't visit (shop via internet/telephone)	8 1%	- -
Dovercourt, Co-Op	3 0%	- -
Eye, Co-Op	0 0%	- -
Felixstowe, Co-Op	0 0%	- -
Felixstowe, Morrisons	15 1%	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -
Hadley, Co-Op	1 0%	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -
Halstead, Co-Op	1 0%	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q4. Average visits to store (Q3)								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	2	20	5	16	34	84	156	598	67	18
Weighted	1003	3	11	3	14	29	78	147	633	68	16
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	1 4%	- -	1 2%	1 1%	4 1%	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	0 14%	- -	- -	0 0%	- -	1 0%	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	2 0%	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	2 3%	6 4%	26 4%	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	7 5%	3 1%	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	4 6%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	4 2%	1 0%	0 1%	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	1 2%	1 1%	3 2%	38 6%	5 7%	0 2%
Ipswich, Co-Op	4 0%	- -	0 4%	0 14%	- -	1 4%	- -	2 1%	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	0 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	1 5%	- -	2 3%	4 3%	12 2%	1 2%	0 2%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	1 2%	1 2%	2 1%	2 0%	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	1 2%	2 3%	5 3%	26 4%	1 2%	3 17%
Ipswich, Lidl	0 0%	- -	- -	- -	- -	0 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Q4. Average vi...
		Less often than once a month
Base		
Unweighted	1003	3
Weighted	1003	2
Halstead, Somerfield, High Street	7 1%	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -
Harleston, Budgens	0 0%	- -
Harwich, Co-Op	2 0%	- -
Harwich, Morrisons	34 3%	- -
Harwich, Safeway, Parkeston	10 1%	- -
Harwich, Solar	1 0%	- -
Harwich, Somerfield	4 0%	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -
Ipswich, Co-Op	4 0%	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	1 24%
Ipswich, Lidl	0 0%	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q4. Average visits to store (Q3)								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	2	20	5	16	34	84	156	598	67	18
Weighted	1003	3	11	3	14	29	78	147	633	68	16
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -
Ipswich, Morrisons, Sroughton Road	40 4%	1 22%	1 11%	- -	- -	1 4%	3 4%	8 5%	24 4%	0 1%	0 2%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	0 1%	1 1%	7 5%	22 4%	5 7%	5 28%
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	1 17%	- -	0 2%	2 2%	3 2%	7 1%	1 1%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	1 4%	3 11%	2 3%	6 4%	40 6%	3 4%	0 2%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	1 2%	0 0%	1 0%	0 0%	- -	- -
Local shops	38 4%	- -	4 35%	2 55%	2 15%	4 14%	3 4%	6 4%	11 2%	5 8%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	1 4%	- -	- -	1 0%	2 0%	1 2%	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	5 1%	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	0 0%	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Norwich, Tesco	5 1%	- -	1 10%	- -	- -	- -	- -	- -	2 0%	- -	1 4%
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	1 0%	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	1 2%	4 5%	3 2%	4 1%	1 2%	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Q4. Average vi...
		Less often than once a month
Base		
Unweighted	1003	3
Weighted	1003	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -
Local shops	38 4%	1 26%
Lowestoft, Safeway, Gilseham	1 0%	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -
Manningtree, Co-Op	5 1%	- -
New market, Waitrose	0 0%	- -
Norwich, Morrisons	0 0%	- -
Norwich, Sainsburys	1 0%	- -
Norwich, Tesco	5 1%	1 50%
Saxmundham, Co-Op	1 0%	- -
Saxmundham, Somerfield, Church Street	12 1%	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q4. Average visits to store (Q3)								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	2	20	5	16	34	84	156	598	67	18
Weighted	1003	3	11	3	14	29	78	147	633	68	16
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	0 0%	2 1%	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	5 6%	3 2%	27 4%	2 3%	1 4%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -	- -
Stowmarket, Countdown	0 0%	- -	0 4%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	1 6%	- -	- -	- -	0 0%	0 0%	7 1%	0 1%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	1 1%	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	1 5%	- -	- -	- -	1 0%	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	4 5%	2 2%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	1 7%	- -	2 3%	1 1%	17 3%	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	1 4%	1 1%	4 3%	16 3%	1 1%	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	1 2%	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	5 1%	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	12 2%	- -	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Q4. Average vi...
		Less often than once a month
Base		
Unweighted	1003	3
Weighted	1003	2
Sible Hedingham, Co-Op	1 0%	- -
Sidcup, J Sainsbury	1 0%	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -
Stowmarket, Co-Op	0 0%	- -
Stowmarket, Countdown	0 0%	- -
Stowmarket, Lidl	1 0%	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -
Sudbury, Aldi, Girling Street	1 0%	- -
Sudbury, Co-Op	1 0%	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -
Sudbury, Tesco, Springlands Way	21 2%	- -
Sudbury, Waitrose, Station Road	23 2%	- -
Thetford, J Sainsbury, London Road	1 0%	- -
Thetford, Tesco, Kilverstone	2 0%	- -
Tollgate, Co-Op	5 1%	- -
Tollgate, Sainsburys	12 1%	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q4. Average visits to store (Q3)								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	2	20	5	16	34	84	156	598	67	18
Weighted	1003	3	11	3	14	29	78	147	633	68	16
Walton, Co-Op	5 1%	- -	- -	- -	- -	1 2%	2 2%	1 0%	2 0%	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	4 1%	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	0 0%	0 0%	1 0%	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	0 2%
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -

Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)

Absolute Break % Respondents	Base	Q4. Average vi...
		Less often than once a month
Base		
Unweighted	1003	3
Weighted	1003	2
Walton, Co-Op	5 1%	- -
Witham, Tesco, The Grove Centre	4 0%	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -
Woodbridge, Co-Op	0 0%	- -
Woodbridge, Morrisons	1 0%	- -

Q3. Where normally buy main food/groceries by Q5. Mode of travel weighting WT1 (V1)

Absolute Break % Respondents	Base	Q5. Mode of travel							
		Drive self in car/van	Passenger in car/van	Bus	Train	Taxi	Walk	Bicycle	Don't visit (shop via PC, Internet or telephone)
Base									
Unweighted	1003	629	199	37	2	4	116	6	10
Weighted	1003	663	172	54	1	2	100	4	7
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0%	1 0%	1 1%	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	1 0%	- -	- -	- -	- -	0 0%	- -	- -
Beccles, Morrisons	3 0%	3 0%	1 0%	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	0 0%	1 1%	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	1 0%	2 1%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	7 1%	1 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	1 1%	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	1 17%	- -
Bungay, Rainbows	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	2 2%	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	31 5%	11 6%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q5. Mode of travel weighting WT1 (V1)

Absolute Break % Respondents	Base	Q5. Mode of travel							
		Drive self in car/van	Passenger in car/van	Bus	Train	Taxi	Walk	Bicycle	Don't visit (shop via PC, Internet or telephone)
Base									
Unweighted	1003	629	199	37	2	4	116	6	10
Weighted	1003	663	172	54	1	2	100	4	7
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	1 1%	- -	- -	1 1%	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	11 2%	3 2%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	20 3%	2 1%	1 1%	- -	- -	1 1%	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	5 1%	2 1%	- -	- -	- -	4 4%	- -	- -
Clacton, Safeway, Old Road	2 0%	2 0%	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	4 4%	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	2 1%	- -	- -	- -	2 2%	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	40 6%	15 9%	- -	- -	- -	2 2%	- -	- -
Colchester, Asda, Turner Rise	39 4%	35 5%	4 2%	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	7 1%	12 7%	- -	- -	- -	4 4%	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	4 1%	2 1%	1 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	21 3%	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	2 2%	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	52 8%	4 3%	1 1%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	27 4%	4 2%	- -	- -	- -	2 2%	- -	- -
Dedham, Co-Op	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	0 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q5. Mode of travel weighting WT1 (V1)

Absolute Break % Respondents	Base	Q5. Mode of travel								Don't visit (shop via PC, Internet or telephone)
		Drive self in car/van	Passenger in car/van	Bus	Train	Taxi	Walk	Bicycle		
Base										
Unweighted	1003	629	199	37	2	4	116	6		10
Weighted	1003	663	172	54	1	2	100	4		7
Diss, Morrisons	16 2%	12 2%	3 2%	- -	0 37%	- -	1 1%	- -		- -
Diss, Rainbow, 133 Victoria Road	3 0%	2 0%	0 0%	- -	- -	- -	- -	- -		- -
Diss, Safeway, 146 Victoria Road	7 1%	4 1%	2 1%	- -	- -	0 22%	0 0%	- -		- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	2 0%	2 1%	- -	- -	- -	- -	- -		- -
Don't visit (shop via internet/telephone)	8 1%	2 0%	- -	- -	- -	- -	- -	- -		5 75%
Dovercourt, Co-Op	3 0%	3 1%	- -	- -	- -	- -	- -	- -		- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	0 0%	- -		- -
Felixstowe, Co-Op	0 0%	0 0%	- -	- -	- -	- -	- -	- -		- -
Felixstowe, Morrisons	15 1%	12 2%	1 0%	- -	- -	- -	3 3%	- -		- -
Felixstowe, Safeway, Grange Farm Park	1 0%	1 0%	- -	- -	- -	- -	- -	- -		- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	2 0%	1 1%	- -	- -	- -	2 2%	- -		- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	1 0%	2 1%	0 1%	- -	- -	2 2%	1 37%		- -
Framlingham, Solar Superstore, Market Hill	11 1%	8 1%	1 0%	- -	- -	- -	2 2%	- -		- -
Hadley, Co-Op	1 0%	- -	- -	1 3%	- -	- -	- -	- -		- -
Halesworth, Rainbow, Saxons Way	8 1%	6 1%	2 1%	- -	- -	- -	- -	- -		- -
Halstead, Co-Op	1 0%	1 0%	- -	- -	- -	- -	- -	- -		- -
Halstead, Solar Superstore, Weavers Court	3 0%	2 0%	- -	1 1%	- -	- -	- -	- -		- -

Q3. Where normally buy main food/groceries by Q5. Mode of travel weighting WT1 (V1)

Absolute Break % Respondents	Base	Q5. Mode of travel							
		Drive self in car/van	Passenger in car/van	Bus	Train	Taxi	Walk	Bicycle	Don't visit (shop via PC, Internet or telephone)
Base									
Unweighted	1003	629	199	37	2	4	116	6	10
Weighted	1003	663	172	54	1	2	100	4	7
Halstead, Somerfield, High Street	7 1%	3 0%	1 0%	1 1%	- -	- -	3 3%	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	1 0%	- -	- -	- -	- -	1 1%	- -	- -
Harleton, Budgens	0 0%	0 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	2 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	8 1%	2 1%	24 44%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	2 0%	8 5%	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	2 4%	- -	- -	2 2%	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	3 1%	1 0%	- -	- -	0 22%	0 0%	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	1 1%	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	37 6%	7 4%	3 5%	- -	- -	1 1%	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	2 3%	- -	- -	2 2%	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	0 0%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	16 2%	1 1%	1 1%	- -	- -	2 2%	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	1 0%	2 1%	1 2%	- -	- -	1 1%	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	30 4%	8 5%	- -	- -	- -	1 1%	- -	- -
Ipswich, Lidl	0 0%	0 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q5. Mode of travel weighting WT1 (V1)

Absolute Break % Respondents	Base	Q5. Mode of travel							
		Drive self in car/van	Passenger in car/van	Bus	Train	Taxi	Walk	Bicycle	Don't visit (shop via PC, Internet or telephone)
Base									
Unweighted	1003	629	199	37	2	4	116	6	10
Weighted	1003	663	172	54	1	2	100	4	7
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	1 0%	- -	0 1%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	29 4%	8 5%	- -	- -	- -	2 2%	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	34 5%	3 2%	- -	- -	1 33%	- -	- -	2 25%
Ipswich, Tesco, Kesgrave	13 1%	4 1%	3 2%	- -	- -	- -	4 4%	1 27%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	44 7%	8 4%	- -	- -	- -	2 2%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	1 0%	- -	- -	- -	- -	1 1%	0 8%	- -
Local shops	38 4%	10 1%	10 6%	3 5%	- -	- -	15 15%	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	0 0%	0 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	4 1%	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	5 5%	- -	- -
New market, Waitrose	0 0%	- -	0 0%	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	0 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	5 1%	0 0%	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	7 1%	2 1%	- -	- -	- -	4 4%	- -	- -

Q3. Where normally buy main food/groceries by Q5. Mode of travel weighting WT1 (V1)

Absolute Break % Respondents	Base	Q5. Mode of travel							
		Drive self in car/van	Passenger in car/van	Bus	Train	Taxi	Walk	Bicycle	Don't visit (shop via PC, Internet or telephone)
Base									
Unweighted	1003	629	199	37	2	4	116	6	10
Weighted	1003	663	172	54	1	2	100	4	7
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	1 1%	- -	- -
Sidcup, J Sainsbury	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	1 0%	1 0%	- -	- -	- -	0 0%	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	25 4%	9 5%	2 4%	- -	- -	1 1%	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	0 0%	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	0 0%	- -	- -
Stowmarket, Lidl	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	7 1%	1 0%	- -	- -	0 23%	1 1%	- -	- -
Sudbury, Aldi, Girling Street	1 0%	1 0%	- -	- -	- -	- -	1 1%	- -	- -
Sudbury, Co-Op	1 0%	1 0%	- -	- -	- -	- -	1 1%	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	1 1%	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	1 0%	- -	1 1%	- -	- -	5 5%	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	12 2%	1 0%	6 10%	- -	- -	3 3%	- -	- -
Sudbury, Waitrose, Station Road	23 2%	18 3%	2 1%	2 4%	1 63%	- -	1 1%	- -	- -
Thetford, J Sainsbury, London Road	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	1 0%	0 0%	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	5 3%	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	7 1%	5 3%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q5. Mode of travel weighting WT1 (V1)

Absolute Break % Respondents	Base	Q5. Mode of travel							
		Drive self in car/van	Passenger in car/van	Bus	Train	Taxi	Walk	Bicycle	Don't visit (shop via PC, Internet or telephone)
Base									
Unweighted	1003	629	199	37	2	4	116	6	10
Weighted	1003	663	172	54	1	2	100	4	7
Walton, Co-Op	5 1%	2 0%	1 0%	- -	- -	- -	2 2%	- -	- -
Witham, Tesco, The Grove Centre	4 0%	1 0%	- -	2 4%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	0 0%	0 1%	- -	- -	1 1%	0 11%	- -
Woodbridge, Co-Op	0 0%	- -	0 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Aldi, 14 Meredith Road	Sudbury, Aldi, Girling Street	Colchester, Asda, Turner Rise	Ipswich, Asda, Whitehouse Industrial Estate	Stowmarket, Asda, Wilkes Way
Base						
Unweighted	1003	5	4	7	11	12
Weighted	1003	5	3	17	11	7
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harleston, Budgens, Bullock Fair Close	Woodbridge, Budgens, The Thoroughfare	Beccles, Rainbow, Gosford Road	Carlton Colville, Rainbow, Ashburnham Way
Base					
Unweighted	1003	2	7	5	1
Weighted	1003	1	4	2	0
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	1 26%	0 100%
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	1 24%	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Diss, Rainbow, 133 Victoria Road	Halesworth, Rainbow, Saxons Way	Felixstowe, Solar Superstore, Hamilton Road	Framlingham, Solar Superstore, Market Hill
Base					
Unweighted	1003	4	5	5	7
Weighted	1003	1	3	5	5
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	1 45%	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Halstead, Solar Superstore, Weavers Court	Leiston, Solar Superstore, Sizewell Road	Stow market, Solar Superstore, Combs Lane	Bury St Edmunds, Iceland, 5-6 Cornhill
Base					
Unweighted	1003	6	5	2	4
Weighted	1003	5	2	1	4
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	1 19%	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	1 13%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, Iceland, Unit 7, Tollgate Centre	Ipswich, Iceland, 23-31 St Matthews Street	Sudbury, Iceland, 93 North Street	Colchester, Lidl, St Johns Walk
Base					
Unweighted	1003	1	1	1	1
Weighted	1003	3	0	1	1
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries		
		Bury St Edmunds, Marks & Spencer, 23 Buttermarket	Colchester, Marks & Spencer, 38 High Street	Felixstowe, Marks & Spencer, 55 Hamilton Road
Base				
Unweighted	1003	3	1	1
Weighted	1003	3	2	1
Q3. Where normally buy main food/groceries				
Aldburgh, Co-Op	2 0%	-	-	-
Aldburgh, Solar Superstore	1 0%	-	-	-
Barham, Co-Op	2 0%	-	-	-
Beccles, Morrisons	3 0%	-	-	-
Beccles, Rainbow, Gosford Road	1 0%	-	-	-
Beccles, Safeway, George Westwood Way	1 0%	-	-	-
Beccles, Somerfield, Market Square	1 0%	-	-	-
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	-	2 100%	-
Braintree, Tesco, Great Notley	1 0%	-	-	-
Braintree, Tesco, Market Place	8 1%	-	-	-
Braintree, Tesco, Marks Gate	1 0%	-	-	-
Bramford, Co-Op	1 0%	-	-	-
Bungay, Co-Op	1 0%	-	-	-
Bungay, Rainbows	1 0%	-	-	-
Bury St Edmunds, Co-Op	1 0%	-	-	-
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	-	-	-
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	1 52%	-	-

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Ipswich, Marks & Spencer, 16-26 Westgate Street	Clacton-on-Sea, Morrisons, Little Clacton	Ipswich, Morrisons, Sproughton Road	Bury St Edmunds, Roys Wroxham, Risbygate Street
Base					
Unweighted	1003	12	12	9	1
Weighted	1003	7	34	5	1
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	1 100%
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Sudbury, Roys Wroxham, Great Eastern Road	Beccles, Safeway, George Westwood Way	Diss, Safeway, 146 Victoria Road	Felixstowe, Safeway, Grange Farm Park
Base					
Unweighted	1003	1	1	11	2
Weighted	1003	1	0	5	1
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harwich, Safeway, Parkeston	Braintree, J Sainsbury, 1 Tofts Walk	Bury St Edmunds, J Sainsbury, Moreton Hall	Colchester, J Sainsbury, 14 Priory Walk
Base					
Unweighted	1003	2	1	11	3
Weighted	1003	7	1	10	7
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	1 100%	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	2 20%	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, J Sainsbury, Stanway	Ipswich, J Sainsbury, 40 Hadleigh Road	Ipswich, J Sainsbury, TC/Upper Brook Street	Ipswich, J Sainsbury, Warren Heath
Base					
Unweighted	1003	6	14	5	9
Weighted	1003	16	10	6	7
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Bury St Edmunds, Somerfield, Mildenhall Road	Clacton, Somerfield, 39-43 High Street	Diss, Somerfield, 37-38 Mere Street	Halstead, Somerfield, High Street
Base					
Unweighted	1003	5	2	11	8
Weighted	1003	6	8	5	5
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	1 15%
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Lowestoft, Somerfield, 112 London Road	Saxmundham, Somerfield, Church Street	Southwold, Somerfield, 2 Market Place	Sudbury, Somerfield, 100 East Street
Base					
Unweighted	1003	1	12	1	9
Weighted	1003	1	8	0	6
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Braintree, Tesco, Great Notley	Brandon, Tesco, London Road	Bury St Edmunds, Tesco, St Saviours	Colchester, Tesco, Greenstead Road	Colchester, Tesco, Highwoods Square
Base						
Unweighted	1003	1	1	8	9	11
Weighted	1003	1	0	9	26	31
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	1 100%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	4 49%	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Tesco, Martlesham Heath	Ipswich, Tesco, Kesgrave	Stowmarket, Tesco, Cedars Park	Sudbury, Tesco, Springlands Way	Thetford, Tesco, Kilverstone
Base						
Unweighted	1003	28	9	14	16	2
Weighted	1003	32	10	12	12	2
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	1 6%	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Witham, Tesco, The Grove Centre	Ipswich, Tesco Extra, Copdock Interchange	Clacton, Tesco Metro, 28 Station Road	Felixstowe, Tesco Metro, 88 Hamilton Road
Base					
Unweighted	1003	1	15	2	7
Weighted	1003	2	14	4	8
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries					
		Bury St Edmunds, Waitrose, Robert Bobby Way	Sudbury, Waitrose, Station Road	Don't do 'top up' shop	Hadley, Co-Op	Sible Hedingham, Co-Op	Halstead, Co-Op
Base							
Unweighted	1003	18	16	346	1	2	2
Weighted	1003	15	15	301	1	2	1
Q3. Where normally buy main food/groceries							
Aldburgh, Co-Op	2 0%	- -	- -	1 0%	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	1 0%	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	1 0%	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	2 1%	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	1 0%	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	1 0%	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	1 0%	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	6 38%	- -	25 8%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Sudbury, Co-Op	Long Melford, Co-Op	Local shops	Stowmarket, Co-Op	Barham, Co-Op	Bramford, Co-Op	Bildeston, Co-Op	Haughley, Co-Op	Colchester, Co-Op
Base										
Unweighted	1003	3	1	157	6	2	2	1	1	8
Weighted	1003	3	1	169	3	1	2	1	0	21
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	0 50%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	0 0%	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	6 3%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	1 28%	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries							
		Tollgate, Sainsburys	Dovercourt, Co-Op	Ipswich, Co-Op	Harwich, Somerfield	Harwich, Morrisons	Clacton-on- Sea, Co-Op	Diss, Morrisons	Norwich, Sainsburys
Base									
Unweighted	1003	2	1	9	4	1	1	9	1
Weighted	1003	7	3	7	11	2	2	5	0
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Norwich, Morrisons	Eye, Morrisons	Eye, Co-Op	Holbrook, Co-Op	Stow market, Countdown	Diss, Co-Op	Walton, Co-Op	Woodbridge, Co-Op	Felixstowe, Co-Op
Base										
Unweighted	1003	1	1	3	1	1	1	2	2	2
Weighted	1003	0	0	1	1	0	0	2	1	1
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	-	-	-	-	-	-	-	-	-
Aldburgh, Solar Superstore	1 0%	-	-	-	-	-	-	-	-	-
Barham, Co-Op	2 0%	-	-	-	-	-	-	-	-	-
Beccles, Morrisons	3 0%	-	-	-	-	-	-	-	-	-
Beccles, Rainbow, Gosford Road	1 0%	-	-	-	-	-	-	-	-	-
Beccles, Safeway, George Westwood Way	1 0%	-	-	-	-	-	-	-	-	-
Beccles, Somerfield, Market Square	1 0%	-	-	-	-	-	-	-	-	-
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	-	-	-	-	-	-	-	-	-
Braintree, Tesco, Great Notley	1 0%	-	-	-	-	-	-	-	-	-
Braintree, Tesco, Market Place	8 1%	-	-	-	-	-	-	-	-	-
Braintree, Tesco, Marks Gate	1 0%	-	-	-	-	-	-	-	-	-
Bramford, Co-Op	1 0%	-	-	-	-	-	-	-	-	-
Bungay, Co-Op	1 0%	-	-	-	-	-	-	-	-	-
Bungay, Rainbows	1 0%	-	-	-	-	-	-	-	-	-
Bury St Edmunds, Co-Op	1 0%	-	-	-	-	-	-	-	-	-
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	-	-	-	-	-	-	-	-	-
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	-	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Brantham, Co-Op	Hadleigh, Co-Op	Lowestoft, Lidl	Southwold, Co-Op	Beccles, Londis	Capel St Mary, Co-Op	Felixstowe, Morrisons	Leiston, Co-Op	Keslingland, Morrisons
Base										
Unweighted	1003	3	1	1	1	1	4	3	1	1
Weighted	1003	1	1	0	0	1	2	2	0	0
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	-	-	-	-	-	-	-	-	-
Aldburgh, Solar Superstore	1 0%	-	-	-	-	-	-	-	-	-
Barham, Co-Op	2 0%	-	-	-	-	-	-	-	-	-
Beccles, Morrisons	3 0%	-	-	-	-	-	-	-	-	-
Beccles, Rainbow, Gosford Road	1 0%	-	-	-	-	-	-	-	-	-
Beccles, Safeway, George Westwood Way	1 0%	-	-	-	-	-	-	-	-	-
Beccles, Somerfield, Market Square	1 0%	-	-	-	-	-	-	-	-	-
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	-	-	-	-	-	-	-	-	-
Braintree, Tesco, Great Notley	1 0%	-	-	-	-	-	-	-	-	-
Braintree, Tesco, Market Place	8 1%	-	-	-	-	-	-	-	-	-
Braintree, Tesco, Marks Gate	1 0%	-	-	-	-	-	-	-	-	-
Bramford, Co-Op	1 0%	-	-	-	-	-	-	-	-	-
Bungay, Co-Op	1 0%	-	-	-	-	-	-	-	-	-
Bungay, Rainbows	1 0%	-	-	-	-	1 100%	-	-	-	-
Bury St Edmunds, Co-Op	1 0%	-	-	-	-	-	-	-	-	-
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	-	-	-	-	-	-	-	-	-
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	-	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Beccles, Morrisons	Bungay, Co-Op	Aldeburgh, Co-Op	Rosehill, Co-Op	Framlington, Co-Op
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	1	1	0
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	0 100%	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	1 100%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Aldi, 14 Meredith Road	Sudbury, Aldi, Girling Street	Colchester, Asda, Turner Rise	Ipswich, Asda, Whitehouse Industrial Estate	Stowmarket, Asda, Wilkes Way
Base						
Unweighted	1003	5	4	7	11	12
Weighted	1003	5	3	17	11	7
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	1 20%	13 76%	- -	1 10%
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harleston, Budgens, Bullock Fair Close	Woodbridge, Budgens, The Thoroughfare	Beccles, Rainbow, Gosford Road	Carlton Colville, Rainbow, Ashburnham Way
Base					
Unweighted	1003	2	7	5	1
Weighted	1003	1	4	2	0
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Diss, Rainbow, 133 Victoria Road	Halesworth, Rainbow, Saxons Way	Felixstowe, Solar Superstore, Hamilton Road	Framlingham, Solar Superstore, Market Hill
Base					
Unweighted	1003	4	5	5	7
Weighted	1003	1	3	5	5
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Halstead, Solar Superstore, Weavers Court	Leiston, Solar Superstore, Sizewell Road	Stow market, Solar Superstore, Combs Lane	Bury St Edmunds, Iceland, 5-6 Cornhill
Base					
Unweighted	1003	6	5	2	4
Weighted	1003	5	2	1	4
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	1 23%
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	1 40%
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	1 19%
Bury St Edmunds, Waitrose, Robert Bobby Way	11 1%	- -	- -	- -	1 19%
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co-Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, Iceland, Unit 7, Tollgate Centre	Ipswich, Iceland, 23-31 St Matthews Street	Sudbury, Iceland, 93 North Street	Colchester, Lidl, St Johns Walk
Base					
Unweighted	1003	1	1	1	1
Weighted	1003	3	0	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	3 100%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	1 100%
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries		
		Bury St Edmunds, Marks & Spencer, 23 Buttermarket	Colchester, Marks & Spencer, 38 High Street	Felixstowe, Marks & Spencer, 55 Hamilton Road
Base				
Unweighted	1003	3	1	1
Weighted	1003	3	2	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Bobby Way	11 1%	1 24%	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -
Clacton-on-Sea, Co-Op	4 0%	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Ipswich, Marks & Spencer, 16-26 Westgate Street	Clacton-on-Sea, Morrisons, Little Clacton	Ipswich, Morrisons, Sproughton Road	Bury St Edmunds, Roys Wroxham, Risbygate Street
Base					
Unweighted	1003	12	12	9	1
Weighted	1003	7	34	5	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	28 83%	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	3 10%	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	1 7%	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	2 6%	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Sudbury, Roys Wroxham, Great Eastern Road	Beccles, Safeway, George Westwood Way	Diss, Safeway, 146 Victoria Road	Felixstowe, Safeway, Grange Farm Park
Base					
Unweighted	1003	1	1	11	2
Weighted	1003	1	0	5	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harwich, Safeway, Parkeston	Braintree, J Sainsbury, 1 Tofts Walk	Bury St Edmunds, J Sainsbury, Moreton Hall	Colchester, J Sainsbury, 14 Priory Walk
Base					
Unweighted	1003	2	1	11	3
Weighted	1003	7	1	10	7
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	2 22%	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	3 26%	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	1 6%	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	2 30%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	4 67%
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	2 33%
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, J Sainsbury, Stanway	Ipswich, J Sainsbury, 40 Hadleigh Road	Ipswich, J Sainsbury, TC/Upper Brook Street	Ipswich, J Sainsbury, Warren Heath
Base					
Unweighted	1003	6	14	5	9
Weighted	1003	16	10	6	7
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	2 14%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	13 80%	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Bury St Edmunds, Somerfield, Mildenhall Road	Clacton, Somerfield, 39-43 High Street	Diss, Somerfield, 37-38 Mere Street	Halstead, Somerfield, High Street
Base					
Unweighted	1003	5	2	11	8
Weighted	1003	6	8	5	5
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	1 20%	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	5 80%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	8 100%	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Lowestoft, Somerfield, 112 London Road	Saxmundham, Somerfield, Church Street	Southwold, Somerfield, 2 Market Place	Sudbury, Somerfield, 100 East Street
Base					
Unweighted	1003	1	12	1	9
Weighted	1003	1	8	0	6
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Braintree, Tesco, Great Notley	Brandon, Tesco, London Road	Bury St Edmunds, Tesco, St Saviours	Colchester, Tesco, Greenstead Road	Colchester, Tesco, Highwoods Square
Base						
Unweighted	1003	1	1	8	9	11
Weighted	1003	1	0	9	26	31
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	1 8%	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	3 35%	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	4 13%
Colchester, Co-Op	23 2%	- -	- -	- -	5 19%	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	1 5%	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	15 58%	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	3 13%	26 84%
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Tesco, Martlesham Heath	Ipswich, Tesco, Kesgrave	Stowmarket, Tesco, Cedars Park	Sudbury, Tesco, Springlands Way	Thetford, Tesco, Kilverstone
Base						
Unweighted	1003	28	9	14	16	2
Weighted	1003	32	10	12	12	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	1 5%	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Witham, Tesco, The Grove Centre	Ipswich, Tesco Extra, Copdock Interchange	Clacton, Tesco Metro, 28 Station Road	Felixstowe, Tesco Metro, 88 Hamilton Road
Base					
Unweighted	1003	1	15	2	7
Weighted	1003	2	14	4	8
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	4 100%	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries					
		Bury St Edmunds, Waitrose, Robert Bobby Way	Sudbury, Waitrose, Station Road	Don't do 'top up' shop	Hadley, Co-Op	Sible Hedingham, Co-Op	Halstead, Co-Op
Base							
Unweighted	1003	18	16	346	1	2	2
Weighted	1003	15	15	301	1	2	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	1 0%	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	2 10%	- -	8 3%	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	5 34%	- -	8 3%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Bobby Way	11 1%	3 18%	- -	6 2%	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	10 3%	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	1 0%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	7 2%	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	2 1%	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	1 4%	2 1%	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	10 3%	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	2 1%	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Sudbury, Co-Op	Long Melford, Co-Op	Local shops	Stowmarket, Co-Op	Barham, Co-Op	Bramford, Co-Op	Bildeston, Co-Op	Haughley, Co-Op	Colchester, Co-Op
Base										
Unweighted	1003	3	1	157	6	2	2	1	1	8
Weighted	1003	3	1	169	3	1	2	1	0	21
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	9 5%	- -	- -	- -	- -	- -	2 9%
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	8 38%
Colchester, Co-Op	23 2%	- -	- -	6 3%	- -	- -	- -	- -	- -	6 27%
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	2 1%	- -	- -	- -	- -	- -	2 10%
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	26 15%	- -	- -	- -	- -	- -	3 16%
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	1 0%	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries							
		Tollgate, Sainsburys	Dovercourt, Co-Op	Ipswich, Co-Op	Harwich, Somerfield	Harwich, Morrisons	Clacton-on- Sea, Co-Op	Diss, Morrisons	Norwich, Sainsburys
Base									
Unweighted	1003	2	1	9	4	1	1	9	1
Weighted	1003	7	3	7	11	2	2	5	0
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	2 100%	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Norwich, Morrisons	Eye, Morrisons	Eye, Co-Op	Holbrook, Co-Op	Stow market, Countdown	Diss, Co-Op	Walton, Co-Op	Woodbridge, Co-Op	Felixstowe, Co-Op
Base										
Unweighted	1003	1	1	3	1	1	1	2	2	2
Weighted	1003	0	0	1	1	0	0	2	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	0 100%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Brantham, Co-Op	Hadleigh, Co-Op	Lowestoft, Lidl	Southwold, Co-Op	Beccles, Londis	Capel St Mary, Co-Op	Felixstowe, Morrisons	Leiston, Co-Op	Keslingland, Morrisons
Base										
Unweighted	1003	3	1	1	1	1	4	3	1	1
Weighted	1003	1	1	0	0	1	2	2	0	0
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Beccles, Morrisons	Bungay, Co-Op	Aldeburgh, Co-Op	Rosehill, Co-Op	Framlington, Co-Op
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	1	1	0
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Aldi, 14 Meredith Road	Sudbury, Aldi, Girling Street	Colchester, Asda, Turner Rise	Ipswich, Asda, Whitehouse Industrial Estate	Stowmarket, Asda, Wilkes Way
Base						
Unweighted	1003	5	4	7	11	12
Weighted	1003	5	3	17	11	7
Diss, Morrisons	16 2%	- -	- -	- -	- -	1 15%
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	0 4%
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	0 4%
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harleston, Budgens, Bullock Fair Close	Woodbridge, Budgens, The Thoroughfare	Beccles, Rainbow, Gosford Road	Carlton Colville, Rainbow, Ashburnham Way
Base					
Unweighted	1003	2	7	5	1
Weighted	1003	1	4	2	0
Diss, Morrisons	16 2%	0 50%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	0 50%	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Diss, Rainbow, 133 Victoria Road	Halesworth, Rainbow, Saxons Way	Felixstowe, Solar Superstore, Hamilton Road	Framlingham, Solar Superstore, Market Hill
Base					
Unweighted	1003	4	5	5	7
Weighted	1003	1	3	5	5
Diss, Morrisons	16 2%	0 23%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	0 32%	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	0 23%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	1 23%	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	0 8%	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	0 8%	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	1 15%	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	4 70%	3 63%
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Halstead, Solar Superstore, Weavers Court	Leiston, Solar Superstore, Sizewell Road	Stow market, Solar Superstore, Combs Lane	Bury St Edmunds, Iceland, 5-6 Cornhill
Base					
Unweighted	1003	6	5	2	4
Weighted	1003	5	2	1	4
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	2 38%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, Iceland, Unit 7, Tollgate Centre	Ipswich, Iceland, 23-31 St Matthews Street	Sudbury, Iceland, 93 North Street	Colchester, Lidl, St Johns Walk
Base					
Unweighted	1003	1	1	1	1
Weighted	1003	3	0	1	1
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries		
		Bury St Edmunds, Marks & Spencer, 23 Buttermarket	Colchester, Marks & Spencer, 38 High Street	Felixstowe, Marks & Spencer, 55 Hamilton Road
Base				
Unweighted	1003	3	1	1
Weighted	1003	3	2	1
Diss, Morrisons	16 2%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	1 100%
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Ipswich, Marks & Spencer, 16-26 Westgate Street	Clacton-on-Sea, Morrisons, Little Clacton	Ipswich, Morrisons, Sproughton Road	Bury St Edmunds, Roys Wroxham, Risbygate Street
Base					
Unweighted	1003	12	12	9	1
Weighted	1003	7	34	5	1
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Sudbury, Roys Wroxham, Great Eastern Road	Beccles, Safeway, George Westwood Way	Diss, Safeway, 146 Victoria Road	Felixstowe, Safeway, Grange Farm Park
Base					
Unweighted	1003	1	1	11	2
Weighted	1003	1	0	5	1
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	1 24%	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	2 32%	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	1 23%	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	1 100%
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harwich, Safeway, Parkeston	Braintree, J Sainsbury, 1 Tofts Walk	Bury St Edmunds, J Sainsbury, Moreton Hall	Colchester, J Sainsbury, 14 Priory Walk
Base					
Unweighted	1003	2	1	11	3
Weighted	1003	7	1	10	7
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, J Sainsbury, Stanway	Ipswich, J Sainsbury, 40 Hadleigh Road	Ipswich, J Sainsbury, TC/Upper Brook Street	Ipswich, J Sainsbury, Warren Heath
Base					
Unweighted	1003	6	14	5	9
Weighted	1003	16	10	6	7
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Bury St Edmunds, Somerfield, Mildenhall Road	Clacton, Somerfield, 39-43 High Street	Diss, Somerfield, 37-38 Mere Street	Halstead, Somerfield, High Street
Base					
Unweighted	1003	5	2	11	8
Weighted	1003	6	8	5	5
Diss, Morrisons	16 2%	- -	- -	3 67%	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	0 10%	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	0 8%	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	0 8%	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	1 18%

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Lowestoft, Somerfield, 112 London Road	Saxmundham, Somerfield, Church Street	Southwold, Somerfield, 2 Market Place	Sudbury, Somerfield, 100 East Street
Base					
Unweighted	1003	1	12	1	9
Weighted	1003	1	8	0	6
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	0 5%	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Braintree, Tesco, Great Notley	Brandon, Tesco, London Road	Bury St Edmunds, Tesco, St Saviours	Colchester, Tesco, Greenstead Road	Colchester, Tesco, Highwoods Square
Base						
Unweighted	1003	1	1	8	9	11
Weighted	1003	1	0	9	26	31
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Tesco, Martlesham Heath	Ipswich, Tesco, Kesgrave	Stowmarket, Tesco, Cedars Park	Sudbury, Tesco, Springlands Way	Thetford, Tesco, Kilverstone
Base						
Unweighted	1003	28	9	14	16	2
Weighted	1003	32	10	12	12	2
Diss, Morrisons	16 2%	- -	- -	- -	- -	1 51%
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	0 5%	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	3 8%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	0 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Witham, Tesco, The Grove Centre	Ipswich, Tesco Extra, Copdock Interchange	Clacton, Tesco Metro, 28 Station Road	Felixstowe, Tesco Metro, 88 Hamilton Road
Base					
Unweighted	1003	1	15	2	7
Weighted	1003	2	14	4	8
Diss, Morrisons	16 2%	- -	0 3%	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	2 18%	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	2 14%	- -	3 36%
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	3 33%
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	1 7%
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries					
		Bury St Edmunds, Waitrose, Robert Boby Way	Sudbury, Waitrose, Station Road	Don't do 'top up' shop	Hadley, Co-Op	Sible Hedingham, Co-Op	Halstead, Co-Op
Base							
Unweighted	1003	18	16	346	1	2	2
Weighted	1003	15	15	301	1	2	1
Diss, Morrisons	16 2%	- -	- -	7 2%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	2 1%	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	4 1%	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	1 0%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	2 1%	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	9 3%	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	2 1%	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	1 4%	1 0%	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	1 0%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	1 100%	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	7 2%	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	1 46%
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Sudbury, Co-Op	Long Melford, Co-Op	Local shops	Stowmarket, Co-Op	Barham, Co-Op	Bramford, Co-Op	Bildeston, Co-Op	Haughley, Co-Op	Colchester, Co-Op
Base										
Unweighted	1003	3	1	157	6	2	2	1	1	8
Weighted	1003	3	1	169	3	1	2	1	0	21
Diss, Morrisons	16 2%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	0 0%	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	0 0%	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	1 0%	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	0 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	1 0%	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries							
		Tollgate, Sainsburys	Dovercourt, Co-Op	Ipswich, Co-Op	Harwich, Somerfield	Harwich, Morrisons	Clacton-on- Sea, Co-Op	Diss, Morrisons	Norwich, Sainsburys
Base									
Unweighted	1003	2	1	9	4	1	1	9	1
Weighted	1003	7	3	7	11	2	2	5	0
Diss, Morrisons	16 2%	-	-	-	-	-	-	1 23%	-
Diss, Rainbow, 133 Victoria Road	3 0%	-	-	-	-	-	-	-	-
Diss, Safeway, 146 Victoria Road	7 1%	-	-	-	-	-	-	-	-
Diss, Somerfield, 37- 38 Mere Street	4 0%	-	-	-	-	-	-	0 7%	-
Don't visit (shop via internet/telephone)	8 1%	-	-	-	-	-	-	-	-
Dovercourt, Co-Op	3 0%	-	3 100%	-	-	-	-	-	-
Eye, Co-Op	0 0%	-	-	-	-	-	-	-	-
Felixstowe, Co-Op	0 0%	-	-	-	-	-	-	-	-
Felixstowe, Morrisons	15 1%	-	-	-	-	-	-	-	-
Felixstowe, Safeway, Grange Farm Park	1 0%	-	-	-	-	-	-	-	-
Felixstowe, Solar Superstore, Hamilton Road	5 1%	-	-	-	-	-	-	-	-
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	-	-	-	-	-	-	-	-
Framlingham, Solar Superstore, Market Hill	11 1%	-	-	-	-	-	-	-	-
Hadley, Co-Op	1 0%	-	-	-	-	-	-	-	-
Halesworth, Rainbow, Saxons Way	8 1%	-	-	-	-	-	-	-	-
Halstead, Co-Op	1 0%	-	-	-	-	-	-	-	-
Halstead, Solar Superstore, Weavers Court	3 0%	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Norwich, Morrisons	Eye, Morrisons	Eye, Co-Op	Holbrook, Co-Op	Stow market, Countdown	Diss, Co-Op	Walton, Co-Op	Woodbridge, Co-Op	Felixstowe, Co-Op
Base										
Unweighted	1003	1	1	3	1	1	1	2	2	2
Weighted	1003	0	0	1	1	0	0	2	1	1
Diss, Morrisons	16 2%	- -	- -	0 26%	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	0 32%	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 40%
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 60%
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Brantham, Co-Op	Hadleigh, Co-Op	Lowestoft, Lidl	Southwold, Co-Op	Beccles, Londis	Capel St Mary, Co-Op	Felixstowe, Morrisons	Leiston, Co-Op	Keslingland, Morrisons
Base										
Unweighted	1003	3	1	1	1	1	4	3	1	1
Weighted	1003	1	1	0	0	1	2	2	0	0
Diss, Morrisons	16 2%	-	-	-	-	-	-	-	-	-
Diss, Rainbow, 133 Victoria Road	3 0%	-	-	-	-	-	-	-	-	-
Diss, Safeway, 146 Victoria Road	7 1%	-	-	-	-	-	-	-	-	-
Diss, Somerfield, 37- 38 Mere Street	4 0%	-	-	-	-	-	-	-	-	-
Don't visit (shop via internet/telephone)	8 1%	-	-	-	-	-	-	-	-	-
Dovercourt, Co-Op	3 0%	-	-	-	-	-	-	-	-	-
Eye, Co-Op	0 0%	-	-	-	-	-	-	-	-	-
Felixstowe, Co-Op	0 0%	-	-	-	-	-	-	-	-	-
Felixstowe, Morrisons	15 1%	-	-	-	-	-	-	0 17%	-	-
Felixstowe, Safeway, Grange Farm Park	1 0%	-	-	-	-	-	-	-	-	-
Felixstowe, Solar Superstore, Hamilton Road	5 1%	-	-	-	-	-	-	-	-	-
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	-	-	-	-	-	-	1 58%	-	-
Framlingham, Solar Superstore, Market Hill	11 1%	-	-	-	-	-	-	-	-	-
Hadley, Co-Op	1 0%	-	-	-	-	-	-	-	-	-
Halesworth, Rainbow, Saxons Way	8 1%	-	-	0 100%	-	-	-	-	-	0 100%
Halstead, Co-Op	1 0%	-	-	-	-	-	-	-	-	-
Halstead, Solar Superstore, Weavers Court	3 0%	-	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Beccles, Morrisons	Bungay, Co-Op	Aldeburgh, Co-Op	Rosehill, Co-Op	Framlington, Co-Op
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	1	1	0
Diss, Morrisons	16 2%	-	-	-	-	-
Diss, Rainbow, 133 Victoria Road	3 0%	-	-	-	-	-
Diss, Safeway, 146 Victoria Road	7 1%	-	-	-	-	-
Diss, Somerfield, 37- 38 Mere Street	4 0%	-	-	-	-	-
Don't visit (shop via internet/telephone)	8 1%	-	-	-	-	-
Dovercourt, Co-Op	3 0%	-	-	-	-	-
Eye, Co-Op	0 0%	-	-	-	-	-
Felixstowe, Co-Op	0 0%	-	-	-	-	-
Felixstowe, Morrisons	15 1%	-	-	-	-	-
Felixstowe, Safeway, Grange Farm Park	1 0%	-	-	-	-	-
Felixstowe, Solar Superstore, Hamilton Road	5 1%	-	-	-	-	-
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	-	-	-	-	-
Framlingham, Solar Superstore, Market Hill	11 1%	-	-	-	-	-
Hadley, Co-Op	1 0%	-	-	-	-	-
Halesworth, Rainbow, Saxons Way	8 1%	-	-	-	-	-
Halstead, Co-Op	1 0%	-	-	-	-	-
Halstead, Solar Superstore, Weavers Court	3 0%	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Aldi, 14 Meredith Road	Sudbury, Aldi, Girling Street	Colchester, Asda, Turner Rise	Ipswich, Asda, Whitehouse Industrial Estate	Stowmarket, Asda, Wilkes Way
Base						
Unweighted	1003	5	4	7	11	12
Weighted	1003	5	3	17	11	7
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	3 57%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	2 43%	- -	- -	1 7%	1 9%
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	1 3%	1 6%	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harleston, Budgens, Bullock Fair Close	Woodbridge, Budgens, The Thoroughfare	Beccles, Rainbow, Gosford Road	Carlton Colville, Rainbow, Ashburnham Way
Base					
Unweighted	1003	2	7	5	1
Weighted	1003	1	4	2	0
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Diss, Rainbow, 133 Victoria Road	Halesworth, Rainbow, Saxons Way	Felixstowe, Solar Superstore, Hamilton Road	Framlingham, Solar Superstore, Market Hill
Base					
Unweighted	1003	4	5	5	7
Weighted	1003	1	3	5	5
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Halstead, Solar Superstore, Weavers Court	Leiston, Solar Superstore, Sizewell Road	Stow market, Solar Superstore, Combs Lane	Bury St Edmunds, Iceland, 5-6 Cornhill
Base					
Unweighted	1003	6	5	2	4
Weighted	1003	5	2	1	4
Halstead, Somerfield, High Street	7 1%	2 30%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, Iceland, Unit 7, Tollgate Centre	Ipswich, Iceland, 23-31 St Matthews Street	Sudbury, Iceland, 93 North Street	Colchester, Lidl, St Johns Walk
Base					
Unweighted	1003	1	1	1	1
Weighted	1003	3	0	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	0 100%	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries		
		Bury St Edmunds, Marks & Spencer, 23 Buttermarket	Colchester, Marks & Spencer, 38 High Street	Felixstowe, Marks & Spencer, 55 Hamilton Road
Base				
Unweighted	1003	3	1	1
Weighted	1003	3	2	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Ipswich, Marks & Spencer, 16-26 Westgate Street	Clacton-on-Sea, Morrisons, Little Clacton	Ipswich, Morrisons, Sproughton Road	Bury St Edmunds, Roys Wroxham, Risbygate Street
Base					
Unweighted	1003	12	12	9	1
Weighted	1003	7	34	5	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	0 6%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	1 17%	- -	3 60%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	2 33%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	1 16%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	0 7%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Sudbury, Roys Wroxham, Great Eastern Road	Beccles, Safeway, George Westwood Way	Diss, Safeway, 146 Victoria Road	Felixstowe, Safeway, Grange Farm Park
Base					
Unweighted	1003	1	1	11	2
Weighted	1003	1	0	5	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harwich, Safeway, Parkeston	Braintree, J Sainsbury, 1 Tofts Walk	Bury St Edmunds, J Sainsbury, Moreton Hall	Colchester, J Sainsbury, 14 Priory Walk
Base					
Unweighted	1003	2	1	11	3
Weighted	1003	7	1	10	7
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	5 70%	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, J Sainsbury, Stanway	Ipswich, J Sainsbury, 40 Hadleigh Road	Ipswich, J Sainsbury, TC/Upper Brook Street	Ipswich, J Sainsbury, Warren Heath
Base					
Unweighted	1003	6	14	5	9
Weighted	1003	16	10	6	7
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	0 3%	4 38%	1 18%	- -
Ipswich, Co-Op	4 0%	- -	- -	2 30%	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	1 3%	1 7%	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	1 12%
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Bury St Edmunds, Somerfield, Mildenhall Road	Clacton, Somerfield, 39-43 High Street	Diss, Somerfield, 37-38 Mere Street	Halstead, Somerfield, High Street
Base					
Unweighted	1003	5	2	11	8
Weighted	1003	6	8	5	5
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	4 66%
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Lowestoft, Somerfield, 112 London Road	Saxmundham, Somerfield, Church Street	Southwold, Somerfield, 2 Market Place	Sudbury, Somerfield, 100 East Street
Base					
Unweighted	1003	1	12	1	9
Weighted	1003	1	8	0	6
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	0 6%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Braintree, Tesco, Great Notley	Brandon, Tesco, London Road	Bury St Edmunds, Tesco, St Saviours	Colchester, Tesco, Greenstead Road	Colchester, Tesco, Highwoods Square
Base						
Unweighted	1003	1	1	8	9	11
Weighted	1003	1	0	9	26	31
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	0 100%	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Tesco, Martlesham Heath	Ipswich, Tesco, Kesgrave	Stowmarket, Tesco, Cedars Park	Sudbury, Tesco, Springlands Way	Thetford, Tesco, Kilverstone
Base						
Unweighted	1003	28	9	14	16	2
Weighted	1003	32	10	12	12	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	4 12%	1 13%	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	1 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	6 20%	3 27%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Witham, Tesco, The Grove Centre	Ipswich, Tesco Extra, Copdock Interchange	Clacton, Tesco Metro, 28 Station Road	Felixstowe, Tesco Metro, 88 Hamilton Road
Base					
Unweighted	1003	1	15	2	7
Weighted	1003	2	14	4	8
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	3 18%	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	2 18%	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	1 10%	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries					
		Bury St Edmunds, Waitrose, Robert Boby Way	Sudbury, Waitrose, Station Road	Don't do 'top up' shop	Hadley, Co-Op	Sible Hedingham, Co-Op	Halstead, Co-Op
Base							
Unweighted	1003	18	16	346	1	2	2
Weighted	1003	15	15	301	1	2	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	1 54%
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	1 0%	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	0 0%	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	2 1%	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	26 9%	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	1 0%	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	1 0%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	1 0%	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	14 5%	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	2 1%	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	0 0%	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	5 2%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	2 1%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	14 5%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Sudbury, Co-Op	Long Melford, Co-Op	Local shops	Stowmarket, Co-Op	Barham, Co-Op	Bramford, Co-Op	Bildeston, Co-Op	Haughley, Co-Op	Colchester, Co-Op
Base										
Unweighted	1003	3	1	157	6	2	2	1	1	8
Weighted	1003	3	1	169	3	1	2	1	0	21
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	1 0%	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	5 3%	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	8 5%	- -	0 50%	2 72%	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	5 3%	- -	- -	- -	1 100%	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	0 12%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	12 7%	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries							
		Tollgate, Sainsburys	Dovercourt, Co-Op	Ipswich, Co-Op	Harwich, Somerfield	Harwich, Morrisons	Clacton-on-Sea, Co-Op	Diss, Morrisons	Norwich, Sainsburys
Base									
Unweighted	1003	2	1	9	4	1	1	9	1
Weighted	1003	7	3	7	11	2	2	5	0
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	6 55%	2 100%	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	4 41%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	0 9%	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	3 37%	0 3%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	2 25%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	1 7%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	1 13%	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Norwich, Morrisons	Eye, Morrisons	Eye, Co-Op	Holbrook, Co-Op	Stow market, Countdown	Diss, Co-Op	Walton, Co-Op	Woodbridge, Co-Op	Felixstowe, Co-Op
Base										
Unweighted	1003	1	1	3	1	1	1	2	2	2
Weighted	1003	0	0	1	1	0	0	2	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Brantham, Co-Op	Hadleigh, Co-Op	Lowestoft, Lidl	Southwold, Co-Op	Beccles, Londis	Capel St Mary, Co-Op	Felixstowe, Morrisons	Leiston, Co-Op	Keslingland, Morrisons
Base										
Unweighted	1003	3	1	1	1	1	4	3	1	1
Weighted	1003	1	1	0	0	1	2	2	0	0
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	0 27%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	0 14%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Beccles, Morrisons	Bungay, Co-Op	Aldeburgh, Co-Op	Rosehill, Co-Op	Framlington, Co-Op
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	1	1	0
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	1 100%	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Aldi, 14 Meredith Road	Sudbury, Aldi, Girling Street	Colchester, Asda, Turner Rise	Ipswich, Asda, Whitehouse Industrial Estate	Stowmarket, Asda, Wilkes Way
Base						
Unweighted	1003	5	4	7	11	12
Weighted	1003	5	3	17	11	7
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	3 25%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	1 11%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	5 42%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	0 3%	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harleston, Budgens, Bullock Fair Close	Woodbridge, Budgens, The Thoroughfare	Beccles, Rainbow, Gosford Road	Carlton Colville, Rainbow, Ashburnham Way
Base					
Unweighted	1003	2	7	5	1
Weighted	1003	1	4	2	0
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	1 12%	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	2 53%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	0 9%	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	1 50%	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Diss, Rainbow, 133 Victoria Road	Halesworth, Rainbow, Saxons Way	Felixstowe, Solar Superstore, Hamilton Road	Framlingham, Solar Superstore, Market Hill
Base					
Unweighted	1003	4	5	5	7
Weighted	1003	1	3	5	5
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	0 11%	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	1 22%	- -	2 37%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Halstead, Solar Superstore, Weavers Court	Leiston, Solar Superstore, Sizewell Road	Stow market, Solar Superstore, Combs Lane	Bury St Edmunds, Iceland, 5-6 Cornhill
Base					
Unweighted	1003	6	5	2	4
Weighted	1003	5	2	1	4
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	0 14%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	0 14%	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	1 71%	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, Iceland, Unit 7, Tollgate Centre	Ipswich, Iceland, 23-31 St Matthews Street	Sudbury, Iceland, 93 North Street	Colchester, Lidl, St Johns Walk
Base					
Unweighted	1003	1	1	1	1
Weighted	1003	3	0	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries		
		Bury St Edmunds, Marks & Spencer, 23 Buttermarket	Colchester, Marks & Spencer, 38 High Street	Felixstowe, Marks & Spencer, 55 Hamilton Road
Base				
Unweighted	1003	3	1	1
Weighted	1003	3	2	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -
Local shops	38 4%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Ipswich, Marks & Spencer, 16-26 Westgate Street	Clacton-on-Sea, Morrisons, Little Clacton	Ipswich, Morrisons, Sproughton Road	Bury St Edmunds, Roys Wroxham, Risbygate Street
Base					
Unweighted	1003	12	12	9	1
Weighted	1003	7	34	5	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	1 19%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	1 14%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	0 7%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	1 7%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Sudbury, Roys Wroxham, Great Eastern Road	Beccles, Safeway, George Westwood Way	Diss, Safeway, 146 Victoria Road	Felixstowe, Safeway, Grange Farm Park
Base					
Unweighted	1003	1	1	11	2
Weighted	1003	1	0	5	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	0 100%	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	0 6%	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harwich, Safeway, Parkeston	Braintree, J Sainsbury, 1 Tofts Walk	Bury St Edmunds, J Sainsbury, Moreton Hall	Colchester, J Sainsbury, 14 Priory Walk
Base					
Unweighted	1003	2	1	11	3
Weighted	1003	7	1	10	7
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, J Sainsbury, Stanway	Ipswich, J Sainsbury, 40 Hadleigh Road	Ipswich, J Sainsbury, TC/Upper Brook Street	Ipswich, J Sainsbury, Warren Heath
Base					
Unweighted	1003	6	14	5	9
Weighted	1003	16	10	6	7
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	2 21%	3 51%	0 6%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	2 22%	- -	1 16%
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	2 24%
Ipswich, Tesco, Martlesham Heath	54 5%	- -	1 13%	- -	2 24%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	1 17%
Lowestoft, Safeway, Gilesham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Bury St Edmunds, Somerfield, Mildenhall Road	Clacton, Somerfield, 39-43 High Street	Diss, Somerfield, 37-38 Mere Street	Halstead, Somerfield, High Street
Base					
Unweighted	1003	5	2	11	8
Weighted	1003	6	8	5	5
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	0 8%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Lowestoft, Somerfield, 112 London Road	Saxmundham, Somerfield, Church Street	Southwold, Somerfield, 2 Market Place	Sudbury, Somerfield, 100 East Street
Base					
Unweighted	1003	1	12	1	9
Weighted	1003	1	8	0	6
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	1 8%	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	4 50%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	1 7%	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	1 100%	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	1 7%	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	2 24%	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Braintree, Tesco, Great Notley	Brandon, Tesco, London Road	Bury St Edmunds, Tesco, St Saviours	Colchester, Tesco, Greenstead Road	Colchester, Tesco, Highwoods Square
Base						
Unweighted	1003	1	1	8	9	11
Weighted	1003	1	0	9	26	31
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	1 4%	1 3%
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Tesco, Martlesham Heath	Ipswich, Tesco, Kesgrave	Stowmarket, Tesco, Cedars Park	Sudbury, Tesco, Springlands Way	Thetford, Tesco, Kilverstone
Base						
Unweighted	1003	28	9	14	16	2
Weighted	1003	32	10	12	12	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	1 6%	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	1 12%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	1 2%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	1 4%	3 37%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	12 38%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	1 2%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	4 11%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Witham, Tesco, The Grove Centre	Ipswich, Tesco Extra, Copdock Interchange	Clacton, Tesco Metro, 28 Station Road	Felixstowe, Tesco Metro, 88 Hamilton Road
Base					
Unweighted	1003	1	15	2	7
Weighted	1003	2	14	4	8
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	2 13%	- -	2 24%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	1 6%	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilesham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries					
		Bury St Edmunds, Waitrose, Robert Boby Way	Sudbury, Waitrose, Station Road	Don't do 'top up' shop	Hadley, Co-Op	Sible Hedingham, Co-Op	Halstead, Co-Op
Base							
Unweighted	1003	18	16	346	1	2	2
Weighted	1003	15	15	301	1	2	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	13 4%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	5 2%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	4 1%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	15 5%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	1 0%	- -	- -	- -
Local shops	38 4%	- -	- -	17 6%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	2 1%	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	5 2%	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	0 0%	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	1 0%	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	1 0%	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	3 1%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Sudbury, Co-Op	Long Melford, Co-Op	Local shops	Stowmarket, Co-Op	Barham, Co-Op	Bramford, Co-Op	Bildeston, Co-Op	Haughley, Co-Op	Colchester, Co-Op
Base										
Unweighted	1003	3	1	157	6	2	2	1	1	8
Weighted	1003	3	1	169	3	1	2	1	0	21
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	0 0%	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	9 5%	1 23%	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	23 14%	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	8 5%	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	17 10%	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	0 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	1 0%	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries							
		Tollgate, Sainsburys	Dovercourt, Co-Op	Ipswich, Co-Op	Harwich, Somerfield	Harwich, Morrisons	Clacton-on- Sea, Co-Op	Diss, Morrisons	Norwich, Sainsburys
Base									
Unweighted	1003	2	1	9	4	1	1	9	1
Weighted	1003	7	3	7	11	2	2	5	0
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	1 8%	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	1 9%	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	0 7%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	0 100%
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	3 53%	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Norwich, Morrisons	Eye, Morrisons	Eye, Co-Op	Holbrook, Co-Op	Stow market, Countdown	Diss, Co-Op	Walton, Co-Op	Woodbridge, Co-Op	Felixstowe, Co-Op
Base										
Unweighted	1003	1	1	3	1	1	1	2	2	2
Weighted	1003	0	0	1	1	0	0	2	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	1 100%	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -	0 50%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	0 100%	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	0 100%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Brantham, Co-Op	Hadleigh, Co-Op	Lowestoft, Lidl	Southwold, Co-Op	Beccles, Londis	Capel St Mary, Co-Op	Felixstowe, Morrisons	Leiston, Co-Op	Keslingland, Morrisons
Base										
Unweighted	1003	3	1	1	1	1	4	3	1	1
Weighted	1003	1	1	0	0	1	2	2	0	0
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	1 73%	1 100%	- -	- -	- -	1 29%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	1 58%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	1 25%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	0 100%	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Beccles, Morrisons	Bungay, Co-Op	Aldeburgh, Co-Op	Rosehill, Co-Op	Framlington, Co-Op
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	1	1	0
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	1 100%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Aldi, 14 Meredith Road	Sudbury, Aldi, Girling Street	Colchester, Asda, Turner Rise	Ipswich, Asda, Whitehouse Industrial Estate	Stow market, Asda, Wilkes Way
Base						
Unweighted	1003	5	4	7	11	12
Weighted	1003	5	3	17	11	7
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	1 7%	4 57%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	1 20%	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	4 20%	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	1 30%	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	1 30%	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harleston, Budgens, Bullock Fair Close	Woodbridge, Budgens, The Thoroughfare	Beccles, Rainbow, Gosford Road	Carlton Colville, Rainbow, Ashburnham Way
Base					
Unweighted	1003	2	7	5	1
Weighted	1003	1	4	2	0
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Diss, Rainbow, 133 Victoria Road	Halesworth, Rainbow, Saxons Way	Felixstowe, Solar Superstore, Hamilton Road	Framlingham, Solar Superstore, Market Hill
Base					
Unweighted	1003	4	5	5	7
Weighted	1003	1	3	5	5
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	0 23%	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Halstead, Solar Superstore, Weavers Court	Leiston, Solar Superstore, Sizewell Road	Stow market, Solar Superstore, Combs Lane	Bury St Edmunds, Iceland, 5-6 Cornhill
Base					
Unweighted	1003	6	5	2	4
Weighted	1003	5	2	1	4
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	1 100%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, Iceland, Unit 7, Tollgate Centre	Ipswich, Iceland, 23-31 St Matthews Street	Sudbury, Iceland, 93 North Street	Colchester, Lidl, St Johns Walk
Base					
Unweighted	1003	1	1	1	1
Weighted	1003	3	0	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	1 100%	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries		
		Bury St Edmunds, Marks & Spencer, 23 Buttermarket	Colchester, Marks & Spencer, 38 High Street	Felixstowe, Marks & Spencer, 55 Hamilton Road
Base				
Unweighted	1003	3	1	1
Weighted	1003	3	2	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -
Sidcup, J Sainsbury	1 0%	1 25%	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Ipswich, Marks & Spencer, 16-26 Westgate Street	Clacton-on-Sea, Morrisons, Little Clacton	Ipswich, Morrisons, Sproughton Road	Bury St Edmunds, Roys Wroxham, Risbygate Street
Base					
Unweighted	1003	12	12	9	1
Weighted	1003	7	34	5	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	0 7%	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Sudbury, Roys Wroxham, Great Eastern Road	Beccles, Safeway, George Westwood Way	Diss, Safeway, 146 Victoria Road	Felixstowe, Safeway, Grange Farm Park
Base					
Unweighted	1003	1	1	11	2
Weighted	1003	1	0	5	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	0 9%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	0 6%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	1 100%	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harwich, Safeway, Parkeston	Braintree, J Sainsbury, 1 Tofts Walk	Bury St Edmunds, J Sainsbury, Moreton Hall	Colchester, J Sainsbury, 14 Priory Walk
Base					
Unweighted	1003	2	1	11	3
Weighted	1003	7	1	10	7
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	3 26%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, J Sainsbury, Stanway	Ipswich, J Sainsbury, 40 Hadleigh Road	Ipswich, J Sainsbury, TC/Upper Brook Street	Ipswich, J Sainsbury, Warren Heath
Base					
Unweighted	1003	6	14	5	9
Weighted	1003	16	10	6	7
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Bury St Edmunds, Somerfield, Mildenhall Road	Clacton, Somerfield, 39-43 High Street	Diss, Somerfield, 37-38 Mere Street	Halstead, Somerfield, High Street
Base					
Unweighted	1003	5	2	11	8
Weighted	1003	6	8	5	5
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Lowestoft, Somerfield, 112 London Road	Saxmundham, Somerfield, Church Street	Southwold, Somerfield, 2 Market Place	Sudbury, Somerfield, 100 East Street
Base					
Unweighted	1003	1	12	1	9
Weighted	1003	1	8	0	6
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	0 100%	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	2 30%
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	2 32%
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	2 32%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Braintree, Tesco, Great Notley	Brandon, Tesco, London Road	Bury St Edmunds, Tesco, St Saviours	Colchester, Tesco, Greenstead Road	Colchester, Tesco, Highwoods Square
Base						
Unweighted	1003	1	1	8	9	11
Weighted	1003	1	0	9	26	31
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	1 8%	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Tesco, Martlesham Heath	Ipswich, Tesco, Kesgrave	Stowmarket, Tesco, Cedars Park	Sudbury, Tesco, Springlands Way	Thetford, Tesco, Kilverstone
Base						
Unweighted	1003	28	9	14	16	2
Weighted	1003	32	10	12	12	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	10 79%	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	1 11%	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	9 77%	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	1 49%
Thetford, Tesco, Kilverstone	2 0%	- -	- -	1 10%	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Witham, Tesco, The Grove Centre	Ipswich, Tesco Extra, Copdock Interchange	Clacton, Tesco Metro, 28 Station Road	Felixstowe, Tesco Metro, 88 Hamilton Road
Base					
Unweighted	1003	1	15	2	7
Weighted	1003	2	14	4	8
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries					
		Bury St Edmunds, Waitrose, Robert Boby Way	Sudbury, Waitrose, Station Road	Don't do 'top up' shop	Hadley, Co-Op	Sible Hedingham, Co-Op	Halstead, Co-Op
Base							
Unweighted	1003	18	16	346	1	2	2
Weighted	1003	15	15	301	1	2	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	1 50%	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	1 0%	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	12 4%	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	1 0%	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	5 2%	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	1 50%	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	7 2%	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	14 92%	6 2%	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	0 0%	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	5 2%	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Sudbury, Co-Op	Long Melford, Co-Op	Local shops	Stowmarket, Co-Op	Barham, Co-Op	Bramford, Co-Op	Bildeston, Co-Op	Haughley, Co-Op	Colchester, Co-Op
Base										
Unweighted	1003	3	1	157	6	2	2	1	1	8
Weighted	1003	3	1	169	3	1	2	1	0	21
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	4 2%	1 30%	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	0 12%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	1 1%	1 23%	- -	- -	- -	0 100%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	1 48%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	1 52%	1 100%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	5 3%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries							
		Tollgate, Sainsburys	Dovercourt, Co-Op	Ipswich, Co-Op	Harwich, Somerfield	Harwich, Morrisons	Clacton-on- Sea, Co-Op	Diss, Morrisons	Norwich, Sainsburys
Base									
Unweighted	1003	2	1	9	4	1	1	9	1
Weighted	1003	7	3	7	11	2	2	5	0
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	7 100%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Norwich, Morrisons	Eye, Morrisons	Eye, Co-Op	Holbrook, Co-Op	Stow market, Countdown	Diss, Co-Op	Walton, Co-Op	Woodbridge, Co-Op	Felixstowe, Co-Op
Base										
Unweighted	1003	1	1	3	1	1	1	2	2	2
Weighted	1003	0	0	1	1	0	0	2	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	1 41%	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	0 100%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Brantham, Co-Op	Hadleigh, Co-Op	Lowestoft, Lidl	Southwold, Co-Op	Beccles, Londis	Capel St Mary, Co-Op	Felixstowe, Morrisons	Leiston, Co-Op	Keslingland, Morrisons
Base										
Unweighted	1003	3	1	1	1	1	4	3	1	1
Weighted	1003	1	1	0	0	1	2	2	0	0
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	0 100%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Beccles, Morrisons	Bungay, Co-Op	Aldeburgh, Co-Op	Rosehill, Co-Op	Framlington, Co-Op
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	1	1	0
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	0 100%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Aldi, 14 Meredith Road	Sudbury, Aldi, Girling Street	Colchester, Asda, Turner Rise	Ipswich, Asda, Whitehouse Industrial Estate	Stow market, Asda, Wilkes Way
Base						
Unweighted	1003	5	4	7	11	12
Weighted	1003	5	3	17	11	7
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harleston, Budgens, Bullock Fair Close	Woodbridge, Budgens, The Thoroughfare	Beccles, Rainbow, Gosford Road	Carlton Colville, Rainbow, Ashburnham Way
Base					
Unweighted	1003	2	7	5	1
Weighted	1003	1	4	2	0
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	1 26%	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Diss, Rainbow, 133 Victoria Road	Halesworth, Rainbow, Saxons Way	Felixstowe, Solar Superstore, Hamilton Road	Framlingham, Solar Superstore, Market Hill
Base					
Unweighted	1003	4	5	5	7
Weighted	1003	1	3	5	5
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Halstead, Solar Superstore, Weavers Court	Leiston, Solar Superstore, Sizewell Road	Stow market, Solar Superstore, Combs Lane	Bury St Edmunds, Iceland, 5-6 Cornhill
Base					
Unweighted	1003	6	5	2	4
Weighted	1003	5	2	1	4
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, Iceland, Unit 7, Tollgate Centre	Ipswich, Iceland, 23-31 St Matthews Street	Sudbury, Iceland, 93 North Street	Colchester, Lidl, St Johns Walk
Base					
Unweighted	1003	1	1	1	1
Weighted	1003	3	0	1	1
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries		
		Bury St Edmunds, Marks & Spencer, 23 Buttermarket	Colchester, Marks & Spencer, 38 High Street	Felixstowe, Marks & Spencer, 55 Hamilton Road
Base				
Unweighted	1003	3	1	1
Weighted	1003	3	2	1
Walton, Co-Op	5 1%	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Ipswich, Marks & Spencer, 16-26 Westgate Street	Clacton-on-Sea, Morrisons, Little Clacton	Ipswich, Morrisons, Sproughton Road	Bury St Edmunds, Roys Wroxham, Risbygate Street
Base					
Unweighted	1003	12	12	9	1
Weighted	1003	7	34	5	1
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Sudbury, Roys Wroxham, Great Eastern Road	Beccles, Safeway, George Westwood Way	Diss, Safeway, 146 Victoria Road	Felixstowe, Safeway, Grange Farm Park
Base					
Unweighted	1003	1	1	11	2
Weighted	1003	1	0	5	1
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Harwich, Safeway, Parkeston	Braintree, J Sainsbury, 1 Tofts Walk	Bury St Edmunds, J Sainsbury, Moreton Hall	Colchester, J Sainsbury, 14 Priory Walk
Base					
Unweighted	1003	2	1	11	3
Weighted	1003	7	1	10	7
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Colchester, J Sainsbury, Stanway	Ipswich, J Sainsbury, 40 Hadleigh Road	Ipswich, J Sainsbury, TC/Upper Brook Street	Ipswich, J Sainsbury, Warren Heath
Base					
Unweighted	1003	6	14	5	9
Weighted	1003	16	10	6	7
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Bury St Edmunds, Somerfield, Mildenhall Road	Clacton, Somerfield, 39-43 High Street	Diss, Somerfield, 37-38 Mere Street	Halstead, Somerfield, High Street
Base					
Unweighted	1003	5	2	11	8
Weighted	1003	6	8	5	5
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Lowestoft, Somerfield, 112 London Road	Saxmundham, Somerfield, Church Street	Southwold, Somerfield, 2 Market Place	Sudbury, Somerfield, 100 East Street
Base					
Unweighted	1003	1	12	1	9
Weighted	1003	1	8	0	6
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Braintree, Tesco, Great Notley	Brandon, Tesco, London Road	Bury St Edmunds, Tesco, St Saviours	Colchester, Tesco, Greenstead Road	Colchester, Tesco, Highwoods Square
Base						
Unweighted	1003	1	1	8	9	11
Weighted	1003	1	0	9	26	31
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Ipswich, Tesco, Martlesham Heath	Ipswich, Tesco, Kesgrave	Stowmarket, Tesco, Cedars Park	Sudbury, Tesco, Springlands Way	Thetford, Tesco, Kilverstone
Base						
Unweighted	1003	28	9	14	16	2
Weighted	1003	32	10	12	12	2
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	1 12%	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries			
		Witham, Tesco, The Grove Centre	Ipswich, Tesco Extra, Copdock Interchange	Clacton, Tesco Metro, 28 Station Road	Felixstowe, Tesco Metro, 88 Hamilton Road
Base					
Unweighted	1003	1	15	2	7
Weighted	1003	2	14	4	8
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	2 100%	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries					
		Bury St Edmunds, Waitrose, Robert Boby Way	Sudbury, Waitrose, Station Road	Don't do 'top up' shop	Hadley, Co-Op	Sible Hedingham, Co-Op	Halstead, Co-Op
Base							
Unweighted	1003	18	16	346	1	2	2
Weighted	1003	15	15	301	1	2	1
Walton, Co-Op	5 1%	- -	- -	3 1%	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	1 0%	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	1 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Sudbury, Co-Op	Long Melford, Co-Op	Local shops	Stowmarket, Co-Op	Barham, Co-Op	Bramford, Co-Op	Bildeston, Co-Op	Haughley, Co-Op	Colchester, Co-Op
Base										
Unweighted	1003	3	1	157	6	2	2	1	1	8
Weighted	1003	3	1	169	3	1	2	1	0	21
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries							
		Tollgate, Sainsburys	Dovercourt, Co-Op	Ipswich, Co-Op	Harwich, Somerfield	Harwich, Morrisons	Clacton-on- Sea, Co-Op	Diss, Morrisons	Norwich, Sainsburys
Base									
Unweighted	1003	2	1	9	4	1	1	9	1
Weighted	1003	7	3	7	11	2	2	5	0
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Norwich, Morrisons	Eye, Morrisons	Eye, Co-Op	Holbrook, Co-Op	Stow market, Countdown	Diss, Co-Op	Walton, Co-Op	Woodbridge, Co-Op	Felixstowe, Co-Op
Base										
Unweighted	1003	1	1	3	1	1	1	2	2	2
Weighted	1003	0	0	1	1	0	0	2	1	1
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	2 100%	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	0 50%	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries								
		Brantham, Co-Op	Hadleigh, Co-Op	Lowestoft, Lidl	Southwold, Co-Op	Beccles, Londis	Capel St Mary, Co-Op	Felixstowe, Morrisons	Leiston, Co-Op	Keslingland, Morrisons
Base										
Unweighted	1003	3	1	1	1	1	4	3	1	1
Weighted	1003	1	1	0	0	1	2	2	0	0
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting WT1 (V1)

Absolute Break % Respondents	Base	Q6. Where normally buy top-up food/groceries				
		Beccles, Morrisons	Bungay, Co-Op	Aldeburgh, Co-Op	Rosehill, Co-Op	Framlington, Co-Op
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	1	1	0
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Clacton Common Outlet	Colchester	Diss	Felixstowe	Freeport Braintree
Base										
Unweighted	1003	11	88	13	4	5	134	16	26	1
Weighted	1003	12	80	13	8	7	317	7	17	1
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	1 0%	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	1 9%	1 1%	- -	- -	- -	6 2%	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	1 11%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	2 3%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	24 30%	7 57%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Ipswich Town Centre	Ipswich Other	Lakeside	Lowestoft	London City	London West End	Norwich	Stowmarket	Sudbury
Base										
Unweighted	1003	388	24	2	20	5	5	88	23	28
Weighted	1003	291	20	4	10	9	4	57	14	26
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	1 3%	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	1 0%	- -	- -	- -	- -	- -	0 1%	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	2 21%	- -	- -	1 2%	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	1 0%	- -	- -	1 5%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	1 6%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	2 1%	1 7%	- -	- -	- -	- -	5 9%	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Woodbridge	Mail Order/Catalogue	Internet	Braintree	Local stores	Halesworth	Southwold	Clacton	Hulston
Base										
Unweighted	1003	13	48	4	5	9	6	4	14	1
Weighted	1003	8	29	3	4	8	4	2	34	0
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	1 7%	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	0 11%	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	1 17%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear										
		Chester	Harleston	Harwich	Walton	Martlesham Heath	Hadleigh	Beccles	Aldburgh	Abroad	Leiston	Bungay
Base												
Unweighted	1003	1	2	1	1	1	2	3	3	2	1	1
Weighted	1003	2	1	6	2	1	1	1	2	1	1	1
Q3. Where normally buy main food/groceries												
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	1 31%	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	0 22%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -	1 63%	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Clacton Common Outlet	Colchester	Diss	Felixstowe	Freeport Braintree
Base										
Unweighted	1003	11	88	13	4	5	134	16	26	1
Weighted	1003	12	80	13	8	7	317	7	17	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	2 2%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	13 16%	- -	- -	0 7%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	16 20%	4 31%	- -	- -	1 0%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	8 9%	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	4 61%	29 9%	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	38 12%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	23 7%	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	6 2%	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	1 12%	- -	- -	- -	- -	19 6%	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	6 75%	2 28%	50 16%	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	33 10%	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	0 5%	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Ipswich Town Centre	Ipswich Other	Lakeside	Lowestoft	London City	London West End	Norwich	Stowmarket	Sudbury
Base										
Unweighted	1003	388	24	2	20	5	5	88	23	28
Weighted	1003	291	20	4	10	9	4	57	14	26
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	0 0%	- -	- -	- -	1 16%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	1 0%	- -	- -	- -	1 7%	- -	1 2%	- -	1 3%
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	4 1%	- -	- -	- -	6 64%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Woodbridge	Mail Order/Catalogue	Internet	Braintree	Local stores	Halesworth	Southwold	Clacton	Hulston
Base										
Unweighted	1003	13	48	4	5	9	6	4	14	1
Weighted	1003	8	29	3	4	8	4	2	34	0
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	1 5%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	4 13%	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	4 12%	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	14 42%	- -
Colchester, Asda, Turner Rise	39 4%	- -	1 4%	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	0 1%	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear										
		Chester	Harleston	Harwich	Walton	Martlesham Heath	Hadleigh	Beccles	Aldburgh	Abroad	Leiston	Bungay
Base												
Unweighted	1003	1	2	1	1	1	2	3	3	2	1	1
Weighted	1003	2	1	6	2	1	1	1	2	1	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Clacton Common Outlet	Colchester	Diss	Felixstowe	Freeport Braintree
Base										
Unweighted	1003	11	88	13	4	5	134	16	26	1
Weighted	1003	12	80	13	8	7	317	7	17	1
Diss, Morrisons	16	-	2	-	-	-	-	2	-	-
	2%	-	2%	-	-	-	-	24%	-	-
Diss, Rainbow, 133 Victoria Road	3	-	-	-	-	-	-	2	-	-
	0%	-	-	-	-	-	-	21%	-	-
Diss, Safeway, 146 Victoria Road	7	-	1	-	-	-	-	2	-	-
	1%	-	1%	-	-	-	-	31%	-	-
Diss, Somerfield, 37- 38 Mere Street	4	-	-	-	-	-	-	1	-	-
	0%	-	-	-	-	-	-	15%	-	-
Don't visit (shop via internet/telephone)	8	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-
Dovercourt, Co-Op	3	-	-	-	-	-	3	-	-	-
	0%	-	-	-	-	-	1%	-	-	-
Eye, Co-Op	0	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Felixstowe, Co-Op	0	-	-	-	-	-	-	-	0	-
	0%	-	-	-	-	-	-	-	2%	-
Felixstowe, Morrisons	15	-	-	-	-	-	-	-	4	-
	1%	-	-	-	-	-	-	-	26%	-
Felixstowe, Safeway, Grange Farm Park	1	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Felixstowe, Solar Superstore, Hamilton Road	5	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	14%	-
Felixstowe, Tesco Metro, 88 Hamilton Road	6	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	12%	-
Framlingham, Solar Superstore, Market Hill	11	-	-	-	-	-	-	-	1	-
	1%	-	-	-	-	-	-	-	3%	-
Hadley, Co-Op	1	-	-	-	-	-	1	-	-	-
	0%	-	-	-	-	-	0%	-	-	-
Halesworth, Rainbow, Saxons Way	8	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-
Halstead, Co-Op	1	-	-	-	1	-	-	-	-	-
	0%	-	-	-	7%	-	-	-	-	-
Halstead, Solar Superstore, Weavers Court	3	1	-	-	-	-	2	-	-	-
	0%	9%	-	-	-	-	1%	-	-	-

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Ipswich Town Centre	Ipswich Other	Lakeside	Lowestoft	London City	London West End	Norwich	Stowmarket	Sudbury
Base										
Unweighted	1003	388	24	2	20	5	5	88	23	28
Weighted	1003	291	20	4	10	9	4	57	14	26
Diss, Morrisons	16 2%	1 1%	- -	- -	- -	- -	- -	10 18%	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	4 7%	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	1 0%	- -	- -	- -	- -	- -	2 3%	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	2 63%	- -	- -	- -	3 5%	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	9 3%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	7 3%	- -	- -	- -	- -	2 51%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	1 0%	0 1%	- -	1 14%	- -	- -	0 1%	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Woodbridge	Mail Order/Catalogue	Internet	Braintree	Local stores	Halesworth	Southwold	Clacton	Hulston
Base										
Unweighted	1003	13	48	4	5	9	6	4	14	1
Weighted	1003	8	29	3	4	8	4	2	34	0
Diss, Morrisons	16 2%	- -	0 2%	- -	- -	0 5%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	0 2%	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	2 7%	0 14%	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	0 2%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	1 17%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	1 8%	1 2%	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	1 8%	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	1 2%	- -	- -	2 27%	1 37%	1 67%	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear										
		Chester	Harleston	Harwich	Walton	Martlesham Heath	Hadleigh	Beccles	Aldburgh	Abroad	Leiston	Bungay
Base												
Unweighted	1003	1	2	1	1	1	2	3	3	2	1	1
Weighted	1003	2	1	6	2	1	1	1	2	1	1	1
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	1 39%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Clacton Common Outlet	Colchester	Diss	Felixstowe	Freeport Braintree
Base										
Unweighted	1003	11	88	13	4	5	134	16	26	1
Weighted	1003	12	80	13	8	7	317	7	17	1
Halstead, Somerfield, High Street	7 1%	1 9%	- -	- -	1 7%	- -	3 1%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	26 8%	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	8 3%	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	1 0%	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	1 2%	- -	- -	- -	2 1%	- -	1 3%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	1 5%	- -	- -	- -	- -	1 0%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	1 0%	- -	1 7%	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Ipswich Town Centre	Ipswich Other	Lakeside	Lowestoft	London City	London West End	Norwich	Stowmarket	Sudbury
Base										
Unweighted	1003	388	24	2	20	5	5	88	23	28
Weighted	1003	291	20	4	10	9	4	57	14	26
Halstead, Somerfield, High Street	7 1%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	1 7%	- -	- -	0 1%	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	0 1%	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	4 1%	0 2%	- -	- -	- -	- -	0 1%	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	37 13%	4 19%	- -	- -	- -	- -	2 3%	0 4%	- -
Ipswich, Co-Op	4 0%	3 1%	0 2%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	15 5%	- -	- -	- -	1 7%	- -	0 1%	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	5 2%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	31 11%	2 8%	- -	- -	- -	- -	1 3%	- -	- -
Ipswich, Lidl	0 0%	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Woodbridge	Mail Order/Catalogue	Internet	Braintree	Local stores	Halesworth	Southwold	Clacton	Hulston
Base										
Unweighted	1003	13	48	4	5	9	6	4	14	1
Weighted	1003	8	29	3	4	8	4	2	34	0
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	1 38%	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	0 1%	- -	- -	- -	- -	- -	2 6%	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	2 7%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	1 4%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	1 4%	- -	- -	1 7%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	0 2%	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	1 3%	1 55%	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear										
		Chester	Harleston	Harwich	Walton	Martlesham Heath	Hadleigh	Beccles	Aldburgh	Abroad	Leiston	Bungay
Base												
Unweighted	1003	1	2	1	1	1	2	3	3	2	1	1
Weighted	1003	2	1	6	2	1	1	1	2	1	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	0 44%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	6 100%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	2 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Clacton Common Outlet	Colchester	Diss	Felixstowe	Freeport Braintree
Base										
Unweighted	1003	11	88	13	4	5	134	16	26	1
Weighted	1003	12	80	13	8	7	317	7	17	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	1 1%	- -	- -	- -	2 1%	- -	0 3%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	2 17%	- -	- -	- -	0 4%	2 1%	- -	- -	1 100%
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	1 6%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	1 0%	- -	2 14%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	1 1%	- -	- -	- -	5 2%	- -	0 3%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	5 2%	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Ipswich Town Centre	Ipswich Other	Lakeside	Lowestoft	London City	London West End	Norwich	Stowmarket	Sudbury
Base										
Unweighted	1003	388	24	2	20	5	5	88	23	28
Weighted	1003	291	20	4	10	9	4	57	14	26
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	30 10%	2 9%	- -	1 6%	- -	- -	1 3%	- -	1 2%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	28 10%	1 7%	- -	- -	- -	- -	0 1%	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	11 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	36 12%	6 29%	- -	1 6%	1 6%	- -	1 2%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	10 4%	1 6%	- -	2 18%	- -	1 15%	2 4%	2 12%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	1 5%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	0 0%	- -	- -	0 3%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	1 0%	- -	- -	- -	- -	- -	2 4%	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	0 1%	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	0 1%	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	1 3%	- -	- -
Norwich, Tesco	5 1%	0 0%	- -	- -	- -	- -	- -	5 9%	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	9 3%	1 3%	- -	- -	- -	- -	0 1%	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Woodbridge	Mail Order/Catalogue	Internet	Braintree	Local stores	Halesworth	Southwold	Clacton	Hulston
Base										
Unweighted	1003	13	48	4	5	9	6	4	14	1
Weighted	1003	8	29	3	4	8	4	2	34	0
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	0 2%	- -	- -	0 6%	- -	0 16%	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	0 1%	1 21%	- -	0 4%	2 56%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	3 38%	1 5%	- -	- -	2 25%	0 8%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	1 15%	2 6%	- -	- -	- -	- -	- -	9 27%	0 100%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	1 8%	1 2%	- -	- -	0 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear										
		Chester	Harleston	Harwich	Walton	Martlesham Heath	Hadleigh	Beccles	Aldburgh	Abroad	Leiston	Bungay
Base												
Unweighted	1003	1	2	1	1	1	2	3	3	2	1	1
Weighted	1003	2	1	6	2	1	1	1	2	1	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	1 100%	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	1 100%	- -	- -	- -	0 37%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	1 39%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 100%
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 100%	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	1 69%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Clacton Common Outlet	Colchester	Diss	Felixstowe	Freeport Braintree
Base										
Unweighted	1003	11	88	13	4	5	134	16	26	1
Weighted	1003	12	80	13	8	7	317	7	17	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	7 8%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	1 1%	1 5%	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	1 0%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	1 12%	1 1%	- -	- -	- -	7 2%	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	3 28%	1 2%	1 6%	- -	- -	8 3%	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	0 4%	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	5 2%	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	12 4%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Ipswich Town Centre	Ipswich Other	Lakeside	Lowestoft	London City	London West End	Norwich	Stowmarket	Sudbury
Base										
Unweighted	1003	388	24	2	20	5	5	88	23	28
Weighted	1003	291	20	4	10	9	4	57	14	26
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	1 0%	- -	- -	1 8%	- -	- -	1 1%	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	18 6%	- -	- -	- -	- -	- -	1 2%	9 66%	0 2%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	0 3%	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	0 4%	- -
Stowmarket, Lidl	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	2 1%	- -	- -	- -	- -	- -	3 5%	2 11%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 5%
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	5 19%
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	1 37%	- -	- -	1 17%	- -	- -	6 24%
Sudbury, Waitrose, Station Road	23 2%	- -	1 3%	- -	- -	- -	1 17%	- -	- -	8 30%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	2 3%	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Woodbridge	Mail Order/Catalogue	Internet	Braintree	Local stores	Halesworth	Southwold	Clacton	Hulston
Base										
Unweighted	1003	13	48	4	5	9	6	4	14	1
Weighted	1003	8	29	3	4	8	4	2	34	0
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	1 22%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	0 16%	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	1 4%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	1 5%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	1 22%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	4 14%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear										
		Chester	Harleston	Harwich	Walton	Martlesham Heath	Hadleigh	Beccles	Aldburgh	Abroad	Leiston	Bungay
Base												
Unweighted	1003	1	2	1	1	1	2	3	3	2	1	1
Weighted	1003	2	1	6	2	1	1	1	2	1	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	1 56%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Clacton Common Outlet	Colchester	Diss	Felixstowe	Freeport Braintree
Base										
Unweighted	1003	11	88	13	4	5	134	16	26	1
Weighted	1003	12	80	13	8	7	317	7	17	1
Walton, Co-Op	5	-	-	-	-	-	2	-	1	-
	1%	-	-	-	-	-	1%	-	7%	-
Witham, Tesco, The Grove Centre	4	-	-	-	-	-	2	-	-	-
	0%	-	-	-	-	-	1%	-	-	-
Woodbridge, Budgens, The Thoroughfare	2	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Co-Op	0	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Morrisons	1	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Ipswich Town Centre	Ipswich Other	Lakeside	Lowestoft	London City	London West End	Norwich	Stowmarket	Sudbury
Base										
Unweighted	1003	388	24	2	20	5	5	88	23	28
Weighted	1003	291	20	4	10	9	4	57	14	26
Walton, Co-Op	5	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-
Witham, Tesco, The Grove Centre	4	-	-	-	-	-	-	-	-	1
	0%	-	-	-	-	-	-	-	-	6%
Woodbridge, Budgens, The Thoroughfare	2	1	-	-	-	-	-	-	-	-
	0%	0%	-	-	-	-	-	-	-	-
Woodbridge, Co-Op	0	0	-	-	-	-	-	-	-	-
	0%	0%	-	-	-	-	-	-	-	-
Woodbridge, Morrisons	1	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear								
		Woodbridge	Mail Order/Catalogue	Internet	Braintree	Local stores	Halesworth	Southwold	Clacton	Hulston
Base										
Unweighted	1003	13	48	4	5	9	6	4	14	1
Weighted	1003	8	29	3	4	8	4	2	34	0
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	1 10%	- -	- -	- -	0 5%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	1 8%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1 (V1)

Absolute Break % Respondents	Base	Q7. Where last bought clothing/footwear										
		Chester	Harleston	Harwich	Walton	Martlesham Heath	Hadleigh	Beccles	Aldburgh	Abroad	Leiston	Bungay
Base												
Unweighted	1003	1	2	1	1	1	2	3	3	2	1	1
Weighted	1003	2	1	6	2	1	1	1	2	1	1	1
Walton, Co-Op	5 1%	- -	- -	- -	2 100%	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q12. Where last bought Furniture/Carpets		
		No reply	Braintree, Carpetright, Braintree RP	Bury St Edmunds, Bennetts, Robert Bobby Way RP	Bury St Edmunds, Allied Carpets, St Edmundsbury RP
Base					
Unweighted	1003	1	3	2	16
Weighted	1003	2	2	1	14
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	1 32%	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	2 15%

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Bury St Edmunds, Carpetright, St Edmundsbury RP	Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Bury St Edmunds, DFS, Easlea Road
Base					
Unweighted	1003	10	1	30	22
Weighted	1003	11	0	27	20
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	0 2%	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	1 3%
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	1 2%	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	5 42%	- -	12 43%	6 29%

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Clacton, B & Q, Valley Bridge Road	Clacton, Homemaker, Fiveways Retail Park	Colchester, Homebase, St Andrew's Avenue	Colchester, Carpetright, Turner Rise
Base					
Unweighted	1003	2	3	4	11
Weighted	1003	4	10	6	47
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	1 1%
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Colchester, Courts, Turner Rise	Colchester, Durham Pine, Turner Rise	Colchester, DFS, Colne View RP	Colchester, The Range, Cowdray Avenue	Colchester, AHF, Tollgate Centre
Base						
Unweighted	1003	9	2	14	2	2
Weighted	1003	11	1	26	2	5
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	1 9%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Allied Carpets, Tollgate Centre	Colchester, Carpetright, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Harveys, Tollgate Centre
Base					
Unweighted	1003	9	15	3	13
Weighted	1003	19	49	9	10
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	1 8%

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Homebase, Tollgate East	Colchester, Lounge in Leather, Tollgate East	Colchester, Hatfields, Peartree Road	Colchester, Rustic Country, Peartree Road
Base					
Unweighted	1003	7	7	5	1
Weighted	1003	6	5	27	1
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	1 15%	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	1 100%

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Ipswich, Multiyork, Interchange RP	Ipswich, Fabric Warehouse, Commercial Road	Ipswich, Dunelm Mill, Suffolk RP	Ipswich, The Range, Suffolk RP	Ipswich, Allied Carpets, Euro RP
Base						
Unweighted	1003	1	1	3	5	24
Weighted	1003	0	0	3	2	20
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	0 2%
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, Harveys, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP	Ipswich, Wickes, Crompton Road
Base							
Unweighted	1003	1	29	11	17	1	3
Weighted	1003	0	19	7	10	1	2
Q3. Where normally buy main food/groceries							
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP
Base					
Unweighted	1003	21	6	8	40
Weighted	1003	11	5	7	27
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Ipswich, Land of Leather, Anglia RP	Ipswich, Mamas and Papas, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base					
Unweighted	1003	5	1	6	3
Weighted	1003	4	1	5	3
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	1 45%
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Sudbury, Homebase, Waldingfield Road	Sudbury, Carpetright, Shawlands RP	Thetford, Allied Carpets, Forest RP	Ipswich, Argos, Suffolk Retail Park
Base					
Unweighted	1003	3	9	1	9
Weighted	1003	2	10	1	9
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	1 7%	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Colchester, Co-Op	Braintree, Co-Op
Base							
Unweighted	1003	5	26	208	26	8	1
Weighted	1003	2	22	194	13	18	1
Q3. Where normally buy main food/groceries							
Aldburgh, Co-Op	2 0%	- -	1 2%	1 1%	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	1 0%	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	1 0%	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	1 0%	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	1 0%	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	1 0%	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	1 0%	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	10 5%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Braintree, Glasswells	Bury St Edmunds, Glasswells	Sudbury, Glasswells	Local shops	Norwich, Leatherland	Birmingham, Ikea	Ipswich, Marks & Spencer
Base								
Unweighted	1003	1	11	1	174	2	1	1
Weighted	1003	1	10	1	153	6	1	2
Q3. Where normally buy main food/groceries								
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	1 1%	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	1 1%	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	1 0%	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	1 0%	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	1 0%	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	2 1%	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	6 95%	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	1 0%	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	3 2%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Watford, Furniture Village	Sudbury, Co-Op	Lakeside, Ikea	Ipswich, Co-Op	Harwich, Co-Op	Don't buy	Norwich, John Lewis	Stowmarket, Argos	Ipswich, Courts
Base										
Unweighted	1003	1	1	5	20	3	2	6	1	11
Weighted	1003	0	1	8	14	7	1	4	0	8
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Ipswich, Argos	Ipswich, Bretts	Thurrock, Ikea	Colchester, Argos	Colchester, Hatfields	Colchester, Powerhouse	Clacton, Co-Op	Colchester, MFI	Clacton, Betts
Base										
Unweighted	1003	3	6	2	2	1	1	4	1	1
Weighted	1003	5	2	1	3	0	1	12	6	2
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Ipswich, Kingsley	Bedford, Carpetright	Norwich, Alders	Halesworth, Halesworth Carpets	Lowestoft, House of Fraser	Southwold, Wards	Norwich, Carpetright
Base								
Unweighted	1003	1	1	4	10	1	3	2
Weighted	1003	1	1	3	4	1	1	1
Q3. Where normally buy main food/groceries								
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Woodbridge, Barratts	Ipswich, Carpet City	Ipswich, Alders	Bury St Edmunds, Argos	Felixstowe, Argos	Felixstowe, Co-Op	London
Base								
Unweighted	1003	5	1	6	2	1	1	1
Weighted	1003	4	0	3	2	0	1	1
Q3. Where normally buy main food/groceries								
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	2 100%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets							
		Saxmundham, Saxmundham Carpets	Lowestoft, DFS	Lowestoft, Carpetright	Pulham, CMC	Norwich, Argos	Diss, Godfreys	Norwich, Harveys	Diss, John Doe
Base									
Unweighted	1003	3	2	2	7	1	1	1	1
Weighted	1003	2	1	1	3	1	0	1	1
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	0 33%	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	1 67%	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where...
		Clearwater, Ikea
Base		
Unweighted	1003	8
Weighted	1003	8
Q3. Where normally buy main food/groceries		
Aldburgh, Co-Op	2 0%	- -
Aldburgh, Solar Superstore	1 0%	- -
Barham, Co-Op	2 0%	- -
Beccles, Morrisons	3 0%	- -
Beccles, Rainbow, Gosford Road	1 0%	- -
Beccles, Safeway, George Westwood Way	1 0%	- -
Beccles, Somerfield, Market Square	1 0%	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -
Braintree, Tesco, Great Notley	1 0%	- -
Braintree, Tesco, Market Place	8 1%	- -
Braintree, Tesco, Marks Gate	1 0%	1 11%
Bramford, Co-Op	1 0%	- -
Bungay, Co-Op	1 0%	- -
Bungay, Rainbows	1 0%	- -
Bury St Edmunds, Co-Op	1 0%	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q12. Where last bought Furniture/Carpets		
		No reply	Braintree, Carpetright, Braintree RP	Bury St Edmunds, Bennetts, Robert Bobby Way RP	Bury St Edmunds, Allied Carpets, St Edmundsbury RP
Base					
Unweighted	1003	1	3	2	16
Weighted	1003	2	2	1	14
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	2 15%
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	5 38%
Bury St Edmunds, Waitrose, Robert Bobby Way	11 1%	- -	- -	1 52%	1 10%
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Bury St Edmunds, Carpetright, St Edmundsbury RP	Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Bury St Edmunds, DFS, Easlea Road
Base					
Unweighted	1003	10	1	30	22
Weighted	1003	11	0	27	20
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	1 8%	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	1 6%	0 100%	2 6%	3 15%
Bury St Edmunds, Tesco, St Saviours	24 2%	3 24%	- -	6 22%	2 11%
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	1 14%	- -	- -	1 7%
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Clacton, B & Q, Valley Bridge Road	Clacton, Homemaker, Fiveways Retail Park	Colchester, Homebase, St Andrew's Avenue	Colchester, Carpetright, Turner Rise
Base					
Unweighted	1003	2	3	4	11
Weighted	1003	4	10	6	47
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	4 100%	4 41%	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	11 23%
Colchester, Co-Op	23 2%	- -	- -	- -	2 5%
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	2 39%	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	2 4%
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	1 10%	3 7%
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Colchester, Courts, Turner Rise	Colchester, Durham Pine, Turner Rise	Colchester, DFS, Colne View RP	Colchester, The Range, Cowdray Avenue	Colchester, AHF, Tollgate Centre
Base						
Unweighted	1003	9	2	14	2	2
Weighted	1003	11	1	26	2	5
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	2 17%	- -	- -	- -	3 64%
Colchester, Asda, Turner Rise	39 4%	1 5%	- -	3 13%	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	2 8%	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	9 35%	- -	2 36%
Colchester, Tesco, Highwoods Square	33 3%	- -	0 41%	3 13%	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Allied Carpets, Tollgate Centre	Colchester, Carpetright, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Harveys, Tollgate Centre
Base					
Unweighted	1003	9	15	3	13
Weighted	1003	19	49	9	10
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	1 7%
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	2 11%	- -	6 69%	- -
Colchester, Asda, Turner Rise	39 4%	- -	16 33%	1 9%	- -
Colchester, Co-Op	23 2%	2 11%	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	2 19%
Colchester, J Sainsbury, Stanway	21 2%	8 41%	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	5 11%	- -	1 13%
Colchester, Tesco, Highwoods Square	33 3%	2 10%	12 24%	2 23%	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Homebase, Tollgate East	Colchester, Lounge in Leather, Tollgate East	Colchester, Hatfields, Peartree Road	Colchester, Rustic Country, Peartree Road
Base					
Unweighted	1003	7	7	5	1
Weighted	1003	6	5	27	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	1 11%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	1 26%	1 3%	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	1 15%	24 87%	- -
Colchester, Tesco, Highwoods Square	33 3%	2 32%	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Ipswich, Multiyork, Interchange RP	Ipswich, Fabric Warehouse, Commercial Road	Ipswich, Dunelm Mill, Suffolk RP	Ipswich, The Range, Suffolk RP	Ipswich, Allied Carpets, Euro RP
Base						
Unweighted	1003	1	1	3	5	24
Weighted	1003	0	0	3	2	20
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, Harveys, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP	Ipswich, Wickes, Crompton Road
Base							
Unweighted	1003	1	29	11	17	1	3
Weighted	1003	0	19	7	10	1	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	1 3%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpentright, Anglia RP
Base					
Unweighted	1003	21	6	8	40
Weighted	1003	11	5	7	27
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Ipswich, Land of Leather, Anglia RP	Ipswich, Mamas and Papas, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base					
Unweighted	1003	5	1	6	3
Weighted	1003	4	1	5	3
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Sudbury, Homebase, Waldingfield Road	Sudbury, Carpetright, Shawlands RP	Thetford, Allied Carpets, Forest RP	Ipswich, Argos, Suffolk Retail Park
Base					
Unweighted	1003	3	9	1	9
Weighted	1003	2	10	1	9
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	1 16%
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Colchester, Co-Op	Braintree, Co-Op
Base							
Unweighted	1003	5	26	208	26	8	1
Weighted	1003	2	22	194	13	18	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	3 2%	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	4 2%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	3 2%	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	4 2%	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	3 16%	15 8%	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	2 1%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	4 2%	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	2 1%	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	2 12%	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	7 3%	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	3 2%	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	1 0%	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	0 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Braintree, Glasswells	Bury St Edmunds, Glasswells	Sudbury, Glasswells	Local shops	Norwich, Leatherland	Birmingham, Ikea	Ipswich, Marks & Spencer
Base								
Unweighted	1003	1	11	1	174	2	1	1
Weighted	1003	1	10	1	153	6	1	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	4 39%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	2 23%	- -	2 1%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	1 13%	- -	2 1%	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	2 1%	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	4 3%	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	8 5%	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	3 2%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	15 10%	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	5 3%	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	2 1%	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	2 1%	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Watford, Furniture Village	Sudbury, Co-Op	Lakeside, Ikea	Ipswich, Co-Op	Harwich, Co-Op	Don't buy	Norwich, John Lewis	Stowmarket, Argos	Ipswich, Courts
Base										
Unweighted	1003	1	1	5	20	3	2	6	1	11
Weighted	1003	0	1	8	14	7	1	4	0	8
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	1 10%	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	2 27%	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Ipswich, Argos	Ipswich, Bretts	Thurrock, Ikea	Colchester, Argos	Colchester, Hatfields	Colchester, Powerhouse	Clacton, Co-Op	Colchester, MFI	Clacton, Betts
Base										
Unweighted	1003	3	6	2	2	1	1	4	1	1
Weighted	1003	5	2	1	3	0	1	12	6	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	7 62%	- -	2 100%
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	2 80%	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	6 100%	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Ipswich, Kingsley	Bedford, Carpetright	Norwich, Alders	Halesworth, Halesworth Carpets	Lowestoft, House of Fraser	Southwold, Wards	Norwich, Carpetright
Base								
Unweighted	1003	1	1	4	10	1	3	2
Weighted	1003	1	1	3	4	1	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Woodbridge, Barratts	Ipswich, Carpet City	Ipswich, Alders	Bury St Edmunds, Argos	Felixstowe, Argos	Felixstowe, Co-Op	London
Base								
Unweighted	1003	5	1	6	2	1	1	1
Weighted	1003	4	0	3	2	0	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets							
		Saxmundham, Saxmundham Carpets	Lowestoft, DFS	Lowestoft, Carpetright	Pulham, CMC	Norwich, Argos	Diss, Godfreys	Norwich, Harveys	Diss, John Doe
Base									
Unweighted	1003	3	2	2	7	1	1	1	1
Weighted	1003	2	1	1	3	1	0	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Wher...
		Clearwater, Ikea
Base		
Unweighted	1003	8
Weighted	1003	8
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -
Clacton, Safeway, Old Road	2 0%	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -
Clacton-on-Sea, Co- Op	4 0%	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -
Colchester, Asda, Turner Rise	39 4%	- -
Colchester, Co-Op	23 2%	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -
Colchester, J Sainsbury, Stanway	21 2%	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -
Colchester, Tesco, Greenstead Road	57 6%	- -
Colchester, Tesco, Highwoods Square	33 3%	1 13%
Dedham, Co-Op	1 0%	- -
Diss, Co-Op	0 0%	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q12. Where last bought Furniture/Carpets		
		No reply	Braintree, Carpetright, Braintree RP	Bury St Edmunds, Bennetts, Robert Boby Way RP	Bury St Edmunds, Allied Carpets, St Edmundsbury RP
Base					
Unweighted	1003	1	3	2	16
Weighted	1003	2	2	1	14
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	0 2%
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	2 100%	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Bury St Edmunds, Carpetright, St Edmundsbury RP	Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Bury St Edmunds, DFS, Easlea Road
Base					
Unweighted	1003	10	1	30	22
Weighted	1003	11	0	27	20
Diss, Morrisons	16 2%	- -	- -	- -	1 6%
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	0 2%
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Clacton, B & Q, Valley Bridge Road	Clacton, Homemaker, Fiveways Retail Park	Colchester, Homebase, St Andrew's Avenue	Colchester, Carpetright, Turner Rise
Base					
Unweighted	1003	2	3	4	11
Weighted	1003	4	10	6	47
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	1 25%	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Colchester, Courts, Turner Rise	Colchester, Durham Pine, Turner Rise	Colchester, DFS, Colne View RP	Colchester, The Range, Cowdray Avenue	Colchester, AHF, Tollgate Centre
Base						
Unweighted	1003	9	2	14	2	2
Weighted	1003	11	1	26	2	5
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Allied Carpets, Tollgate Centre	Colchester, Carpetright, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Harveys, Tollgate Centre
Base					
Unweighted	1003	9	15	3	13
Weighted	1003	19	49	9	10
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	1 6%

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Homebase, Tollgate East	Colchester, Lounge in Leather, Tollgate East	Colchester, Hatfields, Peartree Road	Colchester, Rustic Country, Peartree Road
Base					
Unweighted	1003	7	7	5	1
Weighted	1003	6	5	27	1
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Ipswich, Multiyork, Interchange RP	Ipswich, Fabric Warehouse, Commercial Road	Ipswich, Dunelm Mill, Suffolk RP	Ipswich, The Range, Suffolk RP	Ipswich, Allied Carpets, Euro RP
Base						
Unweighted	1003	1	1	3	5	24
Weighted	1003	0	0	3	2	20
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	3 15%
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, Harveys, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP	Ipswich, Wickes, Crompton Road
Base							
Unweighted	1003	1	29	11	17	1	3
Weighted	1003	0	19	7	10	1	2
Diss, Morrisons	16 2%	- -	- -	0 5%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	0 2%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP
Base					
Unweighted	1003	21	6	8	40
Weighted	1003	11	5	7	27
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	0 8%	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	0 1%
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	1 20%	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Ipswich, Land of Leather, Anglia RP	Ipswich, Mamas and Papas, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base					
Unweighted	1003	5	1	6	3
Weighted	1003	4	1	5	3
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Sudbury, Homebase, Waldingfield Road	Sudbury, Carpetright, Shawlands RP	Thetford, Allied Carpets, Forest RP	Ipswich, Argos, Suffolk Retail Park
Base					
Unweighted	1003	3	9	1	9
Weighted	1003	2	10	1	9
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	1 11%

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Colchester, Co-Op	Braintree, Co-Op
Base							
Unweighted	1003	5	26	208	26	8	1
Weighted	1003	2	22	194	13	18	1
Diss, Morrisons	16 2%	- -	0 2%	2 1%	1 7%	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	0 2%	0 0%	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	2 1%	1 11%	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	0 2%	1 1%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	2 7%	2 1%	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	3 2%	- -	- -	- -
Eye, Co-Op	0 0%	- -	0 2%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	0 0%	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	2 1%	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	1 0%	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	3 1%	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	0 2%	3 2%	1 5%	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	6 3%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	1 8%	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	1 4%	1 1%	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	1 0%	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Braintree, Glasswells	Bury St Edmunds, Glasswells	Sudbury, Glasswells	Local shops	Norwich, Leatherland	Birmingham, Ikea	Ipswich, Marks & Spencer
Base								
Unweighted	1003	1	11	1	174	2	1	1
Weighted	1003	1	10	1	153	6	1	2
Diss, Morrisons	16 2%	- -	- -	- -	7 5%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	2 1%	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	2 2%	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	1 1%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	3 2%	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	9 6%	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	2 1%	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	0 0%	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	3 2%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	1 1%	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Watford, Furniture Village	Sudbury, Co-Op	Lakeside, Ikea	Ipswich, Co-Op	Harwich, Co-Op	Don't buy	Norwich, John Lewis	Stowmarket, Argos	Ipswich, Courts
Base										
Unweighted	1003	1	1	5	20	3	2	6	1	11
Weighted	1003	0	1	8	14	7	1	4	0	8
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	0 38%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	0 9%	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	0 3%	- -	- -	- -	- -	1 16%
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Ipswich, Argos	Ipswich, Bretts	Thurrock, Ikea	Colchester, Argos	Colchester, Hatfields	Colchester, Powerhouse	Clacton, Co-Op	Colchester, MFI	Clacton, Betts
Base										
Unweighted	1003	3	6	2	2	1	1	4	1	1
Weighted	1003	5	2	1	3	0	1	12	6	2
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Ipswich, Kingsley	Bedford, Carpetright	Norwich, Alders	Halesworth, Halesworth Carpets	Lowestoft, House of Fraser	Southwold, Wards	Norwich, Carpetright
Base								
Unweighted	1003	1	1	4	10	1	3	2
Weighted	1003	1	1	3	4	1	1	1
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	0 43%
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	3 60%	- -	1 42%	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Woodbridge, Barratts	Ipswich, Carpet City	Ipswich, Alders	Bury St Edmunds, Argos	Felixstowe, Argos	Felixstowe, Co-Op	London
Base								
Unweighted	1003	5	1	6	2	1	1	1
Weighted	1003	4	0	3	2	0	1	1
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	0 100%	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	1 100%	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets							
		Saxmundham, Saxmundham Carpets	Lowestoft, DFS	Lowestoft, Carpetright	Pulham, CMC	Norwich, Argos	Diss, Godfreys	Norwich, Harveys	Diss, John Doe
Base									
Unweighted	1003	3	2	2	7	1	1	1	1
Weighted	1003	2	1	1	3	1	0	1	1
Diss, Morrisons	16	-	-	-	1	1	-	-	1
	2%	-	-	-	37%	100%	-	-	100%
Diss, Rainbow, 133 Victoria Road	3	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Diss, Safeway, 146 Victoria Road	7	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Diss, Somerfield, 37- 38 Mere Street	4	-	-	-	0	-	-	-	-
	0%	-	-	-	12%	-	-	-	-
Don't visit (shop via internet/telephone)	8	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Dovercourt, Co-Op	3	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Eye, Co-Op	0	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Felixstowe, Co-Op	0	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Felixstowe, Morrisons	15	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Felixstowe, Safeway, Grange Farm Park	1	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Felixstowe, Solar Superstore, Hamilton Road	5	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Felixstowe, Tesco Metro, 88 Hamilton Road	6	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Framlingham, Solar Superstore, Market Hill	11	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Hadley, Co-Op	1	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Halesworth, Rainbow, Saxons Way	8	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Halstead, Co-Op	1	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Halstead, Solar Superstore, Weavers Court	3	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Wher...
		Clearwater, Ikea
Base		
Unweighted	1003	8
Weighted	1003	8
Diss, Morrisons	16 2%	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -
Don't visit (shop via internet/telephone)	8 1%	- -
Dovercourt, Co-Op	3 0%	- -
Eye, Co-Op	0 0%	- -
Felixstowe, Co-Op	0 0%	- -
Felixstowe, Morrisons	15 1%	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -
Hadley, Co-Op	1 0%	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -
Halstead, Co-Op	1 0%	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q12. Where last bought Furniture/Carpets		
		No reply	Braintree, Carpetright, Braintree RP	Bury St Edmunds, Bennetts, Robert Boby Way RP	Bury St Edmunds, Allied Carpets, St Edmundsbury RP
Base					
Unweighted	1003	1	3	2	16
Weighted	1003	2	2	1	14
Halstead, Somerfield, High Street	7 1%	- -	1 27%	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Bury St Edmunds, Carpetright, St Edmundsbury RP	Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Bury St Edmunds, DFS, Easlea Road
Base					
Unweighted	1003	10	1	30	22
Weighted	1003	11	0	27	20
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	1 7%	- -	1 2%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Clacton, B & Q, Valley Bridge Road	Clacton, Homemaker, Fiveways Retail Park	Colchester, Homebase, St Andrew's Avenue	Colchester, Carpetright, Turner Rise
Base					
Unweighted	1003	2	3	4	11
Weighted	1003	4	10	6	47
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	2 5%
Harwich, Morrisons	34 3%	- -	6 59%	- -	24 50%
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	2 4%
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Colchester, Courts, Turner Rise	Colchester, Durham Pine, Turner Rise	Colchester, DFS, Colne View RP	Colchester, The Range, Cowdray Avenue	Colchester, AHF, Tollgate Centre
Base						
Unweighted	1003	9	2	14	2	2
Weighted	1003	11	1	26	2	5
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	0 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	1 2%	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	1 6%	- -	3 11%	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	0 59%	1 5%	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	1 5%	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Allied Carpets, Tollgate Centre	Colchester, Carpetright, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Harveys, Tollgate Centre
Base					
Unweighted	1003	9	15	3	13
Weighted	1003	19	49	9	10
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	1 6%
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	8 17%	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Homebase, Tollgate East	Colchester, Lounge in Leather, Tollgate East	Colchester, Hatfields, Peartree Road	Colchester, Rustic Country, Peartree Road
Base					
Unweighted	1003	7	7	5	1
Weighted	1003	6	5	27	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	1 3%	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Ipswich, Multiyork, Interchange RP	Ipswich, Fabric Warehouse, Commercial Road	Ipswich, Dunelm Mill, Suffolk RP	Ipswich, The Range, Suffolk RP	Ipswich, Allied Carpets, Euro RP
Base						
Unweighted	1003	1	1	3	5	24
Weighted	1003	0	0	3	2	20
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	2 9%
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	0 100%	- -	- -	2 12%
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	0 18%	1 7%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	3 16%
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, Harveys, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP	Ipswich, Wickes, Crompton Road
Base							
Unweighted	1003	1	29	11	17	1	3
Weighted	1003	0	19	7	10	1	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	0 100%	2 10%	1 16%	1 7%	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	1 8%	0 7%	0 3%	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	5 24%	- -	- -	- -	1 30%
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP
Base					
Unweighted	1003	21	6	8	40
Weighted	1003	11	5	7	27
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	0 4%	2 38%	3 50%	9 35%
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	1 6%	- -	- -	2 6%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	1 5%
Ipswich, J Sainsbury, Warren Heath	38 4%	3 29%	- -	1 14%	2 8%
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Ipswich, Land of Leather, Anglia RP	Ipswich, Mamas and Papas, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base					
Unweighted	1003	5	1	6	3
Weighted	1003	4	1	5	3
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	0 9%
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	0 12%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	2 61%	- -	0 9%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	2 34%	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Sudbury, Homebase, Waldingfield Road	Sudbury, Carpetright, Shawlands RP	Thetford, Allied Carpets, Forest RP	Ipswich, Argos, Suffolk Retail Park
Base					
Unweighted	1003	3	9	1	9
Weighted	1003	2	10	1	9
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Colchester, Co-Op	Braintree, Co-Op
Base							
Unweighted	1003	5	26	208	26	8	1
Weighted	1003	2	22	194	13	18	1
Halstead, Somerfield, High Street	7 1%	- -	- -	2 1%	- -	- -	1 100%
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	0 0%	0 4%	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	0 3%	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	2 1%	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	0 0%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	1 26%	- -	5 2%	1 7%	2 12%	- -
Ipswich, Co-Op	4 0%	- -	- -	2 1%	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	5 2%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	1 1%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	2 9%	11 6%	1 8%	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Braintree, Glasswells	Bury St Edmunds, Glasswells	Sudbury, Glasswells	Local shops	Norwich, Leatherland	Birmingham, Ikea	Ipswich, Marks & Spencer
Base								
Unweighted	1003	1	11	1	174	2	1	1
Weighted	1003	1	10	1	153	6	1	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	1 0%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	0 0%	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	3 2%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	4 3%	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	2 1%	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	2 1%	- -	1 100%	2 100%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	1 1%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	1 1%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Watford, Furniture Village	Sudbury, Co-Op	Lakeside, Ikea	Ipswich, Co-Op	Harwich, Co-Op	Don't buy	Norwich, John Lewis	Stowmarket, Argos	Ipswich, Courts
Base										
Unweighted	1003	1	1	5	20	3	2	6	1	11
Weighted	1003	0	1	8	14	7	1	4	0	8
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	4 67%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	2 33%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	2 12%	- -	- -	- -	- -	4 46%
Ipswich, Co-Op	4 0%	- -	- -	- -	0 3%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	0 3%	- -	- -	0 9%	- -	1 8%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	1 4%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	1 14%	2 17%	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Ipswich, Argos	Ipswich, Bretts	Thurrock, Ikea	Colchester, Argos	Colchester, Hatfields	Colchester, Powerhouse	Clacton, Co-Op	Colchester, MFI	Clacton, Betts
Base										
Unweighted	1003	3	6	2	2	1	1	4	1	1
Weighted	1003	5	2	1	3	0	1	12	6	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	1 26%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	0 19%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	0 10%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	0 15%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	0 11%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Ipswich, Kingsley	Bedford, Carpetright	Norwich, Alders	Halesworth, Halesworth Carpets	Lowestoft, House of Fraser	Southwold, Wards	Norwich, Carpetright
Base								
Unweighted	1003	1	1	4	10	1	3	2
Weighted	1003	1	1	3	4	1	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	1 100%	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	0 14%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Woodbridge, Barratts	Ipswich, Carpet City	Ipswich, Alders	Bury St Edmunds, Argos	Felixstowe, Argos	Felixstowe, Co-Op	London
Base								
Unweighted	1003	5	1	6	2	1	1	1
Weighted	1003	4	0	3	2	0	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	0 100%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	0 13%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	1 24%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	1 37%	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets							
		Saxmundham, Saxmundham Carpets	Lowestoft, DFS	Lowestoft, Carpetright	Pulham, CMC	Norwich, Argos	Diss, Godfreys	Norwich, Harveys	Diss, John Doe
Base									
Unweighted	1003	3	2	2	7	1	1	1	1
Weighted	1003	2	1	1	3	1	0	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	0 14%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Wher...
		Clearwater, Ikea
Base		
Unweighted	1003	8
Weighted	1003	8
Halstead, Somerfield, High Street	7 1%	1 13%
Harleston, Budgens, Bullock Fair Close	2 0%	- -
Harleston, Budgens	0 0%	- -
Harwich, Co-Op	2 0%	- -
Harwich, Morrisons	34 3%	- -
Harwich, Safeway, Parkeston	10 1%	- -
Harwich, Solar	1 0%	- -
Harwich, Somerfield	4 0%	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -
Ipswich, Co-Op	4 0%	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -
Ipswich, Lidl	0 0%	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q12. Where last bought Furniture/Carpets		
		No reply	Braintree, Carpetright, Braintree RP	Bury St Edmunds, Bennetts, Robert Bobby Way RP	Bury St Edmunds, Allied Carpets, St Edmundsbury RP
Base					
Unweighted	1003	1	3	2	16
Weighted	1003	2	2	1	14
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Bury St Edmunds, Carpetright, St Edmundsbury RP	Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Bury St Edmunds, DFS, Easlea Road
Base					
Unweighted	1003	10	1	30	22
Weighted	1003	11	0	27	20
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	1 3%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	1 6%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	1 3%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Clacton, B & Q, Valley Bridge Road	Clacton, Homemaker, Fiveways Retail Park	Colchester, Homebase, St Andrew's Avenue	Colchester, Carpetright, Turner Rise
Base					
Unweighted	1003	2	3	4	11
Weighted	1003	4	10	6	47
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	1 26%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Colchester, Courts, Turner Rise	Colchester, Durham Pine, Turner Rise	Colchester, DFS, Colne View RP	Colchester, The Range, Cowdray Avenue	Colchester, AHF, Tollgate Centre
Base						
Unweighted	1003	9	2	14	2	2
Weighted	1003	11	1	26	2	5
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	1 2%	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	1 5%	- -	- -	2 87%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	1 3%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	0 13%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Allied Carpets, Tollgate Centre	Colchester, Carpetright, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Harveys, Tollgate Centre
Base					
Unweighted	1003	9	15	3	13
Weighted	1003	19	49	9	10
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	0 1%	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Homebase, Tollgate East	Colchester, Lounge in Leather, Tollgate East	Colchester, Hatfields, Peartree Road	Colchester, Rustic Country, Peartree Road
Base					
Unweighted	1003	7	7	5	1
Weighted	1003	6	5	27	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Ipswich, Multiyork, Interchange RP	Ipswich, Fabric Warehouse, Commercial Road	Ipswich, Dunelm Mill, Suffolk RP	Ipswich, The Range, Suffolk RP	Ipswich, Allied Carpets, Euro RP
Base						
Unweighted	1003	1	1	3	5	24
Weighted	1003	0	0	3	2	20
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	0 24%	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	3 100%	0 14%	1 4%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	1 45%	1 6%
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	2 9%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, Harveys, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP	Ipswich, Wickes, Crompton Road
Base							
Unweighted	1003	1	29	11	17	1	3
Weighted	1003	0	19	7	10	1	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	5 24%	1 10%	- -	- -	1 40%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	2 9%	2 32%	1 12%	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	1 3%	- -	- -	1 100%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	1 6%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	1 5%	- -	- -
Local shops	38 4%	- -	1 4%	- -	3 26%	- -	1 30%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	1 3%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP
Base					
Unweighted	1003	21	6	8	40
Weighted	1003	11	5	7	27
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	1 15%	0 7%	5 18%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	2 16%	0 10%	- -	3 11%
Ipswich, Tesco, Kesgrave	13 1%	1 5%	- -	- -	1 5%
Ipswich, Tesco, Martlesham Heath	54 5%	4 39%	- -	1 9%	2 6%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	1 29%	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Ipswich, Land of Leather, Anglia RP	Ipswich, Mamas and Papas, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base					
Unweighted	1003	5	1	6	3
Weighted	1003	4	1	5	3
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	1 17%	- -	2 38%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	1 100%	1 12%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	1 45%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Sudbury, Homebase, Waldingfield Road	Sudbury, Carpetright, Shawlands RP	Thetford, Allied Carpets, Forest RP	Ipswich, Argos, Suffolk Retail Park
Base					
Unweighted	1003	3	9	1	9
Weighted	1003	2	10	1	9
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	1 7%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	1 6%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	1 5%	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Colchester, Co-Op	Braintree, Co-Op
Base							
Unweighted	1003	5	26	208	26	8	1
Weighted	1003	2	22	194	13	18	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	1 0%	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	1 40%	1 7%	6 3%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	1 33%	2 8%	4 2%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	2 1%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	5 21%	18 9%	1 4%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	0 2%	15 8%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	1 1%	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	5 28%	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	1 0%	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	1 0%	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	1 6%	7 4%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Braintree, Glasswells	Bury St Edmunds, Glasswells	Sudbury, Glasswells	Local shops	Norwich, Leatherland	Birmingham, Ikea	Ipswich, Marks & Spencer
Base								
Unweighted	1003	1	11	1	174	2	1	1
Weighted	1003	1	10	1	153	6	1	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sroughton Road	40 4%	- -	- -	- -	3 2%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	5 3%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	4 3%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	8 5%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	1 1%	- -	- -	- -
Local shops	38 4%	- -	- -	- -	9 6%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	1 0%	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	0 5%	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	1 1%	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	0 0%	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	5 3%	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	1 1%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Watford, Furniture Village	Sudbury, Co-Op	Lakeside, Ikea	Ipswich, Co-Op	Harwich, Co-Op	Don't buy	Norwich, John Lewis	Stowmarket, Argos	Ipswich, Courts
Base										
Unweighted	1003	1	1	5	20	3	2	6	1	11
Weighted	1003	0	1	8	14	7	1	4	0	8
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	1 5%	- -	1 62%	1 15%	- -	1 16%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	0 100%	- -	- -	1 5%	- -	- -	2 51%	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	3 22%	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	4 49%	2 13%	- -	- -	- -	- -	0 5%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	0 3%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	1 4%	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	0 9%	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	0 8%	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Ipswich, Argos	Ipswich, Bretts	Thurrock, Ikea	Colchester, Argos	Colchester, Hatfields	Colchester, Powerhouse	Clacton, Co-Op	Colchester, MFI	Clacton, Betts
Base										
Unweighted	1003	3	6	2	2	1	1	4	1	1
Weighted	1003	5	2	1	3	0	1	12	6	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	1 14%	0 19%	- -	1 20%	0 100%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	0 11%	1 100%	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	4 76%	- -	- -	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	2 19%	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Ipswich, Kingsley	Bedford, Carpetright	Norwich, Alders	Halesworth, Halesworth Carpets	Lowestoft, House of Fraser	Southwold, Wards	Norwich, Carpetright
Base								
Unweighted	1003	1	1	4	10	1	3	2
Weighted	1003	1	1	3	4	1	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	2 52%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	1 16%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	1 26%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	1 19%	1 14%	- -	1 37%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	1 100%	- -	1 57%
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Woodbridge, Barratts	Ipswich, Carpet City	Ipswich, Alders	Bury St Edmunds, Argos	Felixstowe, Argos	Felixstowe, Co-Op	London
Base								
Unweighted	1003	5	1	6	2	1	1	1
Weighted	1003	4	0	3	2	0	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	1 30%	- -	2 62%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	0 7%	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	1 15%	- -	- -	- -	- -	- -	1 100%

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets							
		Saxmundham, Saxmundham Carpets	Lowestoft, DFS	Lowestoft, Carpetright	Pulham, CMC	Norwich, Argos	Diss, Godfreys	Norwich, Harveys	Diss, John Doe
Base									
Unweighted	1003	3	2	2	7	1	1	1	1
Weighted	1003	2	1	1	3	1	0	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	1 24%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	0 14%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	0 36%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	1 64%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	2 100%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Wher...
		Clearwater, Ikea
Base		
Unweighted	1003	8
Weighted	1003	8
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	2 26%
Ipswich, Tesco, Kesgrave	13 1%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -
Local shops	38 4%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -
Manningtree, Co-Op	5 1%	- -
New market, Waitrose	0 0%	- -
Norwich, Morrisons	0 0%	- -
Norwich, Sainsburys	1 0%	- -
Norwich, Tesco	5 1%	- -
Saxmundham, Co-Op	1 0%	- -
Saxmundham, Somerfield, Church Street	12 1%	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q12. Where last bought Furniture/Carpets		
		No reply	Braintree, Carpetright, Braintree RP	Bury St Edmunds, Bennetts, Robert Bobby Way RP	Bury St Edmunds, Allied Carpets, St Edmundsbury RP
Base					
Unweighted	1003	1	3	2	16
Weighted	1003	2	2	1	14
Sible Hedingham, Co-Op	1 0%	- -	1 41%	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	3 19%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	1 48%	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Bury St Edmunds, Carpetright, St Edmundsbury RP	Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Bury St Edmunds, DFS, Easlea Road
Base					
Unweighted	1003	10	1	30	22
Weighted	1003	11	0	27	20
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	1 3%
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	5 18%	2 12%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	0 2%	0 2%
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Clacton, B & Q, Valley Bridge Road	Clacton, Homemaker, Fiveways Retail Park	Colchester, Homebase, St Andrew's Avenue	Colchester, Carpetright, Turner Rise
Base					
Unweighted	1003	2	3	4	11
Weighted	1003	4	10	6	47
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	1 1%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Colchester, Courts, Turner Rise	Colchester, Durham Pine, Turner Rise	Colchester, DFS, Colne View RP	Colchester, The Range, Cowdray Avenue	Colchester, AHF, Tollgate Centre
Base						
Unweighted	1003	9	2	14	2	2
Weighted	1003	11	1	26	2	5
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	1 6%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	1 5%	- -	1 2%	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	5 44%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Allied Carpets, Tollgate Centre	Colchester, Carpetright, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Harveys, Tollgate Centre
Base					
Unweighted	1003	9	15	3	13
Weighted	1003	19	49	9	10
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	1 7%	1 2%	- -	2 21%
Sudbury, Waitrose, Station Road	23 2%	2 9%	1 1%	- -	2 20%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	5 10%	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Homebase, Tollgate East	Colchester, Lounge in Leather, Tollgate East	Colchester, Hatfields, Peartree Road	Colchester, Rustic Country, Peartree Road
Base					
Unweighted	1003	7	7	5	1
Weighted	1003	6	5	27	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	1 10%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	1 18%	1 18%	- -	- -
Sudbury, Waitrose, Station Road	23 2%	1 15%	2 41%	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	2 7%	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Ipswich, Multiyork, Interchange RP	Ipswich, Fabric Warehouse, Commercial Road	Ipswich, Dunelm Mill, Suffolk RP	Ipswich, The Range, Suffolk RP	Ipswich, Allied Carpets, Euro RP
Base						
Unweighted	1003	1	1	3	5	24
Weighted	1003	0	0	3	2	20
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	4 21%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	0 100%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, Harveys, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP	Ipswich, Wickes, Crompton Road
Base							
Unweighted	1003	1	29	11	17	1	3
Weighted	1003	0	19	7	10	1	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	1 8%	1 10%	2 24%	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	0 3%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	1 6%	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	1 20%	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	1 10%	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP
Base					
Unweighted	1003	21	6	8	40
Weighted	1003	11	5	7	27
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	1 2%
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	0 2%
Stowmarket, Co-Op	0 0%	- -	- -	- -	0 1%
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Ipswich, Land of Leather, Anglia RP	Ipswich, Mamas and Papas, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base					
Unweighted	1003	5	1	6	3
Weighted	1003	4	1	5	3
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	0 10%	- -	0 7%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Sudbury, Homebase, Waldingfield Road	Sudbury, Carpetright, Shawlands RP	Thetford, Allied Carpets, Forest RP	Ipswich, Argos, Suffolk Retail Park
Base					
Unweighted	1003	3	9	1	9
Weighted	1003	2	10	1	9
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	1 15%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	1 6%	- -	- -
Sudbury, Co-Op	1 0%	- -	1 6%	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	1 100%	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	3 26%	- -	4 39%
Sudbury, Waitrose, Station Road	23 2%	2 100%	4 35%	- -	1 7%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Colchester, Co-Op	Braintree, Co-Op
Base							
Unweighted	1003	5	26	208	26	8	1
Weighted	1003	2	22	194	13	18	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	1 0%	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	2 1%	4 31%	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	0 4%	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	1 1%	2 13%	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	1 4%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	1 0%	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	4 2%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	1 3%	2 1%	- -	1 5%	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	1 0%	- -	1 6%	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	1 1%	0 4%	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	5 28%	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Braintree, Glasswells	Bury St Edmunds, Glasswells	Sudbury, Glasswells	Local shops	Norwich, Leatherland	Birmingham, Ikea	Ipswich, Marks & Spencer
Base								
Unweighted	1003	1	11	1	174	2	1	1
Weighted	1003	1	10	1	153	6	1	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	1 0%	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	9 6%	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	1 1%	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	4 2%	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	1 100%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	1 12%	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	1 100%	1 13%	- -	1 0%	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Watford, Furniture Village	Sudbury, Co-Op	Lakeside, Ikea	Ipswich, Co-Op	Harwich, Co-Op	Don't buy	Norwich, John Lewis	Stowmarket, Argos	Ipswich, Courts
Base										
Unweighted	1003	1	1	5	20	3	2	6	1	11
Weighted	1003	0	1	8	14	7	1	4	0	8
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	0 100%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	1 5%	- -	- -	- -	- -	0 4%
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	1 100%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Ipswich, Argos	Ipswich, Bretts	Thurrock, Ikea	Colchester, Argos	Colchester, Hatfields	Colchester, Powerhouse	Clacton, Co-Op	Colchester, MFI	Clacton, Betts
Base										
Unweighted	1003	3	6	2	2	1	1	4	1	1
Weighted	1003	5	2	1	3	0	1	12	6	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	1 100%	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Ipswich, Kingsley	Bedford, Carpetright	Norwich, Alders	Halesworth, Halesworth Carpets	Lowestoft, House of Fraser	Southwold, Wards	Norwich, Carpetright
Base								
Unweighted	1003	1	1	4	10	1	3	2
Weighted	1003	1	1	3	4	1	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	0 20%	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	1 100%	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Woodbridge, Barratts	Ipswich, Carpet City	Ipswich, Alders	Bury St Edmunds, Argos	Felixstowe, Argos	Felixstowe, Co-Op	London
Base								
Unweighted	1003	5	1	6	2	1	1	1
Weighted	1003	4	0	3	2	0	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets							
		Saxmundham, Saxmundham Carpets	Lowestoft, DFS	Lowestoft, Carpetright	Pulham, CMC	Norwich, Argos	Diss, Godfreys	Norwich, Harveys	Diss, John Doe
Base									
Unweighted	1003	3	2	2	7	1	1	1	1
Weighted	1003	2	1	1	3	1	0	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	1 100%	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	0 100%	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Wher...
		Clearwater, Ikea
Base		
Unweighted	1003	8
Weighted	1003	8
Sible Hedingham, Co-Op	1 0%	- -
Sidcup, J Sainsbury	1 0%	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -
Stowmarket, Co-Op	0 0%	- -
Stowmarket, Countdown	0 0%	- -
Stowmarket, Lidl	1 0%	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -
Sudbury, Aldi, Girling Street	1 0%	- -
Sudbury, Co-Op	1 0%	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -
Sudbury, Tesco, Springlands Way	21 2%	1 7%
Sudbury, Waitrose, Station Road	23 2%	2 31%
Thetford, J Sainsbury, London Road	1 0%	- -
Thetford, Tesco, Kilverstone	2 0%	- -
Tollgate, Co-Op	5 1%	- -
Tollgate, Sainsburys	12 1%	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q12. Where last bought Furniture/Carpets		
		No reply	Braintree, Carpetright, Braintree RP	Bury St Edmunds, Bennetts, Robert Boby Way RP	Bury St Edmunds, Allied Carpets, St Edmundsbury RP
Base					
Unweighted	1003	1	3	2	16
Weighted	1003	2	2	1	14
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Bury St Edmunds, Carpetright, St Edmundsbury RP	Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Bury St Edmunds, DFS, Easlea Road
Base					
Unweighted	1003	10	1	30	22
Weighted	1003	11	0	27	20
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Clacton, B & Q, Valley Bridge Road	Clacton, Homemaker, Fiveways Retail Park	Colchester, Homebase, St Andrew's Avenue	Colchester, Carpetright, Turner Rise
Base					
Unweighted	1003	2	3	4	11
Weighted	1003	4	10	6	47
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Colchester, Courts, Turner Rise	Colchester, Durham Pine, Turner Rise	Colchester, DFS, Colne View RP	Colchester, The Range, Cowdray Avenue	Colchester, AHF, Tollgate Centre
Base						
Unweighted	1003	9	2	14	2	2
Weighted	1003	11	1	26	2	5
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Allied Carpets, Tollgate Centre	Colchester, Carpetright, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Harveys, Tollgate Centre
Base					
Unweighted	1003	9	15	3	13
Weighted	1003	19	49	9	10
Walton, Co-Op	5 1%	2 10%	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Colchester, Homebase, Tollgate East	Colchester, Lounge in Leather, Tollgate East	Colchester, Hatfields, Peartree Road	Colchester, Rustic Country, Peartree Road
Base					
Unweighted	1003	7	7	5	1
Weighted	1003	6	5	27	1
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets				
		Ipswich, Multiyork, Interchange RP	Ipswich, Fabric Warehouse, Commercial Road	Ipswich, Dunelm Mill, Suffolk RP	Ipswich, The Range, Suffolk RP	Ipswich, Allied Carpets, Euro RP
Base						
Unweighted	1003	1	1	3	5	24
Weighted	1003	0	0	3	2	20
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, Harveys, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP	Ipswich, Wickes, Crompton Road
Base							
Unweighted	1003	1	29	11	17	1	3
Weighted	1003	0	19	7	10	1	2
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP
Base					
Unweighted	1003	21	6	8	40
Weighted	1003	11	5	7	27
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Ipswich, Land of Leather, Anglia RP	Ipswich, Mamas and Papas, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base					
Unweighted	1003	5	1	6	3
Weighted	1003	4	1	5	3
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets			
		Sudbury, Homebase, Waldingfield Road	Sudbury, Carpetright, Shawlands RP	Thetford, Allied Carpets, Forest RP	Ipswich, Argos, Suffolk Retail Park
Base					
Unweighted	1003	3	9	1	9
Weighted	1003	2	10	1	9
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	1 14%	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets					
		Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Colchester, Co-Op	Braintree, Co-Op
Base							
Unweighted	1003	5	26	208	26	8	1
Weighted	1003	2	22	194	13	18	1
Walton, Co-Op	5 1%	- -	1 3%	1 0%	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	2 1%	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	0 0%	- -	0 2%	- -
Woodbridge, Co-Op	0 0%	- -	- -	0 0%	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	1 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Braintree, Glasswells	Bury St Edmunds, Glasswells	Sudbury, Glasswells	Local shops	Norwich, Leatherland	Birmingham, Ikea	Ipswich, Marks & Spencer
Base								
Unweighted	1003	1	11	1	174	2	1	1
Weighted	1003	1	10	1	153	6	1	2
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	0 0%	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Watford, Furniture Village	Sudbury, Co-Op	Lakeside, Ikea	Ipswich, Co-Op	Harwich, Co-Op	Don't buy	Norwich, John Lewis	Stowmarket, Argos	Ipswich, Courts
Base										
Unweighted	1003	1	1	5	20	3	2	6	1	11
Weighted	1003	0	1	8	14	7	1	4	0	8
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 5%
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets								
		Ipswich, Argos	Ipswich, Bretts	Thurrock, Ikea	Colchester, Argos	Colchester, Hatfields	Colchester, Powerhouse	Clacton, Co-Op	Colchester, MFI	Clacton, Betts
Base										
Unweighted	1003	3	6	2	2	1	1	4	1	1
Weighted	1003	5	2	1	3	0	1	12	6	2
Walton, Co-Op	5	-	-	-	-	-	-	2	-	-
	1%	-	-	-	-	-	-	19%	-	-
Witham, Tesco, The Grove Centre	4	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Budgens, The Thoroughfare	2	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Co-Op	0	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Morrisons	1	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Ipswich, Kingsley	Bedford, Carpetright	Norwich, Alders	Halesworth, Halesworth Carpets	Lowestoft, House of Fraser	Southwold, Wards	Norwich, Carpetright
Base								
Unweighted	1003	1	1	4	10	1	3	2
Weighted	1003	1	1	3	4	1	1	1
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets						
		Woodbridge, Barratts	Ipswich, Carpet City	Ipswich, Alders	Bury St Edmunds, Argos	Felixstowe, Argos	Felixstowe, Co-Op	London
Base								
Unweighted	1003	5	1	6	2	1	1	1
Weighted	1003	4	0	3	2	0	1	1
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	0 10%	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Where last bought Furniture/Carpets							
		Saxmundham, Saxmundham Carpets	Lowestoft, DFS	Lowestoft, Carpetright	Pulham, CMC	Norwich, Argos	Diss, Godfreys	Norwich, Harveys	Diss, John Doe
Base									
Unweighted	1003	3	2	2	7	1	1	1	1
Weighted	1003	2	1	1	3	1	0	1	1
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1 (V1)

Absolute Break % Respondents	Base	Q12. Wher...
		Clearwater, Ikea
Base		
Unweighted	1003	8
Weighted	1003	8
Walton, Co-Op	5 1%	- -
Witham, Tesco, The Grove Centre	4 0%	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -
Woodbridge, Co-Op	0 0%	- -
Woodbridge, Morrisons	1 0%	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP
Base					
Unweighted	1003	9	36	10	44
Weighted	1003	7	37	10	41
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	1 9%	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	1 8%	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	1 15%	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	1 12%	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	14 37%	6 55%	15 37%

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Bennets, Turner Rise	Colchester, Allied Carpets, Tollgate Centre
Base					
Unweighted	1003	1	1	2	1
Weighted	1003	1	1	8	6
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	1 100%	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Colchester, Comet, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP	Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP
Base						
Unweighted	1003	45	43	11	1	87
Weighted	1003	73	103	14	0	68
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	0 1%
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	2 3%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	1 6%	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Hughes, Euro RP	Ipswich, MFI, Euro RP	Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base						
Unweighted	1003	8	1	1	60	1
Weighted	1003	6	1	1	44	0
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP
Base						
Unweighted	1003	2	92	1	17	7
Weighted	1003	1	63	2	20	5
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	1 1%	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	1 3%	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order
Base							
Unweighted	1003	24	1	42	124	11	3
Weighted	1003	18	1	40	115	8	2
Q3. Where normally buy main food/groceries							
Aldburgh, Co-Op	2 0%	- -	- -	1 1%	1 1%	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	0 3%	- -	- -	- -	0 5%	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	1 0%	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	1 1%	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	6 15%	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	1 1%	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	1 1%	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	1 5%	- -	1 2%	3 2%	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Colchester, Co-Op	Chelmsford, Comet	Sudbury, Co-Op	Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Ipswich, John Lewis
Base										
Unweighted	1003	7	1	2	1	1	1	1	97	1
Weighted	1003	18	1	1	1	1	1	1	115	1
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Lowestoft, Comet	Ipswich, Co-Op	Sudbury, Hughes	Halstead, Co-Op	Colchester, Iceland	Ipswich, Matthews	Clacton, Iceland	Harwich, Co-Op	Norwich, John Lewis
Base										
Unweighted	1003	4	26	1	2	3	20	5	3	10
Weighted	1003	3	17	1	1	5	12	14	7	7
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	2 63%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods									
		Stowmarket, Argos	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts	Norwich, Currys	Diss, Hughes	Norwich, Wickes	Norwich, Alders	Ipswich, Iceland	Ipswich, Argos
Base											
Unweighted	1003	2	4	3	26	8	3	1	4	3	1
Weighted	1003	1	3	1	13	4	2	0	3	1	0
Q3. Where normally buy main food/groceries											
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	0 4%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Clacton, Co-Op	Stowmarket, Currys	Stowmarket, Asda	Colchester, Powerhouse	Clacton, Comet	Colchester, Tesco	Clacton, Hughes	Woodbridge, Currys	Ipswich, Dixons
Base										
Unweighted	1003	5	1	1	2	2	1	1	3	2
Weighted	1003	14	0	0	4	7	5	2	1	4
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	1 40%	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Ipswich, Bennetts	Woodbridge, Hughes	Woodbridge, Co-Op	Bury St Edmunds, Hughes	Bedford, Comet	Colchester, Dixons	Hadleigh, Hicks	Halesworth, Taylors
Base									
Unweighted	1003	1	3	1	2	1	1	2	5
Weighted	1003	0	1	1	1	1	1	1	2
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	1 50%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods						
		Lowestoft, House of Fraser	Southwold, Wards	Colchester, Argos	Ipswich, Alders	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Solar
Base								
Unweighted	1003	1	3	1	6	3	1	1
Weighted	1003	1	1	1	5	1	1	1
Q3. Where normally buy main food/groceries								
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	1 31%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Felixstowe, Currys	Felixstowe, Co-Op	Leiston, McDonalds	London	Felixstowe, Hughes	Saxmundham, McDonald	Halesworth, Hughes	Lowestoft, Currys
Base									
Unweighted	1003	1	2	2	1	2	1	5	5
Weighted	1003	1	1	1	1	1	1	2	2
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	1 37%
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	1 26%	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	1 25%
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Norwich, Bonds	Beccles, Co-Op	Leiston, Co-Op	Southwold, Hughes	Norwich, Iceland	Ipswich, Currys
Base							
Unweighted	1003	1	1	1	1	1	2
Weighted	1003	1	0	1	0	0	2
Q3. Where normally buy main food/groceries							
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	0 100%	- -	- -	0 100%	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP
Base					
Unweighted	1003	9	36	10	44
Weighted	1003	7	37	10	41
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	2 4%
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	7 18%	1 6%	6 14%
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	9 24%	2 16%	8 18%
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	1 4%	1 13%	3 7%
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	1 2%	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Bennets, Turner Rise	Colchester, Allied Carpets, Tollgate Centre
Base					
Unweighted	1003	1	1	2	1
Weighted	1003	1	1	8	6
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	1 100%	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	6 100%
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	3 41%	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Colchester, Comet, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP	Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP
Base						
Unweighted	1003	45	43	11	1	87
Weighted	1003	73	103	14	0	68
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	1 1%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	4 4%	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	8 10%	2 2%	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	10 13%	23 22%	- -	- -	- -
Colchester, Co-Op	23 2%	7 10%	4 4%	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	2 3%	4 4%	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	5 7%	7 6%	6 39%	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	2 2%	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	9 12%	8 8%	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	11 15%	5 5%	2 15%	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Hughes, Euro RP	Ipswich, MFI, Euro RP	Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base						
Unweighted	1003	8	1	1	60	1
Weighted	1003	6	1	1	44	0
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	0 1%	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP
Base						
Unweighted	1003	2	92	1	17	7
Weighted	1003	1	63	2	20	5
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	1 2%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	2 3%	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	1 7%	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	1 1%	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	1 15%
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order
Base							
Unweighted	1003	24	1	42	124	11	3
Weighted	1003	18	1	40	115	8	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	1 2%	1 1%	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	2 2%	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	1 4%	- -	- -	3 2%	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	3 9%	9 7%	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	2 2%	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	2 2%	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	1 8%	- -	- -	2 2%	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	3 3%	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	6 15%	2 2%	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	1 1%	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Colchester, Co-Op	Chelmsford, Comet	Sudbury, Co-Op	Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Ipswich, John Lewis
Base										
Unweighted	1003	7	1	2	1	1	1	1	97	1
Weighted	1003	18	1	1	1	1	1	1	115	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	2 2%	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	2 2%	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	5 5%	- -
Colchester, Asda, Turner Rise	39 4%	2 12%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	4 4%	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	4 23%	- -	- -	- -	- -	- -	- -	27 24%	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Lowestoft, Comet	Ipswich, Co-Op	Sudbury, Hughes	Halstead, Co-Op	Colchester, Iceland	Ipswich, Matthews	Clacton, Iceland	Harwich, Co-Op	Norwich, John Lewis
Base										
Unweighted	1003	4	26	1	2	3	20	5	3	10
Weighted	1003	3	17	1	1	5	12	14	7	7
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 17%
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	14 100%	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	3 71%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods									
		Stowmarket, Argos	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts	Norwich, Currys	Diss, Hughes	Norwich, Wickes	Norwich, Alders	Ipswich, Iceland	Ipswich, Argos
Base											
Unweighted	1003	2	4	3	26	8	3	1	4	3	1
Weighted	1003	1	3	1	13	4	2	0	3	1	0
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Sainsbury, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	0 3%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Clacton, Co-Op	Stow market, Currys	Stow market, Asda	Colchester, Powerhouse	Clacton, Comet	Colchester, Tesco	Clacton, Hughes	Woodbridge, Currys	Ipswich, Dixons
Base										
Unweighted	1003	5	1	1	2	2	1	1	3	2
Weighted	1003	14	0	0	4	7	5	2	1	4
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	2 14%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	7 53%	- -	- -	- -	7 100%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	3 90%	- -	- -	2 100%	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Ipswich, Bennetts	Woodbridge, Hughes	Woodbridge, Co-Op	Bury St Edmunds, Hughes	Bedford, Comet	Colchester, Dixons	Hadleigh, Hicks	Halesworth, Taylors
Base									
Unweighted	1003	1	3	1	2	1	1	2	5
Weighted	1003	0	1	1	1	1	1	1	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	1 50%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods						
		Lowestoft, House of Fraser	Southwold, Wards	Colchester, Argos	Ipswich, Alders	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Solar
Base								
Unweighted	1003	1	3	1	6	3	1	1
Weighted	1003	1	1	1	5	1	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	1 100%	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	0 24%	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Felixstowe, Currys	Felixstowe, Co-Op	Leiston, McDonalds	London	Felixstowe, Hughes	Saxmundham, McDonald	Halesworth, Hughes	Lowestoft, Currys
Base									
Unweighted	1003	1	2	2	1	2	1	5	5
Weighted	1003	1	1	1	1	1	1	2	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Norwich, Bonds	Beccles, Co-Op	Leiston, Co-Op	Southwold, Hughes	Norwich, Iceland	Ipswich, Currys
Base							
Unweighted	1003	1	1	1	1	1	2
Weighted	1003	1	0	1	0	0	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP
Base					
Unweighted	1003	9	36	10	44
Weighted	1003	7	37	10	41
Diss, Morrisons	16 2%	- -	- -	- -	1 3%
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	0 1%
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	0 3%	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Bennets, Turner Rise	Colchester, Allied Carpets, Tollgate Centre
Base					
Unweighted	1003	1	1	2	1
Weighted	1003	1	1	8	6
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Colchester, Comet, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP	Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP
Base						
Unweighted	1003	45	43	11	1	87
Weighted	1003	73	103	14	0	68
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	0 1%
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	2 4%
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	2 3%
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	1 1%
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	2 3%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Hughes, Euro RP	Ipswich, MFI, Euro RP	Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base						
Unweighted	1003	8	1	1	60	1
Weighted	1003	6	1	1	44	0
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	2 5%	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	0 1%	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	0 1%	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	1 3%	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Carpentryright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP
Base						
Unweighted	1003	2	92	1	17	7
Weighted	1003	1	63	2	20	5
Diss, Morrisons	16 2%	- -	1 2%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	1 2%	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	0 1%	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	1 2%	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	1 2%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	1 10%
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	1 2%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order
Base							
Unweighted	1003	24	1	42	124	11	3
Weighted	1003	18	1	40	115	8	2
Diss, Morrisons	16 2%	- -	- -	0 1%	3 2%	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	0 0%	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	1 1%	0 6%	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	0 1%	0 0%	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	1 3%	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	3 3%	- -	- -
Eye, Co-Op	0 0%	- -	- -	0 1%	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	1 1%	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	1 0%	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	1 1%	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	4 3%	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	2 2%	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	1 2%	1 1%	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Colchester, Co-Op	Chelmsford, Comet	Sudbury, Co-Op	Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Ipswich, John Lewis
Base										
Unweighted	1003	7	1	2	1	1	1	1	97	1
Weighted	1003	18	1	1	1	1	1	1	115	1
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	2 2%	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	2 2%	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	7 6%	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	1 8%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	2 2%	- -
Halstead, Co-Op	1 0%	- -	1 100%	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Lowestoft, Comet	Ipswich, Co-Op	Sudbury, Hughes	Halstead, Co-Op	Colchester, Iceland	Ipswich, Matthews	Clacton, Iceland	Harwich, Co-Op	Norwich, John Lewis
Base										
Unweighted	1003	4	26	1	2	3	20	5	3	10
Weighted	1003	3	17	1	1	5	12	14	7	7
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 5%
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 17%
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	1 3%	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	0 2%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	0 2%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	0 2%	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 8%
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods									
		Stowmarket, Argos	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts	Norwich, Currys	Diss, Hughes	Norwich, Wickes	Norwich, Alders	Ipswich, Iceland	Ipswich, Argos
Base											
Unweighted	1003	2	4	3	26	8	3	1	4	3	1
Weighted	1003	1	3	1	13	4	2	0	3	1	0
Diss, Morrisons	16 2%	0 56%	2 70%	- -	3 22%	2 48%	- -	0 100%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	0 3%	0 10%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	0 11%	0 39%	2 13%	1 17%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	0 28%	1 6%	0 12%	0 18%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	1 9%	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	1 5%	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Clacton, Co-Op	Stow market, Currys	Stow market, Asda	Colchester, Powerhouse	Clacton, Comet	Colchester, Tesco	Clacton, Hughes	Woodbridge, Currys	Ipswich, Dixons
Base										
Unweighted	1003	5	1	1	2	2	1	1	3	2
Weighted	1003	14	0	0	4	7	5	2	1	4
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	4 87%
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Ipswich, Bennetts	Woodbridge, Hughes	Woodbridge, Co-Op	Bury St Edmunds, Hughes	Bedford, Comet	Colchester, Dixons	Hadleigh, Hicks	Halesworth, Taylors
Base									
Unweighted	1003	1	3	1	2	1	1	2	5
Weighted	1003	0	1	1	1	1	1	1	2
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	0 100%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	2 100%
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods						
		Lowestoft, House of Fraser	Southwold, Wards	Colchester, Argos	Ipswich, Alders	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Solar
Base								
Unweighted	1003	1	3	1	6	3	1	1
Weighted	1003	1	1	1	5	1	1	1
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	1 100%
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	1 42%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Felixstowe, Currys	Felixstowe, Co-Op	Leiston, McDonalds	London	Felixstowe, Hughes	Saxmundham, McDonald	Halesworth, Hughes	Lowestoft, Currys
Base									
Unweighted	1003	1	2	2	1	2	1	5	5
Weighted	1003	1	1	1	1	1	1	2	2
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	1 27%	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	1 52%	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	1 100%	1 50%	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	0 12%	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Norwich, Bonds	Beccles, Co-Op	Leiston, Co-Op	Southwold, Hughes	Norwich, Iceland	Ipswich, Currys
Base							
Unweighted	1003	1	1	1	1	1	2
Weighted	1003	1	0	1	0	0	2
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	1 100%	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	0 100%	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP
Base					
Unweighted	1003	9	36	10	44
Weighted	1003	7	37	10	41
Halstead, Somerfield, High Street	7 1%	2 29%	- -	- -	1 2%
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	1 2%	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Bennets, Turner Rise	Colchester, Allied Carpets, Tollgate Centre
Base					
Unweighted	1003	1	1	2	1
Weighted	1003	1	1	8	6
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Colchester, Comet, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP	Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP
Base						
Unweighted	1003	45	43	11	1	87
Weighted	1003	73	103	14	0	68
Halstead, Somerfield, High Street	7 1%	1 1%	1 1%	- -	- -	1 1%
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	24 23%	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	5 5%	- -	- -	- -
Harwich, Solar	1 0%	- -	1 1%	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	3 4%
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	1 2%	3 2%	- -	- -	6 9%
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	1 1%	- -	- -	- -	6 9%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	4 6%
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Hughes, Euro RP	Ipswich, MFI, Euro RP	Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base						
Unweighted	1003	8	1	1	60	1
Weighted	1003	6	1	1	44	0
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	1 3%	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	1 1%	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	1 20%	- -	- -	4 8%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	0 1%	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	1 9%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	2 40%	- -	- -	8 18%	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP
Base						
Unweighted	1003	2	92	1	17	7
Weighted	1003	1	63	2	20	5
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	0 1%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	15 23%	- -	2 12%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	5 8%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	2 3%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	1 1%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order
Base							
Unweighted	1003	24	1	42	124	11	3
Weighted	1003	18	1	40	115	8	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	1 2%	- -	0 6%	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	6 5%	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	2 2%	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	2 10%	- -	2 4%	2 2%	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	2 1%	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	2 2%	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	2 10%	- -	3 7%	3 3%	1 7%	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Colchester, Co-Op	Chelmsford, Comet	Sudbury, Co-Op	Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Ipswich, John Lewis
Base										
Unweighted	1003	7	1	2	1	1	1	1	97	1
Weighted	1003	18	1	1	1	1	1	1	115	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	0 2%	- -	- -	- -	- -	- -	- -	2 2%	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	5 4%	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	5 5%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	3 2%	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	4 4%	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Lowestoft, Comet	Ipswich, Co-Op	Sudbury, Hughes	Halstead, Co-Op	Colchester, Iceland	Ipswich, Matthews	Clacton, Iceland	Harwich, Co-Op	Norwich, John Lewis
Base										
Unweighted	1003	4	26	1	2	3	20	5	3	10
Weighted	1003	3	17	1	1	5	12	14	7	7
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	1 100%	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	2 33%	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	2 33%	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	2 33%	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	2 9%	- -	- -	- -	1 12%	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	2 9%	- -	- -	- -	0 4%	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	1 4%	- -	- -	- -	1 6%	- -	- -	0 5%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	1 4%	- -	- -	- -	0 4%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	2 14%	- -	- -	- -	6 48%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods									
		Stowmarket, Argos	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts	Norwich, Currys	Diss, Hughes	Norwich, Wickes	Norwich, Alders	Ipswich, Iceland	Ipswich, Argos
Base											
Unweighted	1003	2	4	3	26	8	3	1	4	3	1
Weighted	1003	1	3	1	13	4	2	0	3	1	0
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	1 9%	0 12%	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 33%	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	0 14%	1 43%	0 100%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Clacton, Co-Op	Stow market, Currys	Stow market, Asda	Colchester, Powerhouse	Clacton, Comet	Colchester, Tesco	Clacton, Hughes	Woodbridge, Currys	Ipswich, Dixons
Base										
Unweighted	1003	5	1	1	2	2	1	1	3	2
Weighted	1003	14	0	0	4	7	5	2	1	4
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 13%
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	0 100%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Ipswich, Bennetts	Woodbridge, Hughes	Woodbridge, Co-Op	Bury St Edmunds, Hughes	Bedford, Comet	Colchester, Dixons	Hadleigh, Hicks	Halesworth, Taylors
Base									
Unweighted	1003	1	3	1	2	1	1	2	5
Weighted	1003	0	1	1	1	1	1	1	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	0 39%	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods						
		Lowestoft, House of Fraser	Southwold, Wards	Colchester, Argos	Ipswich, Alders	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Solar
Base								
Unweighted	1003	1	3	1	6	3	1	1
Weighted	1003	1	1	1	5	1	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23-31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	1 14%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	1 31%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	0 24%	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Felixstowe, Currys	Felixstowe, Co-Op	Leiston, McDonalds	London	Felixstowe, Hughes	Saxmundham, McDonald	Halesworth, Hughes	Lowestoft, Currys
Base									
Unweighted	1003	1	2	2	1	2	1	5	5
Weighted	1003	1	1	1	1	1	1	2	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Norwich, Bonds	Beccles, Co-Op	Leiston, Co-Op	Southwold, Hughes	Norwich, Iceland	Ipswich, Currys
Base							
Unweighted	1003	1	1	1	1	1	2
Weighted	1003	1	0	1	0	0	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP
Base					
Unweighted	1003	9	36	10	44
Weighted	1003	7	37	10	41
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	1 2%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Bennets, Turner Rise	Colchester, Allied Carpets, Tollgate Centre
Base					
Unweighted	1003	1	1	2	1
Weighted	1003	1	1	8	6
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Colchester, Comet, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP	Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP
Base						
Unweighted	1003	45	43	11	1	87
Weighted	1003	73	103	14	0	68
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	10 14%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	1 1%	2 2%	- -	- -	8 12%
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	1 1%
Ipswich, Tesco, Martlesham Heath	54 5%	1 1%	- -	- -	0 100%	6 8%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	1 1%
Local shops	38 4%	0 0%	- -	- -	- -	5 7%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	1 1%

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Hughes, Euro RP	Ipswich, MFI, Euro RP	Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base						
Unweighted	1003	8	1	1	60	1
Weighted	1003	6	1	1	44	0
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	0 7%	- -	- -	3 8%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	1 100%	4 9%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	5 11%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	1 24%	- -	- -	8 19%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	1 3%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	1 1%	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	3 7%	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP
Base						
Unweighted	1003	2	92	1	17	7
Weighted	1003	1	63	2	20	5
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	0 1%	- -	- -	1 11%
Ipswich, Morrisons, Sproughton Road	40 4%	0 54%	7 11%	2 100%	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	6 10%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	2 4%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	2 4%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	1 2%	- -	1 3%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	1 1%	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order
Base							
Unweighted	1003	24	1	42	124	11	3
Weighted	1003	18	1	40	115	8	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	1 7%	- -	1 4%	4 3%	1 8%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	1 4%	- -	3 7%	2 2%	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	1 1%	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	3 7%	18 16%	3 37%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	3 8%	13 12%	- -	- -
Lowestoft, Safeway, Gilesham	1 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	0 13%
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	1 1%	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	0 0%	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	2 5%	3 3%	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Colchester, Co-Op	Chelmsford, Comet	Sudbury, Co-Op	Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Ipswich, John Lewis
Base										
Unweighted	1003	7	1	2	1	1	1	1	97	1
Weighted	1003	18	1	1	1	1	1	1	115	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	4 4%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	- -	- -	5 4%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -	5 4%	1 100%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	- -	6 5%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	4 3%	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Lowestoft, Comet	Ipswich, Co-Op	Sudbury, Hughes	Halstead, Co-Op	Colchester, Iceland	Ipswich, Matthews	Clacton, Iceland	Harwich, Co-Op	Norwich, John Lewis
Base										
Unweighted	1003	4	26	1	2	3	20	5	3	10
Weighted	1003	3	17	1	1	5	12	14	7	7
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	1 7%	- -	- -	1 12%	0 4%	- -	- -	1 9%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	0 3%	- -	- -	2 30%
Ipswich, Tesco, Kesgrave	13 1%	- -	3 17%	- -	- -	- -	1 8%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	1 8%	- -	- -	- -	1 12%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	1 8%	- -	- -	- -	- -	- -	- -	1 8%
Lowestoft, Safeway, Gilseham	1 0%	1 19%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	1 19%	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	1 3%	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	1 3%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods									
		Stowmarket, Argos	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts	Norwich, Currys	Diss, Hughes	Norwich, Wickes	Norwich, Alders	Ipswich, Iceland	Ipswich, Argos
Base											
Unweighted	1003	2	4	3	26	8	3	1	4	3	1
Weighted	1003	1	3	1	13	4	2	0	3	1	0
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	2 52%	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	- -	- -	1 16%	0 25%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	0 3%	- -	0 20%	- -	1 19%	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	0 32%	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	1 19%	- -	0 3%	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	0 3%	- -	1 62%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Clacton, Co-Op	Stow market, Currys	Stow market, Asda	Colchester, Powerhouse	Clacton, Comet	Colchester, Tesco	Clacton, Hughes	Woodbridge, Currys	Ipswich, Dixons
Base										
Unweighted	1003	5	1	1	2	2	1	1	3	2
Weighted	1003	14	0	0	4	7	5	2	1	4
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -	0 30%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	2 16%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	5 100%	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Ipswich, Bennetts	Woodbridge, Hughes	Woodbridge, Co-Op	Bury St Edmunds, Hughes	Bedford, Comet	Colchester, Dixons	Hadleigh, Hicks	Halesworth, Taylors
Base									
Unweighted	1003	1	3	1	2	1	1	2	5
Weighted	1003	0	1	1	1	1	1	1	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	1 100%	1 61%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	1 42%	1 100%	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	0 29%	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods						
		Lowestoft, House of Fraser	Southwold, Wards	Colchester, Argos	Ipswich, Alders	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Solar
Base								
Unweighted	1003	1	3	1	6	3	1	1
Weighted	1003	1	1	1	5	1	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	1 100%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	1 24%	1 53%	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	1 37%	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	1 100%	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Felixstowe, Currys	Felixstowe, Co-Op	Leiston, McDonalds	London	Felixstowe, Hughes	Saxmundham, McDonald	Halesworth, Hughes	Lowestoft, Currys
Base									
Unweighted	1003	1	2	2	1	2	1	5	5
Weighted	1003	1	1	1	1	1	1	2	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	1 48%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	1 23%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	0 33%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	0 12%
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	1 25%
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	1 67%	1 100%	- -	1 100%	0 12%	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Norwich, Bonds	Beccles, Co-Op	Leiston, Co-Op	Southwold, Hughes	Norwich, Iceland	Ipswich, Currys
Base							
Unweighted	1003	1	1	1	1	1	2
Weighted	1003	1	0	1	0	0	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	1 32%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	1 68%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	1 100%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP
Base					
Unweighted	1003	9	36	10	44
Weighted	1003	7	37	10	41
Sible Hedingham, Co-Op	1 0%	1 12%	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	1 2%	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	3 8%	- -	3 8%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	0 1%	1 7%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	1 2%
Sudbury, Waitrose, Station Road	23 2%	1 15%	1 2%	- -	1 2%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Bennets, Turner Rise	Colchester, Allied Carpets, Tollgate Centre
Base					
Unweighted	1003	1	1	2	1
Weighted	1003	1	1	8	6
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	5 59%	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Colchester, Comet, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP	Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP
Base						
Unweighted	1003	45	43	11	1	87
Weighted	1003	73	103	14	0	68
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	0 3%	- -	13 19%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	1 1%	- -	- -	- -	1 1%
Sudbury, Tesco, Springlands Way	21 2%	4 6%	2 2%	1 7%	- -	- -
Sudbury, Waitrose, Station Road	23 2%	6 8%	1 1%	4 31%	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	2 2%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Hughes, Euro RP	Ipswich, MFI, Euro RP	Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base						
Unweighted	1003	8	1	1	60	1
Weighted	1003	6	1	1	44	0
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	1 100%	- -	- -	0 100%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP
Base						
Unweighted	1003	2	92	1	17	7
Weighted	1003	1	63	2	20	5
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	0 46%	5 8%	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	0 1%	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	4 6%	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	1 3%	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	1 3%	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	1 3%	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	4 18%	1 12%
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	3 16%	2 30%
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	6 31%	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	1 22%
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order
Base							
Unweighted	1003	24	1	42	124	11	3
Weighted	1003	18	1	40	115	8	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	0 1%	1 0%	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	4 19%	1 100%	- -	2 2%	3 33%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	0 0%	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	0 3%	- -	- -	0 0%	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	1 2%	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	4 19%	- -	1 1%	1 0%	- -	1 63%
Sudbury, Waitrose, Station Road	23 2%	2 9%	- -	- -	- -	- -	1 24%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Colchester, Co-Op	Chelmsford, Comet	Sudbury, Co-Op	Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Ipswich, John Lewis
Base										
Unweighted	1003	7	1	2	1	1	1	1	97	1
Weighted	1003	18	1	1	1	1	1	1	115	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	1 100%	1 0%	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	3 3%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	1 50%	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	1 100%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	1 50%	- -	1 100%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	1 100%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	5 28%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	5 28%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Lowestoft, Comet	Ipswich, Co-Op	Sudbury, Hughes	Halstead, Co-Op	Colchester, Iceland	Ipswich, Matthews	Clacton, Iceland	Harwich, Co-Op	Norwich, John Lewis
Base										
Unweighted	1003	4	26	1	2	3	20	5	3	10
Weighted	1003	3	17	1	1	5	12	14	7	7
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	1 4%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	1 17%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	1 100%	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods									
		Stowmarket, Argos	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts	Norwich, Currys	Diss, Hughes	Norwich, Wickes	Norwich, Alders	Ipswich, Iceland	Ipswich, Argos
Base											
Unweighted	1003	2	4	3	26	8	3	1	4	3	1
Weighted	1003	1	3	1	13	4	2	0	3	1	0
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	0 44%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	0 3%	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	1 9%	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	1 6%	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Clacton, Co-Op	Stowmarket, Currys	Stowmarket, Asda	Colchester, Powerhouse	Clacton, Comet	Colchester, Tesco	Clacton, Hughes	Woodbridge, Currys	Ipswich, Dixons
Base										
Unweighted	1003	5	1	1	2	2	1	1	3	2
Weighted	1003	14	0	0	4	7	5	2	1	4
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	0 100%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Ipswich, Bennetts	Woodbridge, Hughes	Woodbridge, Co-Op	Bury St Edmunds, Hughes	Bedford, Comet	Colchester, Dixons	Hadleigh, Hicks	Halesworth, Taylors
Base									
Unweighted	1003	1	3	1	2	1	1	2	5
Weighted	1003	0	1	1	1	1	1	1	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	1 100%	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods						
		Lowestoft, House of Fraser	Southwold, Wards	Colchester, Argos	Ipswich, Alders	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Solar
Base								
Unweighted	1003	1	3	1	6	3	1	1
Weighted	1003	1	1	1	5	1	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	0 20%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Felixstowe, Currys	Felixstowe, Co-Op	Leiston, McDonalds	London	Felixstowe, Hughes	Saxmundham, McDonald	Halesworth, Hughes	Lowestoft, Currys
Base									
Unweighted	1003	1	2	2	1	2	1	5	5
Weighted	1003	1	1	1	1	1	1	2	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Norwich, Bonds	Beccles, Co-Op	Leiston, Co-Op	Southwold, Hughes	Norwich, Iceland	Ipswich, Currys
Base							
Unweighted	1003	1	1	1	1	1	2
Weighted	1003	1	0	1	0	0	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP
Base					
Unweighted	1003	9	36	10	44
Weighted	1003	7	37	10	41
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Bennets, Turner Rise	Colchester, Allied Carpets, Tollgate Centre
Base					
Unweighted	1003	1	1	2	1
Weighted	1003	1	1	8	6
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Colchester, Comet, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP	Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP
Base						
Unweighted	1003	45	43	11	1	87
Weighted	1003	73	103	14	0	68
Walton, Co-Op	5 1%	2 3%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	4 4%	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Hughes, Euro RP	Ipswich, MFI, Euro RP	Martlesham Heath, Glasswells, Martlesham RP	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base						
Unweighted	1003	8	1	1	60	1
Weighted	1003	6	1	1	44	0
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	0 1%	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods				
		Ipswich, Carpentryright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP
Base						
Unweighted	1003	2	92	1	17	7
Weighted	1003	1	63	2	20	5
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park	Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order
Base							
Unweighted	1003	24	1	42	124	11	3
Weighted	1003	18	1	40	115	8	2
Walton, Co-Op	5 1%	- -	- -	- -	1 0%	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	0 0%	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	1 0%	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Colchester, Co-Op	Chelmsford, Comet	Sudbury, Co-Op	Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Ipswich, John Lewis
Base										
Unweighted	1003	7	1	2	1	1	1	1	97	1
Weighted	1003	18	1	1	1	1	1	1	115	1
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Lowestoft, Comet	Ipswich, Co-Op	Sudbury, Hughes	Halstead, Co-Op	Colchester, Iceland	Ipswich, Matthews	Clacton, Iceland	Harwich, Co-Op	Norwich, John Lewis
Base										
Unweighted	1003	4	26	1	2	3	20	5	3	10
Weighted	1003	3	17	1	1	5	12	14	7	7
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods									
		Stowmarket, Argos	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts	Norwich, Currys	Diss, Hughes	Norwich, Wickes	Norwich, Alders	Ipswich, Iceland	Ipswich, Argos
Base											
Unweighted	1003	2	4	3	26	8	3	1	4	3	1
Weighted	1003	1	3	1	13	4	2	0	3	1	0
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods								
		Clacton, Co-Op	Stowmarket, Currys	Stowmarket, Asda	Colchester, Powerhouse	Clacton, Comet	Colchester, Tesco	Clacton, Hughes	Woodbridge, Currys	Ipswich, Dixons
Base										
Unweighted	1003	5	1	1	2	2	1	1	3	2
Weighted	1003	14	0	0	4	7	5	2	1	4
Walton, Co-Op	5	2	-	-	-	-	-	-	-	-
	1%	16%	-	-	-	-	-	-	-	-
Witham, Tesco, The Grove Centre	4	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Budgens, The Thoroughfare	2	-	-	-	0	-	-	-	-	-
	0%	-	-	-	10%	-	-	-	-	-
Woodbridge, Co-Op	0	-	-	-	-	-	-	-	0	-
	0%	-	-	-	-	-	-	-	30%	-
Woodbridge, Morrisons	1	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Ipswich, Bennetts	Woodbridge, Hughes	Woodbridge, Co-Op	Bury St Edmunds, Hughes	Bedford, Comet	Colchester, Dixons	Hadleigh, Hicks	Halesworth, Taylors
Base									
Unweighted	1003	1	3	1	2	1	1	2	5
Weighted	1003	0	1	1	1	1	1	1	2
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	0 29%	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods						
		Lowestoft, House of Fraser	Southwold, Wards	Colchester, Argos	Ipswich, Alders	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Solar
Base								
Unweighted	1003	1	3	1	6	3	1	1
Weighted	1003	1	1	1	5	1	1	1
Walton, Co-Op	5	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-
Witham, Tesco, The Grove Centre	4	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-
Woodbridge, Budgens, The Thoroughfare	2	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-
Woodbridge, Co-Op	0	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-
Woodbridge, Morrisons	1	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods							
		Felixstowe, Currys	Felixstowe, Co-Op	Leiston, McDonalds	London	Felixstowe, Hughes	Saxmundham, McDonald	Halesworth, Hughes	Lowestoft, Currys
Base									
Unweighted	1003	1	2	2	1	2	1	5	5
Weighted	1003	1	1	1	1	1	1	2	2
Walton, Co-Op	5 1%	-	1 50%	-	-	-	-	-	-
Witham, Tesco, The Grove Centre	4 0%	-	-	-	-	-	-	-	-
Woodbridge, Budgens, The Thoroughfare	2 0%	-	-	-	-	-	-	-	-
Woodbridge, Co-Op	0 0%	-	-	-	-	-	-	-	-
Woodbridge, Morrisons	1 0%	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q13. Where last bought large electrical goods					
		Norwich, Bonds	Beccles, Co-Op	Leiston, Co-Op	Southwold, Hughes	Norwich, Iceland	Ipswich, Currys
Base							
Unweighted	1003	1	1	1	1	1	2
Weighted	1003	1	0	1	0	0	2
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods		
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP
Base				
Unweighted	1003	7	29	8
Weighted	1003	5	29	9
Q3. Where normally buy main food/groceries				
Aldburgh, Co-Op	2 0%	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	1 12%	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	1 19%	- -	- -
Braintree, Tesco, Marks Gate	1 0%	1 16%	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	12 42%	6 64%

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Bury St Edmunds, Poundstretcher, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Matalan, Colchester RP
Base					
Unweighted	1003	1	47	3	1
Weighted	1003	1	45	3	0
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	15 34%	1 52%	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Colchester, Comet, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP
Base					
Unweighted	1003	44	1	48	8
Weighted	1003	73	2	112	12
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	2 3%	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	1 1%	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	1 7%
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP	Ipswich, Hughes, Euro RP	Ipswich, Focus, Orwell RP	Martlesham Heath, Glasswells, Martlesham RP
Base						
Unweighted	1003	1	70	8	1	1
Weighted	1003	0	50	7	0	1
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	0 1%	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	63	2	1	86	1
Weighted	1003	56	1	0	68	1
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	1 100%
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	1 3%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP	Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park
Base					
Unweighted	1003	14	9	33	3
Weighted	1003	14	10	23	4
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	0 2%	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	1 3%	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	1 5%	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	1 4%	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order	Colchester, Co-Op	Braintree, Currys	Chelmsford, Comet	Sudbury, Co-Op
Base									
Unweighted	1003	55	110	6	3	5	1	1	2
Weighted	1003	65	90	3	2	14	1	1	1
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0%	1 1%	1 1%	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	1 1%	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	1 1%	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	6 9%	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	1 1%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	1 1%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	1 1%	3 3%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Lowestoft, Comet	Ipswich, Argos	Ipswich, Co-Op	Tollgate, Powerhouse
Base										
Unweighted	1003	1	1	1	2	120	2	10	20	1
Weighted	1003	1	1	1	1	145	1	9	11	2
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	1 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	0 0%	0 36%	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	1 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, Hughes	Halstead, Co-Op	Harwich, Co-Op	Norwich, John Lewis	Stow market, Hughes	Ipswich, Matthews	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts
Base										
Unweighted	1003	1	2	3	11	1	16	4	4	32
Weighted	1003	1	1	7	6	0	10	2	1	16
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 2%
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -	0 3%

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Currys	Diss, Hughes	Ipswich, Asda	Colchester, Argos	Clacton, Co-Op	Stow market, Argos	Stow market, Currys	Stow market, Asda	Clacton, Comet
Base										
Unweighted	1003	8	2	3	2	5	3	1	1	2
Weighted	1003	4	1	2	3	14	2	0	0	7
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	0 8%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Colchester, Tesco	Clacton, Iceland	Clacton, Hughes	Woodbridge, Co-Op	Ipswich, Dixons	Ipswich, Bennett	Woodbridge, Hughes	Bury St Edmunds, Hughes
Base									
Unweighted	1003	1	1	1	2	1	2	3	2
Weighted	1003	5	2	2	1	4	2	1	1
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0%	-	-	-	-	-	-	-	-
Aldburgh, Solar Superstore	1 0%	-	-	-	-	-	-	-	-
Barham, Co-Op	2 0%	-	-	-	-	-	-	-	-
Beccles, Morrisons	3 0%	-	-	-	-	-	-	-	-
Beccles, Rainbow, Gosford Road	1 0%	-	-	-	-	-	-	-	-
Beccles, Safeway, George Westwood Way	1 0%	-	-	-	-	-	-	-	-
Beccles, Somerfield, Market Square	1 0%	-	-	-	-	-	-	-	-
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	-	-	-	-	-	-	-	-
Braintree, Tesco, Great Notley	1 0%	-	-	-	-	-	-	-	-
Braintree, Tesco, Market Place	8 1%	-	-	-	-	-	-	-	-
Braintree, Tesco, Marks Gate	1 0%	-	-	-	-	-	-	-	-
Bramford, Co-Op	1 0%	-	-	-	-	-	-	-	-
Bungay, Co-Op	1 0%	-	-	-	-	-	-	-	-
Bungay, Rainbows	1 0%	-	-	-	-	-	-	-	-
Bury St Edmunds, Co-Op	1 0%	-	-	-	-	-	-	-	-
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	-	-	-	-	-	-	-	-
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Bedford, Comet	Hadleigh, Hicks	Halesworth, Taylors	Halesworth, Rainbow	Lowestoft, House of Fraser	Southwold, Wards	Woodbridge, Currys	Norwich, Argos
Base									
Unweighted	1003	1	2	3	1	1	2	3	1
Weighted	1003	1	1	1	1	1	1	2	1
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	1 35%	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Alders	Ipswich, Alders	Abroad	Copdock, Tesco	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Co-Op	Felixstowe, Solar	Felixstowe, Currys
Base										
Unweighted	1003	2	5	1	3	3	1	2	1	1
Weighted	1003	2	4	1	2	1	1	1	1	1
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	1 100%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Felixstowe, Argos	Leiston, McDonalds	Felixstowe, Hughes	Halesworth, Hughes	Lowestoft, Currys	Norwich, Bonds	Norwich, Macro	Beccles, Co-Op	Bungay, Co-Op
Base										
Unweighted	1003	2	1	3	6	4	1	1	1	1
Weighted	1003	1	1	2	3	2	1	0	0	1
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	1 50%	- -	- -	0 100%	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	1 41%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 100%
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Leiston, Co-Op	Southwold, Hughes	Beccles, Hughes	Martlesham Heath, Tesco	Ipswich, Hughes
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	0	1	0
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	0 100%	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods		
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP
Base				
Unweighted	1003	7	29	8
Weighted	1003	5	29	9
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	7 23%	1 7%
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	6 20%	1 9%
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	1 2%	1 15%
Clacton, Safeway, Old Road	2 0%	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Bury St Edmunds, Poundstretcher, Robert Bobby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Matalan, Colchester RP
Base					
Unweighted	1003	1	47	3	1
Weighted	1003	1	45	3	0
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	2 3%	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	5 11%	1 25%	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	12 26%	1 24%	- -
Bury St Edmunds, Waitrose, Robert Bobby Way	11 1%	1 100%	3 8%	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Colchester, Comet, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP
Base					
Unweighted	1003	44	1	48	8
Weighted	1003	73	2	112	12
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	1 1%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	4 4%	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	11 15%	- -	4 4%	- -
Colchester, Asda, Turner Rise	39 4%	6 9%	- -	17 15%	- -
Colchester, Co-Op	23 2%	13 18%	- -	4 4%	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	2 3%	- -	4 4%	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	2 100%	3 3%	5 41%
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	2 2%	- -
Colchester, Tesco, Greenstead Road	57 6%	5 7%	- -	15 14%	- -
Colchester, Tesco, Highwoods Square	33 3%	12 17%	- -	9 8%	2 18%
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP	Ipswich, Hughes, Euro RP	Ipswich, Focus, Orwell RP	Martlesham Heath, Glasswells, Martlesham RP
Base						
Unweighted	1003	1	70	8	1	1
Weighted	1003	0	50	7	0	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpentryright, Anglia RP	Ipswich, Comet, Anglia RP	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	63	2	1	86	1
Weighted	1003	56	1	0	68	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	1 2%	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	2 3%	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	0 0%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP	Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park
Base					
Unweighted	1003	14	9	33	3
Weighted	1003	14	10	23	4
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	1 3%	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	1 14%	1 3%	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	1 2%	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	1 8%	1 6%	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order	Colchester, Co-Op	Braintree, Currys	Chelmsford, Comet	Sudbury, Co-Op
Base									
Unweighted	1003	55	110	6	3	5	1	1	2
Weighted	1003	65	90	3	2	14	1	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	1 1%	1 1%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	2 2%	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	3 3%	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	2 3%	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	11 17%	9 9%	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	6 9%	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	2 2%	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	1 1%	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	3 4%	- -	- -	2 16%	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	6 9%	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	1 1%	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Lowestoft, Comet	Ipswich, Argos	Ipswich, Co-Op	Tollgate, Powerhouse
Base										
Unweighted	1003	1	1	1	2	120	2	10	20	1
Weighted	1003	1	1	1	1	145	1	9	11	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	2 2%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	4 3%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	6 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	4 3%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	8 6%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	29 20%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	4 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, Hughes	Halstead, Co-Op	Harwich, Co-Op	Norwich, John Lewis	Stow market, Hughes	Ipswich, Matthews	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts
Base										
Unweighted	1003	1	2	3	11	1	16	4	4	32
Weighted	1003	1	1	7	6	0	10	2	1	16
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	1 19%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 2%

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Currys	Diss, Hughes	Ipswich, Asda	Colchester, Argos	Clacton, Co-Op	Stow market, Argos	Stow market, Currys	Stow market, Asda	Clacton, Comet
Base										
Unweighted	1003	8	2	3	2	5	3	1	1	2
Weighted	1003	4	1	2	3	14	2	0	0	7
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	2 14%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	7 53%	- -	- -	- -	7 100%
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	2 80%	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Colchester, Tesco	Clacton, Iceland	Clacton, Hughes	Woodbridge, Co-Op	Ipswich, Dixons	Ipswich, Bennett	Woodbridge, Hughes	Bury St Edmunds, Hughes
Base									
Unweighted	1003	1	1	1	2	1	2	3	2
Weighted	1003	5	2	2	1	4	2	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	1 50%
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	2 100%	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	2 100%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Bedford, Comet	Hadleigh, Hicks	Halesworth, Taylors	Halesworth, Rainbow	Lowestoft, House of Fraser	Southwold, Wards	Woodbridge, Currys	Norwich, Argos
Base									
Unweighted	1003	1	2	3	1	1	2	3	1
Weighted	1003	1	1	1	1	1	1	2	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Alders	Ipswich, Alders	Abroad	Copdock, Tesco	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Co-Op	Felixstowe, Solar	Felixstowe, Currys
Base										
Unweighted	1003	2	5	1	3	3	1	2	1	1
Weighted	1003	2	4	1	2	1	1	1	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	1 100%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	0 21%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Felixstowe, Argos	Leiston, McDonalds	Felixstowe, Hughes	Halesworth, Hughes	Lowestoft, Currys	Norwich, Bonds	Norwich, Macro	Beccles, Co-Op	Bungay, Co-Op
Base										
Unweighted	1003	2	1	3	6	4	1	1	1	1
Weighted	1003	1	1	2	3	2	1	0	0	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Leiston, Co-Op	Southwold, Hughes	Beccles, Hughes	Martlesham Heath, Tesco	Ipswich, Hughes
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	0	1	0
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods		
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP
Base				
Unweighted	1003	7	29	8
Weighted	1003	5	29	9
Diss, Morrisons	16 2%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	0 4%
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Bury St Edmunds, Poundstretcher, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Matalan, Colchester RP
Base					
Unweighted	1003	1	47	3	1
Weighted	1003	1	45	3	0
Diss, Morrisons	16 2%	- -	1 3%	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	0 1%	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Colchester, Comet, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP
Base					
Unweighted	1003	44	1	48	8
Weighted	1003	73	2	112	12
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	2 3%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP	Ipswich, Hughes, Euro RP	Ipswich, Focus, Orwell RP	Martlesham Heath, Glasswells, Martlesham RP
Base						
Unweighted	1003	1	70	8	1	1
Weighted	1003	0	50	7	0	1
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	0 1%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	2 4%	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	1 1%	1 19%	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	63	2	1	86	1
Weighted	1003	56	1	0	68	1
Diss, Morrisons	16 2%	- -	- -	- -	1 2%	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	2 4%	- -	- -	4 6%	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	0 1%	- -	- -	0 1%	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	1 2%	- -
Framlingham, Solar Superstore, Market Hill	11 1%	1 2%	- -	- -	1 1%	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP	Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park
Base					
Unweighted	1003	14	9	33	3
Weighted	1003	14	10	23	4
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	1 4%	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order	Colchester, Co-Op	Braintree, Currys	Chelmsford, Comet	Sudbury, Co-Op
Base									
Unweighted	1003	55	110	6	3	5	1	1	2
Weighted	1003	65	90	3	2	14	1	1	1
Diss, Morrisons	16 2%	0 1%	2 2%	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	0 1%	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	1 1%	0 16%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	0 1%	0 0%	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	1 1%	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	3 4%	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	0 1%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	2 2%	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	1 1%	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	1 1%	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	0 1%	4 4%	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	1 1%	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	1 10%	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	1 2%	0 0%	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	1 100%	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Lowestoft, Comet	Ipswich, Argos	Ipswich, Co-Op	Tollgate, Powerhouse
Base										
Unweighted	1003	1	1	1	2	120	2	10	20	1
Weighted	1003	1	1	1	1	145	1	9	11	2
Diss, Morrisons	16 2%	- -	- -	- -	- -	2 1%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	0 0%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	0 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	4 3%	- -	- -	1 5%	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	3 2%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	0 0%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	0 3%	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	3 2%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, Hughes	Halstead, Co-Op	Harwich, Co-Op	Norwich, John Lewis	Stow market, Hughes	Ipswich, Matthews	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts
Base										
Unweighted	1003	1	2	3	11	1	16	4	4	32
Weighted	1003	1	1	7	6	0	10	2	1	16
Diss, Morrisons	16 2%	- -	- -	- -	1 18%	- -	- -	1 46%	0 22%	4 23%
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	0 5%	- -	- -	- -	- -	0 2%
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	1 19%	- -	- -	0 15%	0 31%	2 13%
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	0 22%	1 7%
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	0 6%	- -	- -	- -	- -	2 10%
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 4%
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	1 9%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Currys	Diss, Hughes	Ipswich, Asda	Colchester, Argos	Clacton, Co-Op	Stow market, Argos	Stow market, Currys	Stow market, Asda	Clacton, Comet
Base										
Unweighted	1003	8	2	3	2	5	3	1	1	2
Weighted	1003	4	1	2	3	14	2	0	0	7
Diss, Morrisons	16 2%	2 49%	0 47%	0 29%	- -	- -	0 31%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	0 10%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	0 9%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	0 12%	- -	- -	- -	- -	0 21%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Colchester, Tesco	Clacton, Iceland	Clacton, Hughes	Woodbridge, Co-Op	Ipswich, Dixons	Ipswich, Bennett	Woodbridge, Hughes	Bury St Edmunds, Hughes
Base									
Unweighted	1003	1	1	1	2	1	2	3	2
Weighted	1003	5	2	2	1	4	2	1	1
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	0 24%	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	4 100%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Bedford, Comet	Hadleigh, Hicks	Halesworth, Taylors	Halesworth, Rainbow	Lowestoft, House of Fraser	Southwold, Wards	Woodbridge, Currys	Norwich, Argos
Base									
Unweighted	1003	1	2	3	1	1	2	3	1
Weighted	1003	1	1	1	1	1	1	2	1
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	1 100%	1 100%	- -	- -	1 40%	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Alders	Ipswich, Alders	Abroad	Copdock, Tesco	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Co-Op	Felixstowe, Solar	Felixstowe, Currys
Base										
Unweighted	1003	2	5	1	3	3	1	2	1	1
Weighted	1003	2	4	1	2	1	1	1	1	1
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	1 60%	1 100%	1 100%
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	0 40%	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Felixstowe, Argos	Leiston, McDonalds	Felixstowe, Hughes	Halesworth, Hughes	Lowestoft, Currys	Norwich, Bonds	Norwich, Macro	Beccles, Co-Op	Bungay, Co-Op
Base										
Unweighted	1003	2	1	3	6	4	1	1	1	1
Weighted	1003	1	1	2	3	2	1	0	0	1
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	1 21%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	0 50%	- -	1 34%	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	1 100%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	0 10%	- -	- -	0 100%	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Leiston, Co-Op	Southwold, Hughes	Beccles, Hughes	Martlesham Heath, Tesco	Ipswich, Hughes
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	0	1	0
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	0 100%	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods		
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Bobby Way RP
Base				
Unweighted	1003	7	29	8
Weighted	1003	5	29	9
Halstead, Somerfield, High Street	7 1%	2 37%	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	1 5%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Bury St Edmunds, Poundstretcher, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Matalan, Colchester RP
Base					
Unweighted	1003	1	47	3	1
Weighted	1003	1	45	3	0
Halstead, Somerfield, High Street	7 1%	- -	1 2%	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	0 100%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Colchester, Comet, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP
Base					
Unweighted	1003	44	1	48	8
Weighted	1003	73	2	112	12
Halstead, Somerfield, High Street	7 1%	1 1%	- -	1 1%	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	24 21%	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	5 5%	- -
Harwich, Solar	1 0%	- -	- -	1 0%	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	1 2%	- -	3 2%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	1 1%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP	Ipswich, Hughes, Euro RP	Ipswich, Focus, Orwell RP	Martlesham Heath, Glasswells, Martlesham RP
Base						
Unweighted	1003	1	70	8	1	1
Weighted	1003	0	50	7	0	1
Halstead, Somerfield, High Street	7 1%	- -	1 1%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	4 8%	1 18%	0 100%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	5 10%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	1 7%	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	5 10%	2 30%	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	63	2	1	86	1
Weighted	1003	56	1	0	68	1
Halstead, Somerfield, High Street	7 1%	1 2%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	1 1%	- -	- -	3 5%	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	4 8%	- -	- -	12 18%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	7 10%	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	2 3%	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	8 15%	0 50%	- -	2 2%	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP	Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park
Base					
Unweighted	1003	14	9	33	3
Weighted	1003	14	10	23	4
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	2 17%	- -	2 7%	2 45%
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	2 8%	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order	Colchester, Co-Op	Braintree, Currys	Chelmsford, Comet	Sudbury, Co-Op
Base									
Unweighted	1003	55	110	6	3	5	1	1	2
Weighted	1003	65	90	3	2	14	1	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	1 1%	- -	0 16%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	6 7%	- -	- -	0 3%	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	2 3%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	1 1%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	2 2%	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	2 2%	0 15%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	2 2%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	3 5%	2 3%	1 18%	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Lowestoft, Comet	Ipswich, Argos	Ipswich, Co-Op	Tollgate, Powerhouse
Base										
Unweighted	1003	1	1	1	2	120	2	10	20	1
Weighted	1003	1	1	1	1	145	1	9	11	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	0 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	2 2%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	5 3%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	8 5%	- -	0 4%	2 14%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	2 14%	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	3 2%	- -	1 8%	1 5%	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	1 1%	- -	- -	1 5%	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	2 1%	- -	1 6%	2 16%	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, Hughes	Halstead, Co-Op	Harwich, Co-Op	Norwich, John Lewis	Stow market, Hughes	Ipswich, Matthews	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts
Base										
Unweighted	1003	1	2	3	11	1	16	4	4	32
Weighted	1003	1	1	7	6	0	10	2	1	16
Halstead, Somerfield, High Street	7 1%	- -	1 100%	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	2 33%	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	2 33%	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	2 33%	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -	2 10%
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	0 6%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	0 4%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	7 63%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Currys	Diss, Hughes	Ipswich, Asda	Colchester, Argos	Clacton, Co-Op	Stow market, Argos	Stow market, Currys	Stow market, Asda	Clacton, Comet
Base										
Unweighted	1003	8	2	3	2	5	3	1	1	2
Weighted	1003	4	1	2	3	14	2	0	0	7
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	0 12%	- -	1 71%	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	0 100%	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Colchester, Tesco	Clacton, Iceland	Clacton, Hughes	Woodbridge, Co-Op	Ipswich, Dixons	Ipswich, Bennett	Woodbridge, Hughes	Bury St Edmunds, Hughes
Base									
Unweighted	1003	1	1	1	2	1	2	3	2
Weighted	1003	5	2	2	1	4	2	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Bedford, Comet	Hadleigh, Hicks	Halesworth, Taylors	Halesworth, Rainbow	Lowestoft, House of Fraser	Southwold, Wards	Woodbridge, Currys	Norwich, Argos
Base									
Unweighted	1003	1	2	3	1	1	2	3	1
Weighted	1003	1	1	1	1	1	1	2	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	0 39%	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Alders	Ipswich, Alders	Abroad	Copdock, Tesco	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Co-Op	Felixstowe, Solar	Felixstowe, Currys
Base										
Unweighted	1003	2	5	1	3	3	1	2	1	1
Weighted	1003	2	4	1	2	1	1	1	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	0 21%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	1 18%	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	1 41%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	0 15%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Felixstowe, Argos	Leiston, McDonalds	Felixstowe, Hughes	Halesworth, Hughes	Lowestoft, Currys	Norwich, Bonds	Norwich, Macro	Beccles, Co-Op	Bungay, Co-Op
Base										
Unweighted	1003	2	1	3	6	4	1	1	1	1
Weighted	1003	1	1	2	3	2	1	0	0	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Leiston, Co-Op	Southwold, Hughes	Beccles, Hughes	Martlesham Heath, Tesco	Ipswich, Hughes
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	0	1	0
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	0 100%
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods		
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP
Base				
Unweighted	1003	7	29	8
Weighted	1003	5	29	9
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -
Local shops	38 4%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Bury St Edmunds, Poundstretcher, Robert Bobby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Matalan, Colchester RP
Base					
Unweighted	1003	1	47	3	1
Weighted	1003	1	45	3	0
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	1 2%	- -	- -
Lowestoft, Safeway, Gilesham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Colchester, Comet, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP
Base					
Unweighted	1003	44	1	48	8
Weighted	1003	73	2	112	12
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	2 3%	- -	2 2%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	1 1%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	0 0%	- -	- -	- -
Lowestoft, Safeway, Gilesham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP	Ipswich, Hughes, Euro RP	Ipswich, Focus, Orwell RP	Martlesham Heath, Glasswells, Martlesham RP
Base						
Unweighted	1003	1	70	8	1	1
Weighted	1003	0	50	7	0	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	6 12%	0 6%	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	6 11%	- -	- -	1 100%
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	0 100%	4 9%	1 20%	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	2 4%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	1 1%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	63	2	1	86	1
Weighted	1003	56	1	0	68	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	0 1%	- -
Ipswich, Morrisons, Sproughton Road	40 4%	5 10%	- -	0 100%	6 8%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	3 6%	- -	- -	7 10%	- -
Ipswich, Tesco, Kesgrave	13 1%	3 6%	- -	- -	2 3%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	17 31%	- -	- -	2 3%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	2 4%	- -	- -	1 1%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	1 1%	- -	- -	1 1%	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	3 5%	- -	- -	1 2%	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP	Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park
Base					
Unweighted	1003	14	9	33	3
Weighted	1003	14	10	23	4
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	1 6%	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	2 11%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	1 4%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	1 4%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order	Colchester, Co-Op	Braintree, Currys	Chelmsford, Comet	Sudbury, Co-Op
Base									
Unweighted	1003	55	110	6	3	5	1	1	2
Weighted	1003	65	90	3	2	14	1	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	1 2%	4 5%	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	3 5%	3 3%	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	2 2%	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	5 8%	7 8%	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	0 0%	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	6 10%	10 11%	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	0 13%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	1 1%	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	0 0%	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	2 4%	3 3%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Lowestoft, Comet	Ipswich, Argos	Ipswich, Co-Op	Tollgate, Powerhouse
Base										
Unweighted	1003	1	1	1	2	120	2	10	20	1
Weighted	1003	1	1	1	1	145	1	9	11	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	9 6%	- -	1 7%	0 4%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	0 40%	7 5%	- -	2 19%	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	2 2%	- -	1 14%	1 5%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	5 3%	- -	4 44%	0 4%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	9 6%	- -	- -	1 12%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	1 0%	1 64%	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	4 3%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	1 5%	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, Hughes	Halstead, Co-Op	Harwich, Co-Op	Norwich, John Lewis	Stow market, Hughes	Ipswich, Matthews	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts
Base										
Unweighted	1003	1	2	3	11	1	16	4	4	32
Weighted	1003	1	1	7	6	0	10	2	1	16
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	1 10%	- -	1 10%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	0 4%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	1 9%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	1 8%	- -	1 9%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	0 2%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	0 25%	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	1 38%	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 7%
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Currys	Diss, Hughes	Ipswich, Asda	Colchester, Argos	Clacton, Co-Op	Stow market, Argos	Stow market, Currys	Stow market, Asda	Clacton, Comet
Base										
Unweighted	1003	8	2	3	2	5	3	1	1	2
Weighted	1003	4	1	2	3	14	2	0	0	7
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sroughton Road	40 4%	- -	- -	- -	1 20%	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	0 53%	- -	- -	2 16%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Colchester, Tesco	Clacton, Iceland	Clacton, Hughes	Woodbridge, Co-Op	Ipswich, Dixons	Ipswich, Bennett	Woodbridge, Hughes	Bury St Edmunds, Hughes
Base									
Unweighted	1003	1	1	1	2	1	2	3	2
Weighted	1003	5	2	2	1	4	2	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sroughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	1 60%	- -	1 76%	1 42%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	0 29%	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	5 100%	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Bedford, Comet	Hadleigh, Hicks	Halesworth, Taylors	Halesworth, Rainbow	Lowestoft, House of Fraser	Southwold, Wards	Woodbridge, Currys	Norwich, Argos
Base									
Unweighted	1003	1	2	3	1	1	2	3	1
Weighted	1003	1	1	1	1	1	1	2	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	1 61%	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	0 26%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	1 64%	- -	1 100%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	1 100%	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Alders	Ipswich, Alders	Abroad	Copdock, Tesco	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Co-Op	Felixstowe, Solar	Felixstowe, Currys
Base										
Unweighted	1003	2	5	1	3	3	1	2	1	1
Weighted	1003	2	4	1	2	1	1	1	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	2 79%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	1 41%	- -	0 15%	1 44%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	1 70%	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	0 35%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Felixstowe, Argos	Leiston, McDonalds	Felixstowe, Hughes	Halesworth, Hughes	Lowestoft, Currys	Norwich, Bonds	Norwich, Macro	Beccles, Co-Op	Bungay, Co-Op
Base										
Unweighted	1003	2	1	3	6	4	1	1	1	1
Weighted	1003	1	1	2	3	2	1	0	0	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	1 31%	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	0 50%	- -	- -	1 18%	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	0 16%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	1 34%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	1 100%	- -	0 10%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Leiston, Co-Op	Southwold, Hughes	Beccles, Hughes	Martlesham Heath, Tesco	Ipswich, Hughes
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	0	1	0
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	1 100%	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	1 100%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods		
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP
Base				
Unweighted	1003	7	29	8
Weighted	1003	5	29	9
Sible Hedingham, Co-Op	1 0%	1 16%	- -	- -
Sidcup, J Sainsbury	1 0%	- -	1 2%	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	0 2%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	0 1%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	1 2%	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Bury St Edmunds, Poundstretcher, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Matalan, Colchester RP
Base					
Unweighted	1003	1	47	3	1
Weighted	1003	1	45	3	0
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	3 8%	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	1 2%	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	1 1%	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Colchester, Comet, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP
Base					
Unweighted	1003	44	1	48	8
Weighted	1003	73	2	112	12
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	1 1%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	4 6%	- -	2 2%	1 8%
Sudbury, Waitrose, Station Road	23 2%	6 8%	- -	2 2%	3 25%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	5 4%	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP	Ipswich, Hughes, Euro RP	Ipswich, Focus, Orwell RP	Martlesham Heath, Glasswells, Martlesham RP
Base						
Unweighted	1003	1	70	8	1	1
Weighted	1003	0	50	7	0	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	12 24%	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	0 1%	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	1 1%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	63	2	1	86	1
Weighted	1003	56	1	0	68	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	8 12%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	0 1%	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	0 50%	- -	3 4%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP	Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park
Base					
Unweighted	1003	14	9	33	3
Weighted	1003	14	10	23	4
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	4 18%	2 55%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	0 2%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	1 6%	- -	- -
Sudbury, Co-Op	1 0%	1 4%	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	1 4%	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	4 24%	1 6%	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	3 22%	2 16%	4 15%	- -
Sudbury, Waitrose, Station Road	23 2%	3 19%	4 34%	2 7%	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	1 11%	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order	Colchester, Co-Op	Braintree, Currys	Chelmsford, Comet	Sudbury, Co-Op
Base									
Unweighted	1003	55	110	6	3	5	1	1	2
Weighted	1003	65	90	3	2	14	1	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	0 0%	1 1%	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	2 2%	0 17%	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	0 1%	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	0 17%	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	1 1%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	1 50%
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	1 1%	1 2%	- -	1 63%	- -	- -	- -	1 50%
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	1 24%	- -	1 100%	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	5 36%	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	5 36%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Lowestoft, Comet	Ipswich, Argos	Ipswich, Co-Op	Tollgate, Powerhouse
Base										
Unweighted	1003	1	1	1	2	120	2	10	20	1
Weighted	1003	1	1	1	1	145	1	9	11	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	1 60%	1 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	3 2%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	3 2%	- -	- -	1 6%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	1 100%	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	1 100%	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	1 100%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	2 100%

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, Hughes	Halstead, Co-Op	Harwich, Co-Op	Norwich, John Lewis	Stow market, Hughes	Ipswich, Matthews	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts
Base										
Unweighted	1003	1	2	3	11	1	16	4	4	32
Weighted	1003	1	1	7	6	0	10	2	1	16
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	0 100%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	0 2%
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	1 100%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 7%
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 5%
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Currys	Diss, Hughes	Ipswich, Asda	Colchester, Argos	Clacton, Co-Op	Stow market, Argos	Stow market, Currys	Stow market, Asda	Clacton, Comet
Base										
Unweighted	1003	8	2	3	2	5	3	1	1	2
Weighted	1003	4	1	2	3	14	2	0	0	7
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	1 48%	0 100%	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Colchester, Tesco	Clacton, Iceland	Clacton, Hughes	Woodbridge, Co-Op	Ipswich, Dixons	Ipswich, Bennett	Woodbridge, Hughes	Bury St Edmunds, Hughes
Base									
Unweighted	1003	1	1	1	2	1	2	3	2
Weighted	1003	5	2	2	1	4	2	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	1 50%
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Bedford, Comet	Hadleigh, Hicks	Halesworth, Taylors	Halesworth, Rainbow	Lowestoft, House of Fraser	Southwold, Wards	Woodbridge, Currys	Norwich, Argos
Base									
Unweighted	1003	1	2	3	1	1	2	3	1
Weighted	1003	1	1	1	1	1	1	2	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	0 36%	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	1 100%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Alders	Ipswich, Alders	Abroad	Copdock, Tesco	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Co-Op	Felixstowe, Solar	Felixstowe, Currys
Base										
Unweighted	1003	2	5	1	3	3	1	2	1	1
Weighted	1003	2	4	1	2	1	1	1	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Felixstowe, Argos	Leiston, McDonalds	Felixstowe, Hughes	Halesworth, Hughes	Lowestoft, Currys	Norwich, Bonds	Norwich, Macro	Beccles, Co-Op	Bungay, Co-Op
Base										
Unweighted	1003	2	1	3	6	4	1	1	1	1
Weighted	1003	1	1	2	3	2	1	0	0	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Leiston, Co-Op	Southwold, Hughes	Beccles, Hughes	Martlesham Heath, Tesco	Ipswich, Hughes
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	0	1	0
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods		
		Braintree, Comet, Braintree RP	Bury St Edmunds, Comet, Risbygate Street	Bury St Edmunds, Bennetts, Robert Boby Way RP
Base				
Unweighted	1003	7	29	8
Weighted	1003	5	29	9
Walton, Co-Op	5 1%	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Bury St Edmunds, Poundstretcher, Robert Boby Way RP	Bury St Edmunds, Currys, St Edmundsbury RP	Bury St Edmunds, Matalan, Easlea Road	Colchester, Matalan, Colchester RP
Base					
Unweighted	1003	1	47	3	1
Weighted	1003	1	45	3	0
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Colchester, Comet, Tollgate Centre	Colchester, Conway Pine, Tollgate Centre	Colchester, Currys, Tollgate RP	Colchester, Miller Bros, Tollgate RP
Base					
Unweighted	1003	44	1	48	8
Weighted	1003	73	2	112	12
Walton, Co-Op	5 1%	- -	- -	2 2%	- -
Witham, Tesco, The Grove Centre	4 0%	2 3%	- -	1 1%	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, Currys, Interchange RP	Ipswich, Hughes, Euro RP	Ipswich, Focus, Orwell RP	Martlesham Heath, Glasswells, Martlesham RP
Base						
Unweighted	1003	1	70	8	1	1
Weighted	1003	0	50	7	0	1
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP	Ipswich, Carpentryright, Anglia RP	Ipswich, Comet, Anglia RP	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	63	2	1	86	1
Weighted	1003	56	1	0	68	1
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	0 1%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods			
		Sudbury, Powerhouse, Shawlands RP	Thetford, Currys, Forest RP	Ipswich, Argos, Suffolk Retail Park	Ipswich, Bensons Beds, Anglia Retail Park
Base					
Unweighted	1003	14	9	33	3
Weighted	1003	14	10	23	4
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Don't visit (shop via Internet/Telephone)	Don't know/can't remember	Don't buy	Catalogue / Mail Order	Colchester, Co-Op	Braintree, Currys	Chelmsford, Comet	Sudbury, Co-Op
Base									
Unweighted	1003	55	110	6	3	5	1	1	2
Weighted	1003	65	90	3	2	14	1	1	1
Walton, Co-Op	5 1%	- -	1 1%	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	1 1%	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	1 1%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, John Lewis	Sudbury, Comet	Sudbury, Currys	Lowestoft, Godburys	Local shops	Lowestoft, Comet	Ipswich, Argos	Ipswich, Co-Op	Tollgate, Powerhouse
Base										
Unweighted	1003	1	1	1	2	120	2	10	20	1
Weighted	1003	1	1	1	1	145	1	9	11	2
Walton, Co-Op	5 1%	-	-	-	-	-	-	-	-	-
Witham, Tesco, The Grove Centre	4 0%	-	-	-	-	-	-	-	-	-
Woodbridge, Budgens, The Thoroughfare	2 0%	-	-	-	-	0 0%	-	-	-	-
Woodbridge, Co-Op	0 0%	-	-	-	-	-	-	-	-	-
Woodbridge, Morrisons	1 0%	-	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Sudbury, Hughes	Halstead, Co-Op	Harwich, Co-Op	Norwich, John Lewis	Stow market, Hughes	Ipswich, Matthews	Norwich, Bennetts	Diss, Taylors	Diss, Bennetts
Base										
Unweighted	1003	1	2	3	11	1	16	4	4	32
Weighted	1003	1	1	7	6	0	10	2	1	16
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Currys	Diss, Hughes	Ipswich, Asda	Colchester, Argos	Clacton, Co-Op	Stow market, Argos	Stow market, Currys	Stow market, Asda	Clacton, Comet
Base										
Unweighted	1003	8	2	3	2	5	3	1	1	2
Weighted	1003	4	1	2	3	14	2	0	0	7
Walton, Co-Op	5	-	-	-	-	2	-	-	-	-
	1%	-	-	-	-	16%	-	-	-	-
Witham, Tesco, The Grove Centre	4	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Budgens, The Thoroughfare	2	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Co-Op	0	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Morrisons	1	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Colchester, Tesco	Clacton, Iceland	Clacton, Hughes	Woodbridge, Co-Op	Ipswich, Dixons	Ipswich, Bennett	Woodbridge, Hughes	Bury St Edmunds, Hughes
Base									
Unweighted	1003	1	1	1	2	1	2	3	2
Weighted	1003	5	2	2	1	4	2	1	1
Walton, Co-Op	5 1%	-	-	-	-	-	-	-	-
Witham, Tesco, The Grove Centre	4 0%	-	-	-	-	-	-	-	-
Woodbridge, Budgens, The Thoroughfare	2 0%	-	-	-	-	-	-	0 29%	-
Woodbridge, Co-Op	0 0%	-	-	-	0 40%	-	-	-	-
Woodbridge, Morrisons	1 0%	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods							
		Bedford, Comet	Hadleigh, Hicks	Halesworth, Taylors	Halesworth, Rainbow	Lowestoft, House of Fraser	Southwold, Wards	Woodbridge, Currys	Norwich, Argos
Base									
Unweighted	1003	1	2	3	1	1	2	3	1
Weighted	1003	1	1	1	1	1	1	2	1
Walton, Co-Op	5	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Witham, Tesco, The Grove Centre	4	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Woodbridge, Budgens, The Thoroughfare	2	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Woodbridge, Co-Op	0	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Woodbridge, Morrisons	1	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Norwich, Alders	Ipswich, Alders	Abroad	Copdock, Tesco	Copdock, Currys	Bury St Edmunds, Powerhouse	Felixstowe, Co-Op	Felixstowe, Solar	Felixstowe, Currys
Base										
Unweighted	1003	2	5	1	3	3	1	2	1	1
Weighted	1003	2	4	1	2	1	1	1	1	1
Walton, Co-Op	5	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-
Witham, Tesco, The Grove Centre	4	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Budgens, The Thoroughfare	2	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Co-Op	0	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-
Woodbridge, Morrisons	1	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods								
		Felixstowe, Argos	Leiston, McDonalds	Felixstowe, Hughes	Halesworth, Hughes	Lowestoft, Currys	Norwich, Bonds	Norwich, Macro	Beccles, Co-Op	Bungay, Co-Op
Base										
Unweighted	1003	2	1	3	6	4	1	1	1	1
Weighted	1003	1	1	2	3	2	1	0	0	1
Walton, Co-Op	5 1%	- -	- -	1 34%	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q14. Where last bought small electrical goods				
		Leiston, Co-Op	Southwold, Hughes	Beccles, Hughes	Martlesham Heath, Tesco	Ipswich, Hughes
Base						
Unweighted	1003	1	1	1	1	1
Weighted	1003	1	0	0	1	0
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Braintree, B & Q, Braintree RP	Braintree, Pine Show room, Braintree RP	Bury St Edmunds, B & Q, Risbygate Street	Bury St Edmunds, Comet, Risbygate Street
Base					
Unweighted	1003	13	1	48	1
Weighted	1003	8	1	51	0
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	1 8%	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	1 7%	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	1 2%	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	1 2%	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	17 32%	0 100%

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Clacton, B & Q, Valley Bridge Road	Colchester, Homebase, St Andrew's Avenue
Base					
Unweighted	1003	36	2	19	10
Weighted	1003	34	1	54	20
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	18 52%	- -	1 1%	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Colchester, Focus, Turner Rise	Colchester, Wickes, Clarendon Road	Colchester, B & Q, Hythe Quay	Colchester, Homebase, Tollgate East
Base					
Unweighted	1003	7	1	75	15
Weighted	1003	17	1	202	21
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	2 1%	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	7 3%	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP
Base						
Unweighted	1003	15	76	1	2	15
Weighted	1003	12	58	0	1	10
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	1 2%	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Ipswich, Wickes, Crompton Road	Martlesham Heath, Focus, Beardmore Park	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base					
Unweighted	1003	4	41	1	161
Weighted	1003	4	39	0	114
Q3. Where normally buy main food/groceries					
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	1 0%
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	1 1%
Bungay, Co-Op	1 0%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Ipswich, Carpentryright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klausner, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	7	1	1	23	8
Weighted	1003	4	1	0	16	5
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	2 52%
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	1 14%
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Lowestoft, Focus, Tower Road	Sudbury, Homebase, Waldingfield Road	Thetford, Focus, Forest RP	Ipswich, Argos, Suffolk Retail Park	Don't visit (shop via Internet/Telephone)
Base						
Unweighted	1003	7	25	8	2	15
Weighted	1003	3	23	9	1	8
Q3. Where normally buy main food/groceries						
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	1 22%	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	1 7%
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	1 23%	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	1 3%	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods								
		Don't know/can't remember	Don't buy	Hadley, Partridges	Sudbury, Roys	Sudbury, Focus	Local shops	Lowestoft, B & Q	Dovercourt, Focus	Harwich, Focus
Base										
Unweighted	1003	61	180	1	1	1	63	4	1	1
Weighted	1003	41	131	1	1	1	68	2	3	2
Q3. Where normally buy main food/groceries										
Aldburgh, Co-Op	2 0%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	0 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	1 3%	5 4%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Stow market, Hughes	Diss, Godfreys	Norwich, John Lewis	Stow market, Jewsons	Stow market, Godfreys	Clacton, Homebase	Harwich, Homecare	Felixstowe, Focus
Base									
Unweighted	1003	1	16	1	1	3	3	1	2
Weighted	1003	0	8	1	0	1	7	2	1
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	0 5%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Bury St Edmunds, Marlows	Hadleigh, Partridges	Halesworth, Coopers	Beccles, Betts	Norwich, B & Q	Ipswich, Wilkinsons	Warrenheath, Homebase	Norwich, Homebase
Base									
Unweighted	1003	3	1	1	1	5	1	1	5
Weighted	1003	4	0	1	1	3	0	1	2
Q3. Where normally buy main food/groceries									
Aldburgh, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	0 20%
Beccles, Morrisons	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulk...		
		Norwich, Focus	Sidor, Norwich	Ipswich, Homebase
Base				
Unweighted	1003	1	1	1
Weighted	1003	0	1	1
Q3. Where normally buy main food/groceries				
Aldburgh, Co-Op	2 0%	- -	- -	- -
Aldburgh, Solar Superstore	1 0%	- -	- -	- -
Barham, Co-Op	2 0%	- -	- -	- -
Beccles, Morrisons	3 0%	- -	- -	- -
Beccles, Rainbow, Gosford Road	1 0%	- -	- -	- -
Beccles, Safeway, George Westwood Way	1 0%	- -	- -	- -
Beccles, Somerfield, Market Square	1 0%	- -	- -	- -
Braintree, J Sainsbury, 1 Tofts Walk	3 0%	- -	- -	- -
Braintree, Tesco, Great Notley	1 0%	- -	- -	- -
Braintree, Tesco, Market Place	8 1%	- -	- -	- -
Braintree, Tesco, Marks Gate	1 0%	- -	- -	- -
Bramford, Co-Op	1 0%	- -	- -	- -
Bungay, Co-Op	1 0%	- -	- -	- -
Bungay, Rainbows	1 0%	- -	- -	- -
Bury St Edmunds, Co-Op	1 0%	- -	- -	- -
Bury St Edmunds, Iceland, 5-6 Cornhill	2 0%	- -	- -	- -
Bury St Edmunds, J Sainsbury, Moreton Hall	42 4%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Braintree, B & Q, Braintree RP	Braintree, Pine Show room, Braintree RP	Bury St Edmunds, B & Q, Risbygate Street	Bury St Edmunds, Comet, Risbygate Street
Base					
Unweighted	1003	13	1	48	1
Weighted	1003	8	1	51	0
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	1 1%	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	4 7%	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	17 33%	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	1 8%	- -	1 3%	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Clacton, B & Q, Valley Bridge Road	Colchester, Homebase, St Andrew's Avenue
Base					
Unweighted	1003	36	2	19	10
Weighted	1003	34	1	54	20
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	4 12%	0 50%	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	3 8%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	4 12%	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	4 8%	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	37 69%	2 10%
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	1 4%
Colchester, Co-Op	23 2%	- -	- -	5 9%	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	4 22%
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	1 4%
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	4 8%	3 18%
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Colchester, Focus, Turner Rise	Colchester, Wickes, Clarendon Road	Colchester, B & Q, Hythe Quay	Colchester, Homebase, Tollgate East
Base					
Unweighted	1003	7	1	75	15
Weighted	1003	17	1	202	21
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	1 0%	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	2 1%	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	6 3%	- -
Colchester, Asda, Turner Rise	39 4%	2 13%	- -	31 15%	- -
Colchester, Co-Op	23 2%	- -	- -	12 6%	2 10%
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	2 1%	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	5 2%	6 31%
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	2 1%	- -
Colchester, Tesco, Greenstead Road	57 6%	6 35%	- -	39 19%	3 13%
Colchester, Tesco, Highwoods Square	33 3%	2 12%	- -	30 15%	1 4%
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP
Base						
Unweighted	1003	15	76	1	2	15
Weighted	1003	12	58	0	1	10
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	1 6%
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Ipswich, Wickes, Crompton Road	Martlesham Heath, Focus, Beardmore Park	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base					
Unweighted	1003	4	41	1	161
Weighted	1003	4	39	0	114
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	1 0%
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	0 1%	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	7	1	1	23	8
Weighted	1003	4	1	0	16	5
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Sainsbury, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	0 2%	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Lowestoft, Focus, Tower Road	Sudbury, Homebase, Waldingfield Road	Thetford, Focus, Forest RP	Ipswich, Argos, Suffolk Retail Park	Don't visit (shop via Internet/Telephone)
Base						
Unweighted	1003	7	25	8	2	15
Weighted	1003	3	23	9	1	8
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	1 6%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	1 16%	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	1 8%
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods								
		Don't know/can't remember	Don't buy	Hadley, Partridges	Sudbury, Roys	Sudbury, Focus	Local shops	Lowestoft, B & Q	Dovercourt, Focus	Harwich, Focus
Base										
Unweighted	1003	61	180	1	1	1	63	4	1	1
Weighted	1003	41	131	1	1	1	68	2	3	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	4 3%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	2 5%	1 1%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	4 3%	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	2 2%	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	2 2%	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	6 4%	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	1 1%	3 2%	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	4 3%	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	1 2%	2 2%	- -	- -	- -	5 7%	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	2 2%	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Stow market, Hughes	Diss, Godfreys	Norwich, John Lewis	Stow market, Jewsons	Stow market, Godfreys	Clacton, Homebase	Harwich, Homecare	Felixstowe, Focus
Base									
Unweighted	1003	1	16	1	1	3	3	1	2
Weighted	1003	0	8	1	0	1	7	2	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	1 100%	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	7 100%	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	0 4%	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Bury St Edmunds, Marlows	Hadleigh, Partridges	Halesworth, Coopers	Beccles, Betts	Norwich, B & Q	Ipswich, Wilkinsons	Warrenheath, Homebase	Norwich, Homebase
Base									
Unweighted	1003	3	1	1	1	5	1	1	5
Weighted	1003	4	0	1	1	3	0	1	2
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	3 62%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	1 21%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -	- -	- -	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulk...		
		Norwich, Focus	Sidor, Norwich	Ipswich, Homebase
Base				
Unweighted	1003	1	1	1
Weighted	1003	0	1	1
Bury St Edmunds, Marks & Spencer, 23 Buttermarket	2 0%	- -	- -	- -
Bury St Edmunds, Somerfield, Mildenhall Road	15 1%	- -	- -	- -
Bury St Edmunds, Tesco, St Saviours	24 2%	- -	- -	- -
Bury St Edmunds, Waitrose, Robert Boby Way	11 1%	- -	- -	- -
Clacton, Safeway, Old Road	2 0%	- -	- -	- -
Clacton, Tesco Metro, 28 Station Road	4 0%	- -	- -	- -
Clacton-on-Sea, Co- Op	4 0%	- -	- -	- -
Clacton-on-Sea, Morrisons, Little Clacton	57 6%	- -	- -	- -
Colchester, Asda, Turner Rise	39 4%	- -	- -	- -
Colchester, Co-Op	23 2%	- -	- -	- -
Colchester, J Sainsbury, 14 Priory Walk	7 1%	- -	- -	- -
Colchester, J Sainsbury, Stanway	21 2%	- -	- -	- -
Colchester, Marks & Spencer, 38 High Street	2 0%	- -	- -	- -
Colchester, Tesco, Greenstead Road	57 6%	- -	- -	- -
Colchester, Tesco, Highwoods Square	33 3%	- -	- -	- -
Dedham, Co-Op	1 0%	- -	- -	- -
Diss, Co-Op	0 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Braintree, B & Q, Braintree RP	Braintree, Pine Show room, Braintree RP	Bury St Edmunds, B & Q, Risbygate Street	Bury St Edmunds, Comet, Risbygate Street
Base					
Unweighted	1003	13	1	48	1
Weighted	1003	8	1	51	0
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	0 1%	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Clacton, B & Q, Valley Bridge Road	Colchester, Homebase, St Andrew's Avenue
Base					
Unweighted	1003	36	2	19	10
Weighted	1003	34	1	54	20
Diss, Morrisons	16 2%	1 3%	-	-	-
Diss, Rainbow, 133 Victoria Road	3 0%	-	-	-	-
Diss, Safeway, 146 Victoria Road	7 1%	0 1%	-	-	-
Diss, Somerfield, 37- 38 Mere Street	4 0%	-	-	-	-
Don't visit (shop via internet/telephone)	8 1%	-	-	-	-
Dovercourt, Co-Op	3 0%	-	-	-	-
Eye, Co-Op	0 0%	-	-	-	-
Felixstowe, Co-Op	0 0%	-	-	-	-
Felixstowe, Morrisons	15 1%	-	-	-	-
Felixstowe, Safeway, Grange Farm Park	1 0%	-	-	-	-
Felixstowe, Solar Superstore, Hamilton Road	5 1%	-	-	-	-
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	-	-	-	-
Framlingham, Solar Superstore, Market Hill	11 1%	-	-	-	-
Hadley, Co-Op	1 0%	-	-	-	-
Halesworth, Rainbow, Saxons Way	8 1%	-	-	-	-
Halstead, Co-Op	1 0%	-	-	-	-
Halstead, Solar Superstore, Weavers Court	3 0%	-	-	-	-

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Colchester, Focus, Turner Rise	Colchester, Wickes, Clarendon Road	Colchester, B & Q, Hythe Quay	Colchester, Homebase, Tollgate East
Base					
Unweighted	1003	7	1	75	15
Weighted	1003	17	1	202	21
Diss, Morrisons	16 2%	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	2 1%	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP
Base						
Unweighted	1003	15	76	1	2	15
Weighted	1003	12	58	0	1	10
Diss, Morrisons	16 2%	- -	1 1%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	0 1%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	2 4%	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	0 3%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	5 39%	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	1 5%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	2 14%	1 1%	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	1 8%	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Ipswich, Wickes, Crompton Road	Martlesham Heath, Focus, Beardmore Park	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base					
Unweighted	1003	4	41	1	161
Weighted	1003	4	39	0	114
Diss, Morrisons	16 2%	- -	- -	- -	3 2%
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	0 0%
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	1 1%
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	4 3%
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	0 0%
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	1 2%	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	1 1%

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Ipswich, Carpentryright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	7	1	1	23	8
Weighted	1003	4	1	0	16	5
Diss, Morrisons	16 2%	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	4 24%	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	0 6%
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Lowestoft, Focus, Tower Road	Sudbury, Homebase, Waldingfield Road	Thetford, Focus, Forest RP	Ipswich, Argos, Suffolk Retail Park	Don't visit (shop via Internet/Telephone)
Base						
Unweighted	1003	7	25	8	2	15
Weighted	1003	3	23	9	1	8
Diss, Morrisons	16 2%	- -	- -	- -	- -	0 5%
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	0 6%
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	0 5%
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods								
		Don't know/can't remember	Don't buy	Hadley, Partridges	Sudbury, Roys	Sudbury, Focus	Local shops	Lowestoft, B & Q	Dovercourt, Focus	Harwich, Focus
Base										
Unweighted	1003	61	180	1	1	1	63	4	1	1
Weighted	1003	41	131	1	1	1	68	2	3	2
Diss, Morrisons	16 2%	0 1%	4 3%	- -	- -	- -	2 3%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	0 0%	- -	- -	- -	1 1%	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	1 3%	4 3%	- -	- -	- -	0 1%	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	0 1%	1 0%	- -	- -	- -	1 1%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	1 0%	- -	- -	- -	2 3%	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	3 100%	- -
Eye, Co-Op	0 0%	- -	0 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	1 3%	4 3%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	1 1%	2 2%	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	5 12%	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	1 3%	4 3%	- -	- -	- -	1 1%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	1 100%	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	0 1%	4 3%	- -	- -	- -	3 4%	- -	- -	- -
Halstead, Co-Op	1 0%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Stow market, Hughes	Diss, Godfreys	Norwich, John Lewis	Stow market, Jewsons	Stow market, Godfreys	Clacton, Homebase	Harwich, Homecare	Felixstowe, Focus
Base									
Unweighted	1003	1	16	1	1	3	3	1	2
Weighted	1003	0	8	1	0	1	7	2	1
Diss, Morrisons	16 2%	- -	3 37%	- -	- -	- -	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	1 14%	- -	- -	- -	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	0 4%	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	1 10%	- -	- -	- -	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	1 14%	- -	- -	- -	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	0 43%
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Bury St Edmunds, Marlows	Hadleigh, Partridges	Halesworth, Coopers	Beccles, Betts	Norwich, B & Q	Ipswich, Wilkinsons	Warrenheath, Homebase	Norwich, Homebase
Base									
Unweighted	1003	3	1	1	1	5	1	1	5
Weighted	1003	4	0	1	1	3	0	1	2
Diss, Morrisons	16 2%	- -	- -	- -	- -	1 50%	- -	- -	1 39%
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -	- -	0 13%	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -	- -	0 16%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -	- -	- -	- -	- -	0 20%
Dovercourt, Co-Op	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -	- -	- -	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	1 100%	- -	- -	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulk...		
		Norwich, Focus	Sidor, Norwich	Ipswich, Homebase
Base				
Unweighted	1003	1	1	1
Weighted	1003	0	1	1
Diss, Morrisons	16 2%	- -	- -	- -
Diss, Rainbow, 133 Victoria Road	3 0%	- -	- -	- -
Diss, Safeway, 146 Victoria Road	7 1%	0 100%	- -	- -
Diss, Somerfield, 37- 38 Mere Street	4 0%	- -	- -	- -
Don't visit (shop via internet/telephone)	8 1%	- -	- -	- -
Dovercourt, Co-Op	3 0%	- -	- -	- -
Eye, Co-Op	0 0%	- -	- -	- -
Felixstowe, Co-Op	0 0%	- -	- -	- -
Felixstowe, Morrisons	15 1%	- -	- -	1 100%
Felixstowe, Safeway, Grange Farm Park	1 0%	- -	- -	- -
Felixstowe, Solar Superstore, Hamilton Road	5 1%	- -	- -	- -
Felixstowe, Tesco Metro, 88 Hamilton Road	6 1%	- -	- -	- -
Framlingham, Solar Superstore, Market Hill	11 1%	- -	- -	- -
Hadley, Co-Op	1 0%	- -	- -	- -
Halesworth, Rainbow, Saxons Way	8 1%	- -	- -	- -
Halstead, Co-Op	1 0%	- -	- -	- -
Halstead, Solar Superstore, Weavers Court	3 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Braintree, B & Q, Braintree RP	Braintree, Pine Show room, Braintree RP	Bury St Edmunds, B & Q, Risbygate Street	Bury St Edmunds, Comet, Risbygate Street
Base					
Unweighted	1003	13	1	48	1
Weighted	1003	8	1	51	0
Halstead, Somerfield, High Street	7 1%	3 37%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	1 7%	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	1 3%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Clacton, B & Q, Valley Bridge Road	Colchester, Homebase, St Andrew's Avenue
Base					
Unweighted	1003	36	2	19	10
Weighted	1003	34	1	54	20
Halstead, Somerfield, High Street	7 1%	1 3%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	2 4%	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	0 2%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Colchester, Focus, Turner Rise	Colchester, Wickes, Clarendon Road	Colchester, B & Q, Hythe Quay	Colchester, Homebase, Tollgate East
Base					
Unweighted	1003	7	1	75	15
Weighted	1003	17	1	202	21
Halstead, Somerfield, High Street	7 1%	- -	- -	1 1%	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	2 13%	- -	- -	- -
Harwich, Morrisons	34 3%	0 2%	- -	24 12%	- -
Harwich, Safeway, Parkeston	10 1%	3 21%	- -	7 3%	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	1 0%	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP
Base						
Unweighted	1003	15	76	1	2	15
Weighted	1003	12	58	0	1	10
Halstead, Somerfield, High Street	7 1%	- -	1 1%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	3 5%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	7 12%	- -	- -	3 25%
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	0 3%	1 2%	- -	- -	1 12%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	9 16%	- -	- -	1 12%
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Ipswich, Wickes, Crompton Road	Martlesham Heath, Focus, Beardmore Park	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base					
Unweighted	1003	4	41	1	161
Weighted	1003	4	39	0	114
Halstead, Somerfield, High Street	7 1%	- -	1 3%	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	2 1%
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	1 3%	- -	23 20%
Ipswich, Co-Op	4 0%	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	0 0%
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	11 10%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	3 2%
Ipswich, J Sainsbury, Warren Heath	38 4%	1 41%	4 10%	- -	6 5%
Ipswich, Lidl	0 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Ipswich, Carpetright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	7	1	1	23	8
Weighted	1003	4	1	0	16	5
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	0 6%
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	1 100%	0 100%	2 13%	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	1 17%	- -	- -	- -	0 8%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	3 17%	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Lowestoft, Focus, Tower Road	Sudbury, Homebase, Waldingfield Road	Thetford, Focus, Forest RP	Ipswich, Argos, Suffolk Retail Park	Don't visit (shop via Internet/Telephone)
Base						
Unweighted	1003	7	25	8	2	15
Weighted	1003	3	23	9	1	8
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	1 8%
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods								
		Don't know/can't remember	Don't buy	Hadley, Partridges	Sudbury, Roys	Sudbury, Focus	Local shops	Lowestoft, B & Q	Dovercourt, Focus	Harwich, Focus
Base										
Unweighted	1003	61	180	1	1	1	63	4	1	1
Weighted	1003	41	131	1	1	1	68	2	3	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Harleton, Budgens	0 0%	- -	- -	- -	- -	- -	0 0%	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	6 9%	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	2 2%	- -	- -	- -	- -	- -	- -	2 100%
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	0 1%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	1 1%	4 3%	- -	- -	- -	6 8%	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	3 3%	- -	- -	- -	0 1%	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	1 2%	2 1%	- -	- -	- -	1 2%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	3 2%	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	1 1%	10 8%	- -	- -	- -	3 4%	- -	- -	- -
Ipswich, Lidl	0 0%	0 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Stow market, Hughes	Diss, Godfreys	Norwich, John Lewis	Stow market, Jewsons	Stow market, Godfreys	Clacton, Homebase	Harwich, Homecare	Felixstowe, Focus
Base									
Unweighted	1003	1	16	1	1	3	3	1	2
Weighted	1003	0	8	1	0	1	7	2	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	2 100%	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthew s Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	0 25%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Bury St Edmunds, Marlows	Hadleigh, Partridges	Halesworth, Coopers	Beccles, Betts	Norwich, B & Q	Ipswich, Wilkinsons	Warrenheath, Homebase	Norwich, Homebase
Base									
Unweighted	1003	3	1	1	1	5	1	1	5
Weighted	1003	4	0	1	1	3	0	1	2
Halstead, Somerfield, High Street	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulk...		
		Norwich, Focus	Sidor, Norwich	Ipswich, Homebase
Base				
Unweighted	1003	1	1	1
Weighted	1003	0	1	1
Halstead, Somerfield, High Street	7 1%	- -	- -	- -
Harleston, Budgens, Bullock Fair Close	2 0%	- -	- -	- -
Harleston, Budgens	0 0%	- -	- -	- -
Harwich, Co-Op	2 0%	- -	- -	- -
Harwich, Morrisons	34 3%	- -	- -	- -
Harwich, Safeway, Parkeston	10 1%	- -	- -	- -
Harwich, Solar	1 0%	- -	- -	- -
Harwich, Somerfield	4 0%	- -	- -	- -
Ipswich, Aldi, 14 Meredith Road	5 0%	- -	- -	- -
Ipswich, Aldi, Felixstowe Road	1 0%	- -	- -	- -
Ipswich, Asda, Whitehouse Industrial Estate	48 5%	- -	- -	- -
Ipswich, Co-Op	4 0%	- -	- -	- -
Ipswich, Iceland, 23- 31 St Matthews Street	0 0%	- -	- -	- -
Ipswich, J Sainsbury, 40 Hadleigh Road	20 2%	- -	- -	- -
Ipswich, J Sainsbury, TC/Upper Brook Street	6 1%	- -	- -	- -
Ipswich, J Sainsbury, Warren Heath	38 4%	- -	- -	- -
Ipswich, Lidl	0 0%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Braintree, B & Q, Braintree RP	Braintree, Pine Show room, Braintree RP	Bury St Edmunds, B & Q, Risbygate Street	Bury St Edmunds, Comet, Risbygate Street
Base					
Unweighted	1003	13	1	48	1
Weighted	1003	8	1	51	0
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Clacton, B & Q, Valley Bridge Road	Colchester, Homebase, St Andrew's Avenue
Base					
Unweighted	1003	36	2	19	10
Weighted	1003	34	1	54	20
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	1 2%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	5 26%
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Colchester, Focus, Turner Rise	Colchester, Wickes, Clarendon Road	Colchester, B & Q, Hythe Quay	Colchester, Homebase, Tollgate East
Base					
Unweighted	1003	7	1	75	15
Weighted	1003	17	1	202	21
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	1 0%	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	3 2%	1 5%
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	1 0%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -
Local shops	38 4%	- -	- -	4 2%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP
Base						
Unweighted	1003	15	76	1	2	15
Weighted	1003	12	58	0	1	10
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	8 14%	0 100%	0 41%	1 10%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	4 8%	- -	1 59%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	1 1%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	1 10%	2 3%	- -	- -	1 6%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	2 4%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	0 3%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	1 1%	- -	- -	2 15%

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Ipswich, Wickes, Crompton Road	Martlesham Heath, Focus, Beardmore Park	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base					
Unweighted	1003	4	41	1	161
Weighted	1003	4	39	0	114
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	1 1%
Ipswich, Morrisons, Sproughton Road	40 4%	1 20%	0 1%	- -	19 17%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	1 2%	- -	21 18%
Ipswich, Tesco, Kesgrave	13 1%	- -	1 3%	- -	2 1%
Ipswich, Tesco, Martlesham Heath	54 5%	- -	25 64%	- -	3 3%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	1 0%
Local shops	38 4%	1 20%	0 1%	- -	2 1%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	1 1%
Manningtree, Co-Op	5 1%	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	3 9%	- -	1 1%

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Ipswich, Carpentryright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	7	1	1	23	8
Weighted	1003	4	1	0	16	5
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	1 15%	- -	- -	1 7%	1 14%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	1 24%	- -	- -	2 13%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	1 3%	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	2 12%	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	1 5%	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Lowestoft, Focus, Tower Road	Sudbury, Homebase, Waldingfield Road	Thetford, Focus, Forest RP	Ipswich, Argos, Suffolk Retail Park	Don't visit (shop via Internet/Telephone)
Base						
Unweighted	1003	7	25	8	2	15
Weighted	1003	3	23	9	1	8
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	0 11%	- -	- -	- -	0 6%
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	2 21%
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	0 4%
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -
Local shops	38 4%	1 23%	1 2%	- -	- -	2 30%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	0 11%	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	0 11%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods								
		Don't know/can't remember	Don't buy	Hadley, Partridges	Sudbury, Roys	Sudbury, Focus	Local shops	Lowestoft, B & Q	Dovercourt, Focus	Harwich, Focus
Base										
Unweighted	1003	61	180	1	1	1	63	4	1	1
Weighted	1003	41	131	1	1	1	68	2	3	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	1 3%	3 2%	- -	- -	- -	1 2%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	1 1%	1 0%	- -	- -	- -	2 3%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	1 1%	7 5%	- -	- -	- -	1 2%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	6 15%	7 5%	- -	- -	- -	6 9%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -
Local shops	38 4%	8 20%	6 4%	- -	- -	- -	9 13%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	1 26%	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	0 14%	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	1 1%	- -	- -	- -	- -	1 60%	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	0 1%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	5 7%	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	1 3%	3 2%	- -	- -	- -	1 2%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Stow market, Hughes	Diss, Godfreys	Norwich, John Lewis	Stow market, Jewsons	Stow market, Godfreys	Clacton, Homebase	Harwich, Homecare	Felixstowe, Focus
Base									
Unweighted	1003	1	16	1	1	3	3	1	2
Weighted	1003	0	8	1	0	1	7	2	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	1 57%
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	0 4%	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Tesco	5 1%	- -	0 4%	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Bury St Edmunds, Marlows	Hadleigh, Partridges	Halesworth, Coopers	Beccles, Betts	Norwich, B & Q	Ipswich, Wilkinsons	Warrenheath, Homebase	Norwich, Homebase
Base									
Unweighted	1003	3	1	1	1	5	1	1	5
Weighted	1003	4	0	1	1	3	0	1	2
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -	- -	- -	0 100%	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	0 100%	- -	- -	- -	- -	1 100%	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -	- -	- -	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Local shops	38 4%	- -	- -	- -	- -	- -	- -	- -	0 20%
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -	1 100%	- -	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -	- -	1 21%	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulk...		
		Norwich, Focus	Sidor, Norwich	Ipswich, Homebase
Base				
Unweighted	1003	1	1	1
Weighted	1003	0	1	1
Ipswich, Marks & Spencer, 16-26 Westgate Street	1 0%	- -	- -	- -
Ipswich, Morrisons, Sproughton Road	40 4%	- -	- -	- -
Ipswich, Tesco Extra, Copdock Interchange	39 4%	- -	- -	- -
Ipswich, Tesco, Kesgrave	13 1%	- -	- -	- -
Ipswich, Tesco, Martlesham Heath	54 5%	- -	- -	- -
Leiston, Solar Superstore, Sizewell Road	2 0%	- -	- -	- -
Local shops	38 4%	- -	- -	- -
Lowestoft, Safeway, Gilseham	1 0%	- -	- -	- -
Lowestoft, Somerfield, 112 London Road	1 0%	- -	- -	- -
Lowestoft, Tesco, Yarmouth Road	4 0%	- -	- -	- -
Manningtree, Co-Op	5 1%	- -	- -	- -
New market, Waitrose	0 0%	- -	- -	- -
Norwich, Morrisons	0 0%	- -	- -	- -
Norwich, Sainsburys	1 0%	- -	- -	- -
Norwich, Tesco	5 1%	- -	- -	- -
Saxmundham, Co-Op	1 0%	- -	- -	- -
Saxmundham, Somerfield, Church Street	12 1%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Braintree, B & Q, Braintree RP	Braintree, Pine Show room, Braintree RP	Bury St Edmunds, B & Q, Risbygate Street	Bury St Edmunds, Comet, Risbygate Street
Base					
Unweighted	1003	13	1	48	1
Weighted	1003	8	1	51	0
Sible Hedingham, Co-Op	1 0%	1 10%	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	1 1%	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	6 12%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	1 2%	- -
Sudbury, Aldi, Girling Street	1 0%	1 10%	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	1 7%	1 100%	- -	- -
Sudbury, Waitrose, Station Road	23 2%	1 8%	- -	1 2%	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Clacton, B & Q, Valley Bridge Road	Colchester, Homebase, St Andrew's Avenue
Base					
Unweighted	1003	36	2	19	10
Weighted	1003	34	1	54	20
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	2 7%	0 50%	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	1 3%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Colchester, Focus, Turner Rise	Colchester, Wickes, Clarendon Road	Colchester, B & Q, Hythe Quay	Colchester, Homebase, Tollgate East
Base					
Unweighted	1003	7	1	75	15
Weighted	1003	17	1	202	21
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	1 0%	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	1 0%	- -
Sudbury, Tesco, Springlands Way	21 2%	1 4%	1 100%	3 1%	2 10%
Sudbury, Waitrose, Station Road	23 2%	- -	- -	5 2%	4 18%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	10 5%	2 9%

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP
Base						
Unweighted	1003	15	76	1	2	15
Weighted	1003	12	58	0	1	10
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	2 15%	11 20%	- -	- -	1 14%
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	1 2%	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	1 2%	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Ipswich, Wickes, Crompton Road	Martlesham Heath, Focus, Beardmore Park	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base					
Unweighted	1003	4	41	1	161
Weighted	1003	4	39	0	114
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	1 1%
Stowmarket, Asda, Wilkes Way	38 4%	1 19%	1 2%	- -	4 4%
Stowmarket, Co-Op	0 0%	- -	- -	- -	0 0%
Stowmarket, Countdown	0 0%	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	1 1%
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	1 1%
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Ipswich, Carpentryright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	7	1	1	23	8
Weighted	1003	4	1	0	16	5
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	0 9%	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	1 35%	- -	- -	1 5%	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Lowestoft, Focus, Tower Road	Sudbury, Homebase, Waldingfield Road	Thetford, Focus, Forest RP	Ipswich, Argos, Suffolk Retail Park	Don't visit (shop via Internet/Telephone)
Base						
Unweighted	1003	7	25	8	2	15
Weighted	1003	3	23	9	1	8
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -	1 100%	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	1 3%	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	1 15%	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	1 3%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	10 45%	2 29%	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	7 32%	4 40%	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods								
		Don't know/can't remember	Don't buy	Hadley, Partridges	Sudbury, Roys	Sudbury, Focus	Local shops	Lowestoft, B & Q	Dovercourt, Focus	Harwich, Focus
Base										
Unweighted	1003	61	180	1	1	1	63	4	1	1
Weighted	1003	41	131	1	1	1	68	2	3	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	1 1%	1 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	2 5%	1 1%	- -	- -	- -	1 2%	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	0 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	1 2%	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	0 1%	0 0%	- -	- -	- -	3 4%	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	4 3%	- -	- -	1 100%	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	1 100%	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	0 0%	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	5 7%	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Stow market, Hughes	Diss, Godfreys	Norwich, John Lewis	Stow market, Jewsons	Stow market, Godfreys	Clacton, Homebase	Harwich, Homecare	Felixstowe, Focus
Base									
Unweighted	1003	1	16	1	1	3	3	1	2
Weighted	1003	0	8	1	0	1	7	2	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	0 100%	- -	- -	0 100%	1 75%	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	0 4%	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Bury St Edmunds, Marlows	Hadleigh, Partridges	Halesworth, Coopers	Beccles, Betts	Norwich, B & Q	Ipswich, Wilkinsons	Warrenheath, Homebase	Norwich, Homebase
Base									
Unweighted	1003	3	1	1	1	5	1	1	5
Weighted	1003	4	0	1	1	3	0	1	2
Sible Hedingham, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	1 17%	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulk...		
		Norwich, Focus	Sidor, Norwich	Ipswich, Homebase
Base				
Unweighted	1003	1	1	1
Weighted	1003	0	1	1
Sible Hedingham, Co-Op	1 0%	- -	- -	- -
Sidcup, J Sainsbury	1 0%	- -	- -	- -
Southwold, Somerfield, 2 Market Place	2 0%	- -	- -	- -
Stowmarket, Asda, Wilkes Way	38 4%	- -	- -	- -
Stowmarket, Co-Op	0 0%	- -	- -	- -
Stowmarket, Countdown	0 0%	- -	- -	- -
Stowmarket, Lidl	1 0%	- -	- -	- -
Stowmarket, Tesco, Cedars Park	10 1%	- -	- -	- -
Sudbury, Aldi, Girling Street	1 0%	- -	- -	- -
Sudbury, Co-Op	1 0%	- -	- -	- -
Sudbury, Roys Wroxham, Great Eastern Road	1 0%	- -	- -	- -
Sudbury, Somerfield, 100 East Street	6 1%	- -	- -	- -
Sudbury, Tesco, Springlands Way	21 2%	- -	- -	- -
Sudbury, Waitrose, Station Road	23 2%	- -	- -	- -
Thetford, J Sainsbury, London Road	1 0%	- -	1 100%	- -
Thetford, Tesco, Kilverstone	2 0%	- -	- -	- -
Tollgate, Co-Op	5 1%	- -	- -	- -
Tollgate, Sainsburys	12 1%	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Braintree, B & Q, Braintree RP	Braintree, Pine Show room, Braintree RP	Bury St Edmunds, B & Q, Risbygate Street	Bury St Edmunds, Comet, Risbygate Street
Base					
Unweighted	1003	13	1	48	1
Weighted	1003	8	1	51	0
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Bury St Edmunds, Homebase, St Edmundsbury RP	Bury St Edmunds, MFI, St Edmundsbury RP	Clacton, B & Q, Valley Bridge Road	Colchester, Homebase, St Andrew's Avenue
Base					
Unweighted	1003	36	2	19	10
Weighted	1003	34	1	54	20
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	2 11%
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Colchester, Focus, Turner Rise	Colchester, Wickes, Clarendon Road	Colchester, B & Q, Hythe Quay	Colchester, Homebase, Tollgate East
Base					
Unweighted	1003	7	1	75	15
Weighted	1003	17	1	202	21
Walton, Co-Op	5 1%	- -	- -	2 1%	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Felixstowe, Homebase, Great Eastern Square	Ipswich, B & Q, Euro RP	Ipswich, Carpetright, Euro RP	Ipswich, MFI, Euro RP	Ipswich, Focus, Orwell RP
Base						
Unweighted	1003	15	76	1	2	15
Weighted	1003	12	58	0	1	10
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods			
		Ipswich, Wickes, Crompton Road	Martlesham Heath, Focus, Beardmore Park	Martlesham Heath, Bennetts, Beardmore Park	Ipswich, B & Q, Anglia RP
Base					
Unweighted	1003	4	41	1	161
Weighted	1003	4	39	0	114
Walton, Co-Op	5 1%	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	0 1%	- -	0 0%
Woodbridge, Co-Op	0 0%	- -	- -	0 100%	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Ipswich, Carpentryright, Anglia RP	Ipswich, Comet, Anglia RP	Ipswich, Klaussner, Anglia RP	Ipswich, Homebase, Warren Heath	Lowestoft, Homebase, Tower RP
Base						
Unweighted	1003	7	1	1	23	8
Weighted	1003	4	1	0	16	5
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods				
		Lowestoft, Focus, Tower Road	Sudbury, Homebase, Waldingfield Road	Thetford, Focus, Forest RP	Ipswich, Argos, Suffolk Retail Park	Don't visit (shop via Internet/Telephone)
Base						
Unweighted	1003	7	25	8	2	15
Weighted	1003	3	23	9	1	8
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	1 6%	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods								
		Don't know/can't remember	Don't buy	Hadley, Partridges	Sudbury, Roys	Sudbury, Focus	Local shops	Lowestoft, B & Q	Dovercourt, Focus	Harwich, Focus
Base										
Unweighted	1003	61	180	1	1	1	63	4	1	1
Weighted	1003	41	131	1	1	1	68	2	3	2
Walton, Co-Op	5 1%	1 3%	2 2%	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	1 2%	0 0%	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Stow market, Hughes	Diss, Godfreys	Norwich, John Lewis	Stow market, Jewsons	Stow market, Godfreys	Clacton, Homebase	Harwich, Homecare	Felixstowe, Focus
Base									
Unweighted	1003	1	16	1	1	3	3	1	2
Weighted	1003	0	8	1	0	1	7	2	1
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulky DIY goods							
		Bury St Edmunds, Marlows	Hadleigh, Partridges	Halesworth, Coopers	Beccles, Betts	Norwich, B & Q	Ipswich, Wilkinsons	Warrenheath, Homebase	Norwich, Homebase
Base									
Unweighted	1003	3	1	1	1	5	1	1	5
Weighted	1003	4	0	1	1	3	0	1	2
Walton, Co-Op	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (V1)

Absolute Break % Respondents	Base	Q15. Where last bought bulk...		
		Norwich, Focus	Sidor, Norwich	Ipswich, Homebase
Base				
Unweighted	1003	1	1	1
Weighted	1003	0	1	1
Walton, Co-Op	5 1%	- -	- -	- -
Witham, Tesco, The Grove Centre	4 0%	- -	- -	- -
Woodbridge, Budgens, The Thoroughfare	2 0%	- -	- -	- -
Woodbridge, Co-Op	0 0%	- -	- -	- -
Woodbridge, Morrisons	1 0%	- -	- -	- -

Q7. Where last bought clothing/footwear by Q8. Average visits to store (Q7) weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q8. Average visits to store (Q7)								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	12	15	1	11	5	21	52	206	120	210
Weighted	1003	9	13	0	45	3	26	53	235	129	215
Q7. Where last bought clothing/footwear											
Abroad	1 0%	0 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -	1 1%	1 0%	1 0%	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -	1 0%
Bluewater	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Braintree	4 0%	- -	- -	- -	- -	- -	- -	- -	2 1%	1 1%	1 0%
Bungay	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Bury St Edmunds	80 8%	- -	1 10%	- -	3 7%	- -	1 3%	3 5%	19 8%	9 7%	14 6%
Cambridge	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	3 1%
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 3%
Chester	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	- -	8 29%	9 16%	7 3%	- -	11 5%
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	0 0%	4 2%
Colchester	317 32%	- -	1 11%	- -	38 86%	- -	2 7%	16 30%	109 46%	35 27%	59 27%
Diss	7 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	2 1%
Felixstowe	17 2%	- -	- -	- -	- -	- -	- -	1 1%	10 4%	2 2%	2 1%
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	0 12%	- -	0 0%	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	1 2%	- -	3 1%	- -	- -

Q7. Where last bought clothing/footwear by Q8. Average visits to store (Q7) weighting WT1 (V1)

Absolute Break % Respondents	Base	Q8. Average vi...
		Less often than once a month
Base		
Unweighted	1003	350
Weighted	1003	274
Q7. Where last bought clothing/footwear		
Abroad	1 0%	1 0%
Aldburgh	2 0%	- -
Beccles	1 0%	1 0%
Bluewater	12 1%	10 4%
Braintree	4 0%	- -
Bungay	1 0%	- -
Bury St Edmunds	80 8%	31 11%
Cambridge	13 1%	9 3%
Chelmsford	8 1%	1 0%
Chester	2 0%	2 1%
Clacton	34 3%	- -
Clacton Common Outlet	7 1%	2 1%
Colchester	317 32%	56 20%
Diss	7 1%	3 1%
Felixstowe	17 2%	2 1%
Freeport Braintree	1 0%	1 0%
Hadleigh	1 0%	- -
Halesworth	4 0%	- -

Q7. Where last bought clothing/footwear by Q8. Average visits to store (Q7) weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q8. Average visits to store (Q7)								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	12	15	1	11	5	21	52	206	120	210
Weighted	1003	9	13	0	45	3	26	53	235	129	215
Harleston	1 0%	- -	- -	0 100%	- -	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	6 5%	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	1 16%	- -	- -	- -	- -	- -	- -	- -	1 0%	0 0%
Ipswich Other	20 2%	- -	0 3%	- -	- -	- -	1 5%	1 2%	- -	4 3%	5 2%
Ipswich Town Centre	291 29%	1 14%	10 73%	- -	1 3%	1 43%	8 30%	17 32%	53 22%	52 41%	65 30%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Local stores	8 1%	3 27%	0 2%	- -	- -	- -	- -	- -	1 1%	- -	2 1%
London City	9 1%	- -	- -	- -	- -	1 22%	- -	- -	- -	1 1%	2 1%
London West End	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 2%
Lowestoft	10 1%	- -	- -	- -	1 3%	- -	- -	- -	3 1%	- -	3 1%
Mail Order/Catalogue	29 3%	4 39%	- -	- -	- -	- -	0 2%	- -	1 0%	1 0%	4 2%
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -
Norwich	57 6%	- -	- -	- -	1 1%	- -	- -	1 1%	3 1%	10 8%	23 11%
Southwold	2 0%	- -	- -	- -	- -	- -	- -	0 1%	1 0%	- -	- -
Stowmarket	14 1%	- -	- -	- -	- -	- -	1 3%	0 1%	3 1%	1 1%	3 1%
Sudbury	26 3%	- -	- -	- -	- -	1 22%	5 18%	5 9%	14 6%	1 1%	1 0%
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	- -

Q7. Where last bought clothing/footwear by Q8. Average visits to store (Q7) weighting WT1 (V1)

Absolute Break % Respondents	Base	Q8. Average vi...
		Less often than once a month
Base		
Unweighted	1003	350
Weighted	1003	274
Harleston	1 0%	1 0%
Harwich	6 1%	- -
Hulston	0 0%	0 0%
Internet	3 0%	0 0%
Ipswich Other	20 2%	9 3%
Ipswich Town Centre	291 29%	82 30%
Lakeside	4 0%	4 1%
Leiston	1 0%	- -
Local stores	8 1%	2 1%
London City	9 1%	6 2%
London West End	4 0%	1 0%
Lowestoft	10 1%	3 1%
Mail Order/Catalogue	29 3%	20 7%
Martlesham Heath	1 0%	- -
Norwich	57 6%	19 7%
Southwold	2 0%	1 0%
Stowmarket	14 1%	6 2%
Sudbury	26 3%	- -
Walton	2 0%	- -

Q7. Where last bought clothing/footwear by Q8. Average visits to store (Q7) weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q8. Average visits to store (Q7)								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	12	15	1	11	5	21	52	206	120	210
Weighted	1003	9	13	0	45	3	26	53	235	129	215
Woodbridge	8	-	-	-	-	-	0	-	3	1	1
	1%	-	-	-	-	-	1%	-	1%	1%	1%

Q7. Where last bought clothing/footwear by Q8. Average visits to store (Q7) weighting WT1 (V1)

Absolute Break % Respondents	Base	Q8. Average vi...
		Less often than once a month
Base		
Unweighted	1003	350
Weighted	1003	274
Woodbridge	8 1%	2 1%

ght clothing/footwear by Q9a. Approx. spend on clothing showing Q9a*1.00 weighting WT1 (V1) scored as Q9a. Approx

Absolute Break % Respondents	Base		Q9a. Approx. spend on clothing	
	Unweighted	Weighted		Mean
			Valid	Standard Error
Base	41403.72	41403.72	41403.72 100%	41.28 2.04
Q7. Where last bought clothing/footwear				
Bluewater	791.41	791.41	791.41 100%	67.69 9.36
Bury St Edmunds	3339.05	3339.05	3339.05 100%	41.54 3.15
Cambridge	1077.26	1077.26	1077.26 100%	83.99 15.33
Chelmsford	708.20	708.20	708.20 100%	90.74 6.11
Clacton Common Outlet	249.10	249.10	249.10 100%	36.68 12.84
Colchester	11563.40	11563.40	11563.40 100%	36.53 2.44
Diss	372.65	372.65	372.65 100%	50.64 26.95
Felixstowe	304.99	304.99	304.99 100%	17.97 3.60
Freeport Braintree	58.02	58.02	58.02 100%	50.00 0.00
Ipswich Town Centre	12178.84	12178.84	12178.84 100%	41.92 2.50
Ipswich Other	612.86	612.86	612.86 100%	30.64 4.78
Lakeside	508.71	508.71	508.71 100%	131.04 7.34
Lowestoft	457.71	457.71	457.71 100%	46.53 21.27
London City	198.75	198.75	198.75 100%	21.81 10.27
London West End	504.36	504.36	504.36 100%	130.87 87.32
Norwich	3924.22	3924.22	3924.22 100%	69.33 27.15
Stowmarket	394.43	394.43	394.43 100%	28.89 10.75
Sudbury	648.55	648.55	648.55 100%	25.30 4.02
Woodbridge	234.04	234.04	234.04 100%	30.86 6.94

ght clothing/footwear by Q9a. Approx. spend on clothing showing Q9a*1.00 weighting WT1 (V1) scored as Q9a. Approx

Absolute Break % Respondents	Base		Q9a. Approx. spend on clothing	
	Unweighted	Weighted	Valid	Mean
				Standard Error
Base	41403.72	41403.72	41403.72 100%	41.28 2.04
Mail Order/Catalogue	913.02	913.02	913.02 100%	31.21 4.98
Internet	124.86	124.86	124.86 100%	47.15 32.57
Braintree	179.69	179.69	179.69 100%	48.54 22.95
Local stores	196.40	196.40	196.40 100%	25.05 7.37
Halesworth	54.79	54.79	54.79 100%	14.45 4.60
Southwold	68.24	68.24	68.24 100%	38.60 13.92
Clacton	686.13	686.13	686.13 100%	20.18 4.11
Hulston	0.00	0.00	0.00 0%	0.00 0.00
Chester	86.70	86.70	86.70 100%	45.00 0.00
Harleston	43.36	43.36	43.36 100%	42.42 19.64
Harwich	585.89	585.89	585.89 100%	100.00 0.00
Walton	43.86	43.86	43.86 100%	20.00 0.00
Martlesham Heath	10.43	10.43	10.43 100%	20.00 0.00
Hadleigh	11.79	11.79	11.79 100%	19.18 28.38
Beccles	27.21	27.21	27.21 100%	20.40 14.55
Aldburgh	76.56	76.56	76.56 100%	45.25 28.22
Abroad	168.25	168.25	168.25 100%	159.54 51.65
Leiston	0.00	0.00	0.00 0%	0.00 0.00
Bungay	0.00	0.00	0.00 0%	0.00 0.00

e last bought clothing/footwear by Q9b. Approx. spend on clothing weighting WT1 (V1) scored as Q9a. Approx. spend on

Absolute Break % Respondents	Base		Q9b. Approx. spend on clothing												
	Unweighted	Weighted	£1 - £10	£11 - £20	£21 - £30	£31 - £40	£41 - £50	£51 - £60	£61 - £70	£71 - £80	£81 - £90	£91 - £100	£101 - £110	£111 - £120	£121 - £130
Base	1003	1003	41 4%	118 12%	147 15%	112 11%	133 13%	73 7%	28 3%	40 4%	4 0%	52 5%	1 0%	4 0%	1 0%
Q7. Where last bought clothing/footwear															
Bluewater	11	12	- -	- -	- -	1 5%	4 33%	4 33%	1 9%	1 9%	- -	- -	- -	- -	- -
Bury St Edmunds	88	80	2 3%	12 14%	11 14%	3 3%	16 20%	8 10%	6 7%	7 9%	- -	5 6%	- -	- -	- -
Cambridge	13	13	- -	- -	2 12%	- -	1 11%	- -	2 12%	- -	2 18%	1 11%	- -	- -	- -
Chelmsford	4	8	- -	- -	- -	- -	1 7%	1 11%	- -	1 7%	- -	6 75%	- -	- -	- -
Clacton Common Outlet	5	7	2 32%	- -	2 28%	- -	- -	- -	- -	2 28%	- -	0 4%	- -	- -	- -
Colchester	134	317	16 5%	48 15%	35 11%	40 13%	45 14%	14 4%	8 2%	8 3%	- -	14 4%	- -	- -	- -
Diss	16	7	0 6%	1 15%	1 12%	1 12%	- -	- -	- -	- -	- -	2 21%	- -	- -	- -
Felixstowe	26	17	1 6%	4 23%	5 27%	1 7%	1 5%	- -	- -	- -	- -	- -	- -	- -	- -
Freeport Braintree	1	1	- -	- -	- -	- -	1 100%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich Town Centre	388	291	8 3%	24 8%	58 20%	40 14%	40 14%	25 9%	9 3%	12 4%	1 0%	13 4%	1 0%	1 0%	1 0%
Ipswich Other	24	20	2 9%	3 14%	6 32%	2 9%	2 10%	1 3%	0 2%	2 8%	- -	- -	- -	- -	- -
Lakeside	2	4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 63%	- -
Lowestoft	20	10	- -	1 14%	1 6%	2 23%	0 3%	- -	- -	0 3%	- -	- -	- -	- -	- -
London City	5	9	- -	- -	- -	1 7%	1 6%	1 7%	- -	1 16%	- -	- -	- -	- -	- -
London West End	5	4	- -	- -	- -	1 14%	1 38%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	88	57	- -	1 3%	10 18%	6 10%	6 11%	6 11%	2 4%	2 4%	- -	5 9%	- -	1 1%	- -
Stowmarket	23	14	2 16%	1 11%	1 7%	2 16%	1 5%	1 9%	- -	- -	- -	- -	- -	- -	- -
Sudbury	28	26	2 6%	5 21%	3 12%	2 6%	3 13%	4 16%	- -	- -	- -	- -	- -	- -	- -
Woodbridge	13	8	1 8%	1 8%	2 30%	1 18%	0 5%	1 17%	- -	- -	- -	- -	- -	- -	- -

e last bought clothing/footwear by Q9b. Approx. spend on clothing weighting WT1 (V1) scored as Q9a. Approx. spend on

Absolute Break % Respondents	Base		Q9b. Approx. spend on clothing						
	Unweighted	Weighted	£141 - £150	£150 +	Nothing	Don't know / Can't remember	Refused	Mean Standard Error	
Base	1003	1003	8 1%	27 3%	139 14%	70 7%	5 0%	41.28 2.04	
Q7. Where last bought clothing/footwear									
Bluewater	11	12	1 12%	- -	- -	- -	- -	67.69 9.36	
Bury St Edmunds	88	80	- -	- -	6 7%	4 5%	1 2%	41.54 3.15	
Cambridge	13	13	2 18%	1 7%	1 7%	1 5%	- -	83.99 15.33	
Chelmsford	4	8	- -	- -	- -	- -	- -	90.74 6.11	
Clacton Common Outlet	5	7	- -	- -	0 7%	- -	- -	36.68 12.84	
Colchester	134	317	- -	12 4%	68 22%	9 3%	- -	36.53 2.44	
Diss	16	7	- -	0 6%	2 23%	0 4%	- -	50.64 26.95	
Felixstowe	26	17	- -	- -	2 10%	4 22%	- -	17.97 3.60	
Freeport Braintree	1	1	- -	- -	- -	- -	- -	50.00 0.00	
Ipswich Town Centre	388	291	2 1%	7 2%	30 10%	20 7%	0 0%	41.92 2.50	
Ipswich Other	24	20	- -	- -	1 3%	2 11%	- -	30.64 4.78	
Lakeside	2	4	1 37%	- -	- -	- -	- -	131.04 7.34	
Lowestoft	20	10	- -	1 15%	3 28%	1 9%	- -	46.53 21.27	
London City	5	9	- -	- -	- -	6 64%	- -	21.81 10.27	
London West End	5	4	- -	1 32%	1 17%	- -	- -	130.87 87.32	
Norwich	88	57	- -	4 7%	4 7%	8 15%	1 1%	69.33 27.15	
Stowmarket	23	14	1 5%	- -	1 10%	3 21%	- -	28.89 10.75	
Sudbury	28	26	- -	- -	7 25%	- -	- -	25.30 4.02	
Woodbridge	13	8	- -	- -	1 8%	- -	1 7%	30.86 6.94	

e last bought clothing/footwear by Q9b. Approx. spend on clothing weighting WT1 (V1) scored as Q9a. Approx. spend on

Absolute Break % Respondents	Base		Q9b. Approx. spend on clothing												
	Unweighted	Weighted	£1 - £10	£11 - £20	£21 - £30	£31 - £40	£41 - £50	£51 - £60	£61 - £70	£71 - £80	£81 - £90	£91 - £100	£101 - £110	£111 - £120	£121 - £130
Base	1003	1003	41 4%	118 12%	147 15%	112 11%	133 13%	73 7%	28 3%	40 4%	4 0%	52 5%	1 0%	4 0%	1 0%
Mail Order/Catalogue	48	29	- -	2 8%	7 23%	2 8%	3 11%	4 14%	- -	2 5%	- -	- -	- -	1 2%	- -
Internet	4	3	- -	2 68%	- -	- -	- -	- -	- -	1 21%	- -	- -	- -	- -	- -
Braintree	5	4	- -	1 40%	1 22%	- -	1 22%	- -	- -	- -	- -	- -	- -	- -	- -
Local stores	9	8	- -	- -	2 22%	1 17%	2 25%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth	6	4	- -	2 56%	1 23%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold	4	2	- -	- -	0 16%	- -	1 67%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	14	34	5 15%	5 16%	- -	6 19%	- -	2 6%	- -	2 6%	- -	- -	- -	- -	- -
Hulston	1	0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Chester	1	2	- -	- -	- -	- -	2 100%	- -	- -	- -	- -	- -	- -	- -	- -
Harleston	2	1	- -	0 44%	- -	- -	- -	1 56%	- -	- -	- -	- -	- -	- -	- -
Harwich	1	6	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 100%	- -	- -	- -
Walton	1	2	- -	2 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Martlesham Heath	1	1	- -	1 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	2	1	- -	- -	- -	- -	0 43%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles	3	1	- -	- -	1 39%	0 22%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh	3	2	- -	- -	- -	1 34%	- -	- -	- -	- -	1 35%	- -	- -	- -	- -
Abroad	2	1	- -	- -	- -	- -	- -	- -	- -	- -	0 37%	- -	- -	- -	- -
Leiston	1	1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay	1	1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

e last bought clothing/footwear by Q9b. Approx. spend on clothing weighting WT1 (V1) scored as Q9a. Approx. spend on

Absolute Break % Respondents	Base		Q9b. Approx. spend on clothing					Mean Standard Error
	Unweighted	Weighted	£141 - £150	£150 +	Nothing	Don't know / Can't remember	Refused	
Base	1003	1003	8 1%	27 3%	139 14%	70 7%	5 0%	41.28 2.04
Mail Order/Catalogue	48	29	-	-	4 14%	4 15%	-	31.21 4.98
Internet	4	3	-	0 11%	-	-	-	47.15 32.57
Braintree	5	4	1 15%	-	-	-	-	48.54 22.95
Local stores	9	8	-	-	0 4%	0 6%	2 27%	25.05 7.37
Halesworth	6	4	-	-	1 21%	-	-	14.45 4.60
Southwold	4	2	-	-	-	0 16%	-	38.60 13.92
Clacton	14	34	-	-	7 19%	6 19%	-	20.18 4.11
Hulston	1	0	-	-	-	0 100%	-	0.00 0.00
Chester	1	2	-	-	-	-	-	45.00 0.00
Harleston	2	1	-	-	-	-	-	42.42 19.64
Harwich	1	6	-	-	-	-	-	100.00 0.00
Walton	1	2	-	-	-	-	-	20.00 0.00
Martlesham Heath	1	1	-	-	-	-	-	20.00 0.00
Hadleigh	2	1	-	-	0 57%	-	-	19.18 28.38
Beccles	3	1	-	-	1 39%	-	-	20.40 14.55
Aldburgh	3	2	-	-	1 31%	-	-	45.25 28.22
Abroad	2	1	-	1 63%	-	-	-	159.54 51.65
Leiston	1	1	-	-	-	1 100%	-	0.00 0.00
Bungay	1	1	-	-	1 100%	-	-	0.00 0.00

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occasion items								
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Colchester	Diss	Felixstowe	Ipswich Town Centre	Ipswich Other
Base										
Unweighted	1003	18	91	11	2	127	14	34	403	14
Weighted	1003	20	80	12	1	285	6	18	331	10
Q7. Where last bought clothing/footwear										
Abroad	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bluewater	12 1%	12 58%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	1 0%	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	64 80%	1 11%	- -	1 1%	0 8%	- -	4 1%	- -
Cambridge	13 1%	- -	4 5%	8 66%	- -	- -	- -	- -	1 0%	- -
Chelmsford	8 1%	1 4%	- -	- -	1 100%	6 2%	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	2 1%	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	8 3%	- -	- -	11 3%	- -
Clacton Common Outlet	7 1%	- -	0 1%	- -	- -	6 2%	- -	- -	0 0%	- -
Colchester	317 32%	7 35%	- -	- -	- -	242 85%	- -	0 2%	22 7%	- -
Diss	7 1%	- -	0 0%	- -	- -	1 0%	4 71%	- -	- -	- -
Felixstowe	17 2%	- -	- -	- -	- -	- -	- -	11 62%	3 1%	- -
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occasion items								
		Lakeside	Lowestoft	London City	London West End	Norwich	Stow market	Sudbury	Woodbridge	Mail Order/Catalogue
Base										
Unweighted	1003	7	21	12	4	104	20	20	12	28
Weighted	1003	11	9	20	26	65	11	20	8	18
Q7. Where last bought clothing/footwear										
Abroad	1 0%	- -	- -	- -	- -	- -	- -	- -	0 5%	- -
Aldburgh	2 0%	- -	1 6%	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	- -	- -	- -	2 3%	- -	- -	- -	1 7%
Cambridge	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester	317 32%	3 31%	- -	16 79%	24 90%	- -	- -	- -	- -	- -
Diss	7 1%	- -	- -	- -	- -	2 3%	- -	- -	- -	- -
Felixstowe	17 2%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%
Freeport Braintree	1 0%	1 10%	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occasion items										
		Internet	Don't buy	It Varies	Hadley	Braintree	Leiston	Clacton	Hulston	Walton	Hadleigh	Beccles
Base												
Unweighted	1003	9	11	11	1	5	1	8	1	1	1	3
Weighted	1003	7	6	9	1	3	0	15	0	2	0	1
Q7. Where last bought clothing/footwear												
Abroad	1 0%	-	1 10%	-	-	-	-	-	-	-	-	-
Aldburgh	2 0%	-	-	-	-	-	-	-	-	-	-	-
Beccles	1 0%	-	-	-	-	-	-	-	-	-	-	1 74%
Bluewater	12 1%	-	-	-	-	-	-	-	-	-	-	-
Braintree	4 0%	-	-	-	-	3 84%	-	-	-	-	-	-
Bungay	1 0%	-	-	-	-	-	-	-	-	-	-	-
Bury St Edmunds	80 8%	-	3 43%	3 33%	-	-	-	-	-	-	-	-
Cambridge	13 1%	-	-	-	-	-	-	-	-	-	-	-
Chelmsford	8 1%	-	-	-	-	-	-	-	-	-	-	-
Chester	2 0%	-	-	-	-	-	-	-	-	-	-	-
Clacton	34 3%	-	-	-	-	-	-	15 98%	-	-	-	-
Clacton Common Outlet	7 1%	-	-	-	-	-	-	-	-	-	-	-
Colchester	317 32%	-	-	0 4%	-	1 16%	-	-	-	-	-	-
Diss	7 1%	-	-	-	-	-	-	-	-	-	-	-
Felixstowe	17 2%	1 20%	0 6%	-	-	-	-	-	-	-	-	-
Freeport Braintree	1 0%	-	-	-	-	-	-	-	-	-	-	-
Hadleigh	1 0%	-	-	-	-	-	-	-	-	-	0 100%	-
Halesworth	4 0%	-	-	-	-	-	-	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occ...			
		Halesworth	Southwold	Hatfield	Abroad
Base					
Unweighted	1003	5	2	1	1
Weighted	1003	4	1	1	0
Q7. Where last bought clothing/footwear					
Abroad	1 0%	- -	- -	- -	- -
Aldburgh	2 0%	- -	1 67%	1 100%	- -
Beccles	1 0%	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	- -	- -	- -
Cambridge	13 1%	- -	- -	- -	- -
Chelmsford	8 1%	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -
Colchester	317 32%	- -	- -	- -	- -
Diss	7 1%	- -	- -	- -	- -
Felixstowe	17 2%	- -	- -	- -	- -
Freeport Braintree	1 0%	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -
Halesworth	4 0%	3 84%	- -	- -	- -

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occasion items								
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Colchester	Diss	Felixstowe	Ipswich Town Centre	Ipswich Other
Base										
Unweighted	1003	18	91	11	2	127	14	34	403	14
Weighted	1003	20	80	12	1	285	6	18	331	10
Harleston	1 0%	- -	- -	- -	- -	- -	0 8%	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	6 2%	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Ipswich Other	20 2%	- -	- -	1 11%	- -	- -	- -	1 4%	16 5%	1 13%
Ipswich Town Centre	291 29%	1 3%	4 5%	- -	- -	2 1%	- -	5 25%	254 77%	8 87%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	- -	- -	- -	0 6%	1 7%	3 1%	- -
London City	9 1%	- -	- -	1 11%	- -	6 2%	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
Mail Order/Catalogue	29 3%	- -	2 2%	- -	- -	1 0%	- -	- -	8 2%	- -
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	57 6%	- -	3 3%	- -	- -	- -	0 8%	- -	1 0%	- -
Southwold	2 0%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Stowmarket	14 1%	- -	2 2%	- -	- -	- -	- -	- -	2 1%	- -
Sudbury	26 3%	- -	1 2%	- -	- -	3 1%	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occasion items								
		Lakeside	Lowestoft	London City	London West End	Norwich	Stow market	Sudbury	Woodbridge	Mail Order/Catalogue
Base										
Unweighted	1003	7	21	12	4	104	20	20	12	28
Weighted	1003	11	9	20	26	65	11	20	8	18
Harleston	1 0%	- -	- -	- -	- -	- -	1 5%	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	0 1%	- -	- -	- -	- -
Ipswich Other	20 2%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%
Ipswich Town Centre	291 29%	1 11%	1 6%	1 6%	- -	7 11%	0 3%	- -	3 33%	1 6%
Lakeside	4 0%	4 35%	- -	- -	- -	- -	- -	- -	- -	- -
Leiston	1 0%	- -	1 6%	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	0 2%	- -	- -	- -	- -	- -	- -
London City	9 1%	- -	- -	2 9%	- -	- -	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	3 10%	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	5 56%	- -	- -	2 3%	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	- -	1 13%	1 3%	- -	- -	2 17%	- -	- -	13 70%
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	57 6%	1 13%	1 13%	0 2%	- -	47 73%	- -	- -	- -	1 6%
Southwold	2 0%	- -	- -	- -	- -	0 0%	- -	- -	- -	- -
Stowmarket	14 1%	- -	- -	- -	- -	2 3%	8 70%	- -	- -	1 5%
Sudbury	26 3%	- -	- -	- -	- -	- -	0 4%	20 100%	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occasion items										
		Internet	Don't buy	It Varies	Hadley	Braintree	Leiston	Clacton	Hulston	Walton	Hadleigh	Beccles
Base												
Unweighted	1003	9	11	11	1	5	1	8	1	1	1	3
Weighted	1003	7	6	9	1	3	0	15	0	2	0	1
Harleston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	0 100%	- -	- -	- -
Internet	3 0%	2 24%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich Other	20 2%	- -	- -	1 7%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich Town Centre	291 29%	1 17%	0 8%	1 11%	- -	- -	- -	- -	- -	- -	- -	- -
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	2 28%	- -	- -	0 100%	- -	- -	- -	- -	- -
London City	9 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
London West End	4 0%	1 8%	- -	1 6%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	0 7%	- -	- -	- -	- -	- -	- -	- -	- -	0 26%
Mail Order/Catalogue	29 3%	0 6%	1 10%	0 4%	- -	- -	- -	0 2%	- -	- -	- -	- -
Martlesham Heath	1 0%	- -	1 8%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	57 6%	1 17%	0 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Southwold	2 0%	1 8%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket	14 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury	26 3%	- -	- -	- -	1 100%	- -	- -	- -	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	2 100%	- -	- -

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occ...			
		Halesworth	Southwold	Hatfield	Abroad
Base					
Unweighted	1003	5	2	1	1
Weighted	1003	4	1	1	0
Harleston	1 0%	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -
Ipswich Other	20 2%	- -	- -	- -	- -
Ipswich Town Centre	291 29%	- -	- -	- -	- -
Lakeside	4 0%	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -
Local stores	8 1%	- -	- -	- -	- -
London City	9 1%	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	- -
Lowestoft	10 1%	- -	- -	- -	0 100%
Mail Order/Catalogue	29 3%	1 16%	- -	- -	- -
Martlesham Heath	1 0%	- -	- -	- -	- -
Norwich	57 6%	- -	- -	- -	- -
Southwold	2 0%	- -	0 33%	- -	- -
Stowmarket	14 1%	- -	- -	- -	- -
Sudbury	26 3%	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occasion items								
		Bluewater	Bury St Edmunds	Cambridge	Chelmsford	Colchester	Diss	Felixstowe	Ipswich Town Centre	Ipswich Other
Base										
Unweighted	1003	18	91	11	2	127	14	34	403	14
Weighted	1003	20	80	12	1	285	6	18	331	10
Woodbridge	8	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	1%	-

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occasion items								
		Lakeside	Lowestoft	London City	London West End	Norwich	Stow market	Sudbury	Woodbridge	Mail Order/Catalogue
Base										
Unweighted	1003	7	21	12	4	104	20	20	12	28
Weighted	1003	11	9	20	26	65	11	20	8	18
Woodbridge	8	-	-	-	-	-	-	-	5	-
	1%	-	-	-	-	-	-	-	61%	-

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occasion items										
		Internet	Don't buy	It Varies	Hadley	Braintree	Leiston	Clacton	Hulston	Walton	Hadleigh	Beccles
Base												
Unweighted	1003	9	11	11	1	5	1	8	1	1	1	3
Weighted	1003	7	6	9	1	3	0	15	0	2	0	1
Woodbridge	8	-	-	1	-	-	-	-	-	-	-	-
	1%	-	-	7%	-	-	-	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting WT1 (V1)

Absolute Break % Respondents	Base	Q10. Where last bought Christmas/Occ...			
		Halesworth	Southwold	Hatfield	Abroad
Base					
Unweighted	1003	5	2	1	1
Weighted	1003	4	1	1	0
Woodbridge	8	-	-	-	-
	1%	-	-	-	-

Q7. Where last bought clothing/footwear by Q16a. How often visit Ipswich - Town Centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q16a. How often visit Ipswich - Town Centre								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	3	17	1	5	1	7	26	83	66	109
Weighted	1003	3	14	0	4	1	8	19	63	57	153
Q7. Where last bought clothing/footwear											
Abroad	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 0%
Cambridge	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 5%
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester	317 32%	- -	- -	- -	- -	- -	2 21%	- -	- -	2 4%	81 53%
Diss	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe	17 2%	- -	0 3%	- -	- -	- -	- -	- -	- -	0 1%	0 0%
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -	- -	0 0%	0 1%	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q16a. How often visit Ipswich - Town Centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q16a. How often visit ...	
		Less often than once a month	Never
Base			
Unweighted	1003	404	281
Weighted	1003	407	274
Q7. Where last bought clothing/footwear			
Abroad	1 0%	0 0%	1 0%
Aldburgh	2 0%	1 0%	1 0%
Beccles	1 0%	1 0%	1 0%
Bluewater	12 1%	12 3%	- -
Braintree	4 0%	2 1%	1 1%
Bungay	1 0%	- -	1 0%
Bury St Edmunds	80 8%	38 9%	41 15%
Cambridge	13 1%	8 2%	4 2%
Chelmsford	8 1%	1 0%	6 2%
Chester	2 0%	2 0%	- -
Clacton	34 3%	9 2%	17 6%
Clacton Common Outlet	7 1%	5 1%	2 1%
Colchester	317 32%	128 31%	103 38%
Diss	7 1%	2 1%	5 2%
Felixstowe	17 2%	7 2%	8 3%
Freeport Braintree	1 0%	1 0%	- -
Hadleigh	1 0%	- -	- -
Halesworth	4 0%	- -	4 1%

Q7. Where last bought clothing/footwear by Q16a. How often visit Ipswich - Town Centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q16a. How often visit Ipswich - Town Centre								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	3	17	1	5	1	7	26	83	66	109
Weighted	1003	3	14	0	4	1	8	19	63	57	153
Harleston	1 0%	- -	- -	0 100%	- -	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Ipswich Other	20 2%	- -	- -	- -	- -	- -	- -	2 10%	0 1%	7 12%	1 0%
Ipswich Town Centre	291 29%	0 13%	12 87%	- -	3 82%	1 100%	7 79%	16 87%	57 91%	44 77%	52 34%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	2 71%	- -	- -	- -	- -	- -	- -	1 1%	- -	2 1%
London City	9 1%	- -	1 5%	- -	- -	- -	- -	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	0 16%	1 5%	- -	1 18%	- -	- -	0 2%	1 1%	1 1%	1 1%
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	57 6%	- -	- -	- -	- -	- -	- -	- -	- -	2 3%	4 3%
Southwold	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Stowmarket	14 1%	- -	- -	- -	- -	- -	- -	- -	0 1%	- -	1 1%
Sudbury	26 3%	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	1 0%
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q16a. How often visit Ipswich - Town Centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q16a. How often visit ...	
		Less often than once a month	Never
Base			
Unweighted	1003	404	281
Weighted	1003	407	274
Harleston	1 0%	1 0%	- -
Harwich	6 1%	6 1%	- -
Hulston	0 0%	- -	0 0%
Internet	3 0%	1 0%	1 0%
Ipswich Other	20 2%	8 2%	2 1%
Ipswich Town Centre	291 29%	93 23%	6 2%
Lakeside	4 0%	2 1%	- -
Leiston	1 0%	- -	1 0%
Local stores	8 1%	2 1%	1 0%
London City	9 1%	8 2%	1 0%
London West End	4 0%	1 0%	3 1%
Lowestoft	10 1%	3 1%	7 3%
Mail Order/Catalogue	29 3%	15 4%	9 3%
Martlesham Heath	1 0%	- -	1 0%
Norwich	57 6%	19 5%	31 11%
Southwold	2 0%	- -	1 0%
Stowmarket	14 1%	11 3%	1 0%
Sudbury	26 3%	15 4%	9 3%
Walton	2 0%	- -	2 1%

Q7. Where last bought clothing/footwear by Q16a. How often visit Ipswich - Town Centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q16a. How often visit Ipswich - Town Centre								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	3	17	1	5	1	7	26	83	66	109
Weighted	1003	3	14	0	4	1	8	19	63	57	153
Woodbridge	8	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q16a. How often visit Ipswich - Town Centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q16a. How often visit ...	
		Less often than once a month	Never
Base			
Unweighted	1003	404	281
Weighted	1003	407	274
Woodbridge	8 1%	4 1%	3 1%

7. Where last bought clothing/footwear by Q16b. How often visit Ipswich - Retail Parks/Warehouses weighting WT1 (V

Absolute Break % Respondents	Base	Missing	Q16b. How often visit Ipswich - Retail Parks/Warehouses						
		No reply	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month	Less often than once a month	Never
Base									
Unweighted	1003	5	5	12	33	38	91	454	365
Weighted	1003	4	6	13	28	36	79	365	474
Q7. Where last bought clothing/footwear									
Abroad	1 0%	- -	- -	- -	- -	- -	- -	0 0%	1 0%
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -	1 0%	1 0%
Beccles	1 0%	- -	- -	- -	- -	- -	- -	1 0%	1 0%
Bluewater	12 1%	- -	- -	- -	1 4%	- -	- -	11 3%	- -
Braintree	4 0%	- -	- -	- -	- -	- -	- -	- -	4 1%
Bungay	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%
Bury St Edmunds	80 8%	- -	- -	- -	- -	- -	1 1%	39 11%	40 8%
Cambridge	13 1%	- -	- -	- -	- -	- -	- -	8 2%	5 1%
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -	1 0%	6 1%
Chester	2 0%	- -	- -	- -	- -	- -	- -	2 1%	- -
Clacton	34 3%	- -	- -	- -	- -	- -	3 4%	2 1%	28 6%
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -	- -	0 0%	7 1%
Colchester	317 32%	- -	- -	2 14%	- -	1 2%	8 10%	60 17%	246 52%
Diss	7 1%	- -	- -	- -	- -	- -	- -	3 1%	4 1%
Felixstowe	17 2%	- -	- -	0 4%	1 2%	- -	- -	9 2%	7 2%
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	1 0%	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -	1 0%	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -	0 0%	4 1%

7. Where last bought clothing/footwear by Q16b. How often visit Ipswich - Retail Parks/Warehouses weighting WT1 (V

Absolute Break % Respondents	Base	Missing	Q16b. How often visit Ipswich - Retail Parks/Warehouses						
		No reply	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month	Less often than once a month	Never
Base									
Unweighted	1003	5	5	12	33	38	91	454	365
Weighted	1003	4	6	13	28	36	79	365	474
Harleston	1 0%	- -	- -	- -	- -	- -	- -	1 0%	0 0%
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	6 1%
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	0 0%
Internet	3 0%	- -	- -	- -	- -	1 2%	1 2%	0 0%	0 0%
Ipswich Other	20 2%	- -	4 65%	0 3%	- -	4 12%	1 1%	8 2%	3 1%
Ipswich Town Centre	291 29%	1 24%	2 35%	10 79%	26 94%	23 64%	54 69%	150 41%	24 5%
Lakeside	4 0%	- -	- -	- -	- -	1 4%	- -	2 1%	- -
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -	1 0%
Local stores	8 1%	2 51%	- -	- -	- -	- -	- -	5 1%	1 0%
London City	9 1%	- -	- -	- -	- -	- -	- -	2 1%	7 2%
London West End	4 0%	- -	- -	- -	- -	- -	- -	- -	4 1%
Lowestoft	10 1%	- -	- -	- -	- -	- -	- -	2 1%	8 2%
Mail Order/Catalogue	29 3%	1 25%	- -	- -	- -	0 1%	1 1%	15 4%	12 3%
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	1 0%	- -
Norwich	57 6%	- -	- -	- -	- -	6 16%	3 4%	20 5%	28 6%
Southwold	2 0%	- -	- -	- -	- -	- -	- -	1 0%	1 0%
Stowmarket	14 1%	- -	- -	- -	- -	- -	1 1%	10 3%	3 1%
Sudbury	26 3%	- -	- -	- -	- -	- -	5 6%	5 1%	16 3%
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	2 0%

7. Where last bought clothing/footwear by Q16b. How often visit Ipswich - Retail Parks/Warehouses weighting WT1 (V

Absolute Break % Respondents	Base	Missing	Q16b. How often visit Ipswich - Retail Parks/Warehouses						
		No reply	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month	Less often than once a month	Never
Base									
Unweighted	1003	5	5	12	33	38	91	454	365
Weighted	1003	4	6	13	28	36	79	365	474
Woodbridge	8	-	-	-	-	-	-	4	4
	1%	-	-	-	-	-	-	1%	1%

Q7. Where last bought clothing/footwear by Q16c. How often visit Ipswich - Local shops weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q16c. How often visit Ipswich - Local shops								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	5	33	9	22	31	63	81	87	41	40
Weighted	1003	4	21	6	12	17	40	59	65	34	50
Q7. Where last bought clothing/footwear											
Abroad	1 0%	- -	- -	- -	- -	- -	- -	0 1%	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	1 6%	- -	- -	- -	- -	1 3%	1 2%	1 2%	- -
Cambridge	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 7%
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester	317 32%	- -	- -	- -	0 3%	2 10%	- -	2 3%	0 0%	1 2%	9 18%
Diss	7 1%	- -	1 3%	- -	- -	- -	0 1%	1 1%	1 2%	0 1%	- -
Felixstowe	17 2%	- -	1 2%	0 6%	- -	- -	- -	- -	1 1%	- -	- -
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	0 2%	0 1%	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q16c. How often visit Ipswich - Local shops weighting WT1 (V1)

Absolute Break % Respondents	Base	Q16c. How often visit ...	
		Less often than once a month	Never
Base			
Unweighted	1003	203	388
Weighted	1003	184	510
Q7. Where last bought clothing/footwear			
Abroad	1 0%	- -	1 0%
Aldburgh	2 0%	1 0%	1 0%
Beccles	1 0%	- -	1 0%
Bluewater	12 1%	12 6%	- -
Braintree	4 0%	- -	4 1%
Bungay	1 0%	- -	1 0%
Bury St Edmunds	80 8%	23 12%	53 10%
Cambridge	13 1%	2 1%	11 2%
Chelmsford	8 1%	1 1%	6 1%
Chester	2 0%	- -	2 0%
Clacton	34 3%	7 4%	23 5%
Clacton Common Outlet	7 1%	- -	7 1%
Colchester	317 32%	40 22%	262 51%
Diss	7 1%	0 0%	3 1%
Felixstowe	17 2%	8 4%	8 1%
Freeport Braintree	1 0%	1 1%	- -
Hadleigh	1 0%	- -	- -
Halesworth	4 0%	- -	4 1%

Q7. Where last bought clothing/footwear by Q16c. How often visit Ipswich - Local shops weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q16c. How often visit Ipswich - Local shops								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	5	33	9	22	31	63	81	87	41	40
Weighted	1003	4	21	6	12	17	40	59	65	34	50
Harleston	1 0%	- -	- -	0 7%	- -	- -	1 1%	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	1 3%	- -	- -	- -	1 4%	- -	0 0%	- -	- -
Ipswich Other	20 2%	- -	0 2%	- -	0 2%	2 10%	3 7%	2 4%	2 4%	4 13%	- -
Ipswich Town Centre	291 29%	1 24%	13 60%	2 36%	8 63%	11 61%	28 69%	47 78%	45 70%	25 74%	30 60%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	2 51%	0 1%	- -	- -	- -	3 6%	- -	0 1%	- -	1 3%
London City	9 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -
London West End	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	1 2%	- -	- -	- -	0 1%	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	1 25%	0 2%	- -	2 17%	0 3%	1 2%	1 2%	1 2%	- -	0 1%
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	57 6%	- -	3 13%	2 24%	0 3%	0 2%	1 4%	2 4%	7 11%	2 7%	4 9%
Southwold	2 0%	- -	- -	- -	- -	1 5%	- -	- -	- -	- -	- -
Stowmarket	14 1%	- -	1 5%	2 27%	1 12%	1 4%	1 2%	1 2%	3 5%	- -	- -
Sudbury	26 3%	- -	- -	- -	- -	1 4%	0 1%	1 2%	- -	- -	1 2%
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q16c. How often visit Ipswich - Local shops weighting WT1 (V1)

Absolute Break % Respondents	Base	Q16c. How often visit ...	
		Less often than once a month	Never
Base			
Unweighted	1003	203	388
Weighted	1003	184	510
Harleston	1 0%	- -	- -
Harwich	6 1%	- -	6 1%
Hulston	0 0%	- -	0 0%
Internet	3 0%	- -	0 0%
Ipswich Other	20 2%	2 1%	3 1%
Ipswich Town Centre	291 29%	53 29%	29 6%
Lakeside	4 0%	4 2%	- -
Leiston	1 0%	- -	1 0%
Local stores	8 1%	1 0%	0 0%
London City	9 1%	- -	9 2%
London West End	4 0%	- -	4 1%
Lowestoft	10 1%	2 1%	7 1%
Mail Order/Catalogue	29 3%	10 5%	12 2%
Martlesham Heath	1 0%	1 0%	- -
Norwich	57 6%	8 4%	25 5%
Southwold	2 0%	- -	1 0%
Stowmarket	14 1%	2 1%	1 0%
Sudbury	26 3%	3 2%	19 4%
Walton	2 0%	- -	2 0%

Q7. Where last bought clothing/footwear by Q16c. How often visit Ipswich - Local shops weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q16c. How often visit Ipswich - Local shops								
		No reply	Everyday	6 times a week	5 times a week	4 times a week	3 times a week	Twice a week	Once a week	Once every two weeks	Once a month
Base											
Unweighted	1003	5	33	9	22	31	63	81	87	41	40
Weighted	1003	4	21	6	12	17	40	59	65	34	50
Woodbridge	8	-	-	-	-	-	-	-	1	-	1
	1%	-	-	-	-	-	-	-	2%	-	1%

Q7. Where last bought clothing/footwear by Q16c. How often visit Ipswich - Local shops weighting WT1 (V1)

Absolute Break % Respondents	Base	Q16c. How often visit ...	
		Less often than once a month	Never
Base			
Unweighted	1003	203	388
Weighted	1003	184	510
Woodbridge	8 1%	2 1%	4 1%

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich					
		Better/more frequent bus service	Better/new train service	Better access by car	More parking provision	Cheaper parking	Free parking
Base							
Unweighted	1003	22	2	6	54	63	33
Weighted	1003	25	25	3	46	59	26
Q7. Where last bought clothing/footwear							
Abroad	1 0%	- -	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -	7 28%
Braintree	4 0%	- -	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	2 6%	- -	- -	3 6%	1 2%	- -
Cambridge	13 1%	- -	- -	- -	2 4%	- -	- -
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -
Clacton	34 3%	2 9%	- -	- -	- -	- -	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -	- -
Colchester	317 32%	6 25%	24 96%	1 22%	15 32%	15 26%	11 41%
Diss	7 1%	- -	- -	0 15%	- -	- -	- -
Felixstowe	17 2%	0 2%	- -	- -	- -	5 9%	0 2%
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich				
		Better links from car parks to Centre	More/better signage around Centre	More (larger) covered shopping centres/malls	Improved market	More independent shops
Base						
Unweighted	1003	3	1	3	5	21
Weighted	1003	6	0	4	2	20
Q7. Where last bought clothing/footwear						
Abroad	1 0%	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	- -	1 21%	- -	- -
Cambridge	13 1%	- -	- -	- -	- -	- -
Chelmsford	8 1%	- -	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -
Colchester	317 32%	2 37%	- -	- -	- -	10 49%
Diss	7 1%	- -	- -	- -	- -	- -
Felixstowe	17 2%	- -	- -	- -	- -	0 2%
Freeport Braintree	1 0%	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich				
		More clothes & fashion shops	More quality/designer shops	More department stores/larger stores	More discount stores/cheaper goods	Fewer empty shops/vacancies
Base						
Unweighted	1003	17	13	33	2	6
Weighted	1003	14	15	32	3	5
Q7. Where last bought clothing/footwear						
Abroad	1 0%	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	3 11%	- -	- -
Braintree	4 0%	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	0 2%	2 12%	- -	- -	2 42%
Cambridge	13 1%	- -	2 15%	3 9%	- -	- -
Chelmsford	8 1%	- -	- -	1 3%	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -
Colchester	317 32%	1 9%	- -	6 19%	2 82%	- -
Diss	7 1%	- -	- -	- -	- -	- -
Felixstowe	17 2%	- -	- -	1 4%	- -	- -
Freeport Braintree	1 0%	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich					
		More facilities for children	Better (more) safety/security/CCTV/Police presence	More facilities for disabled	More toilets	More seating/benches	More cafes
Base							
Unweighted	1003	1	9	6	5	7	3
Weighted	1003	1	6	3	6	5	3
Q7. Where last bought clothing/footwear							
Abroad	1 0%	- -	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	- -	- -	- -	- -	- -
Cambridge	13 1%	- -	- -	- -	- -	- -	- -
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	2 31%	- -	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -	2 43%	- -
Colchester	317 32%	- -	0 8%	- -	- -	- -	2 72%
Diss	7 1%	- -	- -	- -	- -	- -	- -
Felixstowe	17 2%	- -	- -	1 15%	- -	- -	- -
Freeport Braintree	1 0%	- -	- -	1 34%	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich						
		More restaurants	More bars/nightclubs	Nicer shopping environment	More pedestrianised streets	Nothing	Don't know	Less youths
Base								
Unweighted	1003	4	3	18	5	341	282	2
Weighted	1003	2	4	13	5	356	277	2
Q7. Where last bought clothing/footwear								
Abroad	1 0%	- -	- -	- -	- -	1 0%	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	2 1%	- -
Beccles	1 0%	- -	- -	- -	- -	1 0%	0 0%	- -
Bluewater	12 1%	- -	- -	1 8%	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	2 1%	1 1%	- -
Bungay	1 0%	- -	- -	- -	- -	- -	1 0%	- -
Bury St Edmunds	80 8%	- -	- -	- -	- -	30 8%	40 14%	0 18%
Cambridge	13 1%	- -	- -	- -	- -	2 0%	4 2%	- -
Chelmsford	8 1%	- -	- -	- -	- -	1 0%	6 2%	- -
Chester	2 0%	- -	- -	- -	- -	2 1%	- -	- -
Clacton	34 3%	- -	- -	- -	- -	23 7%	7 2%	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -	3 1%	2 1%	- -
Colchester	317 32%	- -	1 28%	4 31%	- -	116 33%	83 30%	- -
Diss	7 1%	- -	- -	- -	- -	2 1%	5 2%	- -
Felixstowe	17 2%	- -	- -	- -	- -	4 1%	5 2%	- -
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	1 0%	- -	- -
Halesworth	4 0%	- -	- -	0 2%	- -	2 1%	1 0%	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich							
		More bigger shops that sell Size 20	Keep Alders	Needs a good market	Child friendly restaurants	Tesco	Free Park & Ride	Larger car park at cinema	Teacher
Base									
Unweighted	1003	2	1	1	1	1	2	1	1
Weighted	1003	1	2	1	1	0	6	3	0
Q7. Where last bought clothing/footwear									
Abroad	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	- -	- -	- -	- -	- -	- -	- -
Cambridge	13 1%	- -	- -	- -	- -	- -	- -	- -	- -
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester	317 32%	- -	2 100%	- -	- -	- -	6 93%	3 100%	- -
Diss	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe	17 2%	- -	- -	- -	- -	- -	- -	- -	- -
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich						
		Get rid of Estate Agents	Clothes shops for short females	Maintain Historic buildings	More shoe shops	Fewer coffee shops	Theatre for top shows	Less rubbish & litter
Base								
Unweighted	1003	1	1	1	3	1	2	1
Weighted	1003	0	5	0	2	0	1	0
Q7. Where last bought clothing/footwear								
Abroad	1 0%	- -	- -	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	- -	- -	- -	- -	- -	- -
Cambridge	13 1%	- -	- -	- -	- -	- -	- -	- -
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	- -	- -	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -	- -	- -
Colchester	317 32%	- -	5 100%	- -	- -	- -	- -	- -
Diss	7 1%	- -	- -	- -	- -	- -	- -	- -
Felixstowe	17 2%	- -	- -	- -	- -	- -	- -	- -
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich							
		Frozen food shops	Need park to walk around	Furniture shops	Later shopping hours	Grocery shops	John Lewis	Too many cheap shops	Too many phone shops
Base									
Unweighted	1003	1	1	1	1	1	3	1	1
Weighted	1003	0	2	1	1	1	2	1	1
Q7. Where last bought clothing/footwear									
Abroad	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	- -	- -	- -	- -	- -	- -	- -
Cambridge	13 1%	- -	- -	- -	- -	- -	- -	- -	- -
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Colchester	317 32%	- -	- -	- -	- -	- -	- -	1 100%	- -
Diss	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe	17 2%	- -	- -	- -	- -	- -	- -	- -	- -
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to enc...	
		Clothes shops for older people	Mothercare
Base			
Unweighted	1003	2	1
Weighted	1003	1	2
Q7. Where last bought clothing/footwear			
Abroad	1 0%	- -	- -
Aldburgh	2 0%	- -	- -
Beccles	1 0%	- -	- -
Bluewater	12 1%	- -	- -
Braintree	4 0%	- -	- -
Bungay	1 0%	- -	- -
Bury St Edmunds	80 8%	- -	- -
Cambridge	13 1%	- -	- -
Chelmsford	8 1%	- -	- -
Chester	2 0%	- -	- -
Clacton	34 3%	- -	- -
Clacton Common Outlet	7 1%	- -	- -
Colchester	317 32%	0 49%	- -
Diss	7 1%	- -	- -
Felixstowe	17 2%	- -	- -
Freeport Braintree	1 0%	- -	- -
Hadleigh	1 0%	- -	- -
Halesworth	4 0%	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich					
		Better/more frequent bus service	Better/new train service	Better access by car	More parking provision	Cheaper parking	Free parking
Base							
Unweighted	1003	22	2	6	54	63	33
Weighted	1003	25	25	3	46	59	26
Harleston	1 0%	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -
Internet	3 0%	1 6%	- -	- -	- -	- -	- -
Ipswich Other	20 2%	- -	- -	- -	0 1%	3 5%	1 4%
Ipswich Town Centre	291 29%	7 28%	- -	1 35%	16 35%	33 55%	2 9%
Lakeside	4 0%	- -	- -	- -	2 5%	- -	1 6%
Leiston	1 0%	- -	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	- -	- -	- -	- -
London City	9 1%	- -	- -	- -	1 1%	- -	- -
London West End	4 0%	- -	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	- -	- -	1 2%	- -	- -
Mail Order/Catalogue	29 3%	- -	- -	- -	2 4%	1 1%	1 4%
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -
Norwich	57 6%	0 1%	1 4%	1 28%	2 5%	1 2%	1 2%
Southwold	2 0%	- -	- -	- -	- -	- -	- -
Stowmarket	14 1%	0 2%	- -	- -	1 1%	0 1%	0 2%
Sudbury	26 3%	5 20%	- -	- -	1 3%	- -	1 3%
Walton	2 0%	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich				
		Better links from car parks to Centre	More/better signage around Centre	More (larger) covered shopping centres/malls	Improved market	More independent shops
Base						
Unweighted	1003	3	1	3	5	21
Weighted	1003	6	0	4	2	20
Harleston	1 0%	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	1 3%
Ipswich Other	20 2%	- -	- -	- -	0 19%	- -
Ipswich Town Centre	291 29%	1 12%	- -	3 70%	1 61%	8 40%
Lakeside	4 0%	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	- -	- -	- -
London City	9 1%	- -	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	- -	- -	0 9%	0 20%	0 2%
Martlesham Heath	1 0%	- -	- -	- -	- -	- -
Norwich	57 6%	3 51%	0 100%	- -	- -	1 4%
Southwold	2 0%	- -	- -	- -	- -	- -
Stowmarket	14 1%	- -	- -	- -	- -	- -
Sudbury	26 3%	- -	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich				
		More clothes & fashion shops	More quality/designer shops	More department stores/larger stores	More discount stores/cheaper goods	Fewer empty shops/vacancies
Base						
Unweighted	1003	17	13	33	2	6
Weighted	1003	14	15	32	3	5
Harleston	1 0%	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	- -
Ipswich Other	20 2%	- -	1 8%	2 6%	- -	- -
Ipswich Town Centre	291 29%	11 83%	8 55%	12 37%	0 18%	3 58%
Lakeside	4 0%	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	- -	- -	- -
London City	9 1%	- -	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	- -	0 3%	4 13%	- -	- -
Martlesham Heath	1 0%	- -	- -	- -	- -	- -
Norwich	57 6%	1 5%	1 7%	- -	- -	- -
Southwold	2 0%	- -	- -	- -	- -	- -
Stowmarket	14 1%	- -	- -	- -	- -	- -
Sudbury	26 3%	- -	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich					
		More facilities for children	Better (more) safety/security/CCTV/Police presence	More facilities for disabled	More toilets	More seating/benches	More cafes
Base							
Unweighted	1003	1	9	6	5	7	3
Weighted	1003	1	6	3	6	5	3
Harleston	1 0%	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	- -	- -
Ipswich Other	20 2%	- -	- -	- -	- -	- -	- -
Ipswich Town Centre	291 29%	1 100%	3 56%	1 38%	4 69%	2 35%	1 28%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -	- -
Local stores	8 1%	- -	0 8%	- -	- -	- -	- -
London City	9 1%	- -	- -	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	- -	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	- -	1 11%	0 13%	- -	- -	- -
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -
Norwich	57 6%	- -	- -	- -	- -	- -	- -
Southwold	2 0%	- -	- -	- -	- -	- -	- -
Stowmarket	14 1%	- -	0 7%	- -	- -	1 22%	- -
Sudbury	26 3%	- -	1 10%	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich						
		More restaurants	More bars/nightclubs	Nicer shopping environment	More pedestrianised streets	Nothing	Don't know	Less youths
Base								
Unweighted	1003	4	3	18	5	341	282	2
Weighted	1003	2	4	13	5	356	277	2
Harleston	1 0%	- -	- -	- -	- -	0 0%	1 0%	- -
Harwich	6 1%	- -	- -	- -	- -	6 2%	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	0 0%	- -
Internet	3 0%	- -	- -	- -	- -	0 0%	- -	- -
Ipswich Other	20 2%	- -	- -	- -	3 57%	5 1%	3 1%	- -
Ipswich Town Centre	291 29%	2 100%	3 72%	5 38%	1 25%	103 29%	47 17%	- -
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -	1 0%	- -
Local stores	8 1%	- -	- -	- -	0 8%	0 0%	4 1%	- -
London City	9 1%	- -	- -	- -	- -	8 2%	1 0%	- -
London West End	4 0%	- -	- -	- -	- -	1 0%	1 0%	- -
Lowestoft	10 1%	- -	- -	- -	- -	4 1%	5 2%	- -
Mail Order/Catalogue	29 3%	- -	- -	1 4%	- -	10 3%	8 3%	- -
Martlesham Heath	1 0%	- -	- -	- -	1 10%	- -	- -	- -
Norwich	57 6%	- -	- -	2 12%	- -	10 3%	29 11%	1 82%
Southwold	2 0%	- -	- -	- -	- -	1 0%	1 0%	- -
Stowmarket	14 1%	- -	- -	- -	- -	7 2%	3 1%	- -
Sudbury	26 3%	- -	- -	1 5%	- -	6 2%	11 4%	- -
Walton	2 0%	- -	- -	- -	- -	- -	2 1%	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich							
		More bigger shops that sell Size 20	Keep Alders	Needs a good market	Child friendly restaurants	Tesco	Free Park & Ride	Larger car park at cinema	Teacher
Base									
Unweighted	1003	2	1	1	1	1	2	1	1
Weighted	1003	1	2	1	1	0	6	3	0
Harleston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich Other	20 2%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich Town Centre	291 29%	1 100%	- -	1 100%	1 100%	0 100%	- -	- -	0 100%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
London City	9 1%	- -	- -	- -	- -	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	- -	- -	- -	- -	- -	- -	- -	- -
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	57 6%	- -	- -	- -	- -	- -	0 7%	- -	- -
Southwold	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket	14 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury	26 3%	- -	- -	- -	- -	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich						
		Get rid of Estate Agents	Clothes shops for short females	Maintain Historic buildings	More shoe shops	Fewer coffee shops	Theatre for top shows	Less rubbish & litter
Base								
Unweighted	1003	1	1	1	3	1	2	1
Weighted	1003	0	5	0	2	0	1	0
Harleston	1 0%	- -	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	- -	- -	- -
Ipswich Other	20 2%	- -	- -	- -	- -	- -	- -	- -
Ipswich Town Centre	291 29%	0 100%	- -	0 100%	2 100%	0 100%	1 52%	0 100%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	- -	- -	- -	1 48%	- -
London City	9 1%	- -	- -	- -	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	- -	- -	- -	- -
Lowestoft	10 1%	- -	- -	- -	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	- -	- -	- -	- -	- -	- -	- -
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -
Norwich	57 6%	- -	- -	- -	- -	- -	- -	- -
Southwold	2 0%	- -	- -	- -	- -	- -	- -	- -
Stowmarket	14 1%	- -	- -	- -	- -	- -	- -	- -
Sudbury	26 3%	- -	- -	- -	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich							
		Frozen food shops	Need park to walk around	Furniture shops	Later shopping hours	Grocery shops	John Lewis	Too many cheap shops	Too many phone shops
Base									
Unweighted	1003	1	1	1	1	1	3	1	1
Weighted	1003	0	2	1	1	1	2	1	1
Harleston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	- -	0 17%	- -	- -
Ipswich Other	20 2%	- -	2 100%	- -	- -	- -	- -	- -	- -
Ipswich Town Centre	291 29%	0 100%	- -	1 100%	- -	1 100%	- -	- -	1 100%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	- -	- -	- -	- -	- -	- -
London City	9 1%	- -	- -	- -	- -	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	1 100%	- -	- -	- -	- -
Lowestoft	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	- -	- -	- -	- -	- -	- -	- -	- -
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	57 6%	- -	- -	- -	- -	- -	2 83%	- -	- -
Southwold	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket	14 1%	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury	26 3%	- -	- -	- -	- -	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to enc...	
		Clothes shops for older people	Mothercare
Base			
Unweighted	1003	2	1
Weighted	1003	1	2
Harleston	1 0%	- -	- -
Harwich	6 1%	- -	- -
Hulston	0 0%	- -	- -
Internet	3 0%	- -	- -
Ipswich Other	20 2%	- -	- -
Ipswich Town Centre	291 29%	- -	- -
Lakeside	4 0%	- -	- -
Leiston	1 0%	- -	- -
Local stores	8 1%	- -	2 100%
London City	9 1%	- -	- -
London West End	4 0%	- -	- -
Lowestoft	10 1%	- -	- -
Mail Order/Catalogue	29 3%	0 51%	- -
Martlesham Heath	1 0%	- -	- -
Norwich	57 6%	- -	- -
Southwold	2 0%	- -	- -
Stowmarket	14 1%	- -	- -
Sudbury	26 3%	- -	- -
Walton	2 0%	- -	- -

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich					
		Better/more frequent bus service	Better/new train service	Better access by car	More parking provision	Cheaper parking	Free parking
Base							
Unweighted	1003	22	2	6	54	63	33
Weighted	1003	25	25	3	46	59	26
Woodbridge	8	-	-	-	1	-	-
	1%	-	-	-	1%	-	-

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich				
		Better links from car parks to Centre	More/better signage around Centre	More (larger) covered shopping centres/malls	Improved market	More independent shops
Base						
Unweighted	1003	3	1	3	5	21
Weighted	1003	6	0	4	2	20
Woodbridge	8	-	-	-	-	-
	1%	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich				
		More clothes & fashion shops	More quality/designer shops	More department stores/larger stores	More discount stores/cheaper goods	Fewer empty shops/vacancies
Base						
Unweighted	1003	17	13	33	2	6
Weighted	1003	14	15	32	3	5
Woodbridge	8	-	-	-	-	-
	1%	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich					
		More facilities for children	Better (more) safety/security/CCTV/Police presence	More facilities for disabled	More toilets	More seating/benches	More cafes
Base							
Unweighted	1003	1	9	6	5	7	3
Weighted	1003	1	6	3	6	5	3
Woodbridge	8	-	-	-	-	-	-
	1%	-	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich						
		More restaurants	More bars/nightclubs	Nicer shopping environment	More pedestrianised streets	Nothing	Don't know	Less youths
Base								
Unweighted	1003	4	3	18	5	341	282	2
Weighted	1003	2	4	13	5	356	277	2
Woodbridge	8	-	-	-	-	4	3	-
	1%	-	-	-	-	1%	1%	-

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich							
		More bigger shops that sell Size 20	Keep Alders	Needs a good market	Child friendly restaurants	Tesco	Free Park & Ride	Larger car park at cinema	Teacher
Base									
Unweighted	1003	2	1	1	1	1	2	1	1
Weighted	1003	1	2	1	1	0	6	3	0
Woodbridge	8	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich						
		Get rid of Estate Agents	Clothes shops for short females	Maintain Historic buildings	More shoe shops	Fewer coffee shops	Theatre for top shows	Less rubbish & litter
Base								
Unweighted	1003	1	1	1	3	1	2	1
Weighted	1003	0	5	0	2	0	1	0
Woodbridge	8	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to encourage more visits to Ipswich							
		Frozen food shops	Need park to walk around	Furniture shops	Later shopping hours	Grocery shops	John Lewis	Too many cheap shops	Too many phone shops
Base									
Unweighted	1003	1	1	1	1	1	3	1	1
Weighted	1003	0	2	1	1	1	2	1	1
Woodbridge	8	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich weighting WT1 (V1

Absolute Break % Respondents	Base	Q17. Improvements to enc...	
		Clothes shops for older people	Mothercare
Base			
Unweighted	1003	2	1
Weighted	1003	1	2
Woodbridge	8 1%	- -	- -

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out							
		Bury St Edmunds	Cambridge	Chelmsford	Colchester	Diss	Felixstowe	Ipswich Cardinal Park	Ipswich Town Centre
Base									
Unweighted	1003	44	3	2	38	3	21	4	87
Weighted	1003	56	2	7	160	2	19	6	92
Q7. Where last bought clothing/footwear									
Abroad	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Bluewater	12 1%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	36 65%	1 29%	- -	- -	0 22%	1 4%	1 12%	2 2%
Cambridge	13 1%	8 15%	2 71%	- -	- -	- -	- -	- -	1 1%
Chelmsford	8 1%	- -	- -	- -	6 4%	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	34 3%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton Common Outlet	7 1%	- -	- -	- -	2 1%	- -	- -	- -	- -
Colchester	317 32%	1 2%	- -	6 90%	151 95%	- -	- -	2 29%	5 6%
Diss	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe	17 2%	- -	- -	- -	- -	- -	6 31%	- -	1 2%
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Ipswich Waterfront	Ipswich Other	Lowestoft	London	Norwich	Stow market	Sudbury	Woodbridge	Locally	Country Pub
Base											
Unweighted	1003	9	7	1	2	19	15	6	17	332	59
Weighted	1003	6	7	0	2	13	11	6	16	295	45
Q7. Where last bought clothing/footwear											
Abroad	1 0%	- -	- -	- -	- -	- -	- -	- -	0 2%	- -	- -
Aldburgh	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	10 3%	1 3%
Braintree	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
Bungay	1 0%	- -	- -	- -	- -	1 5%	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	- -	- -	- -	- -	3 30%	- -	- -	9 3%	2 5%
Cambridge	13 1%	- -	- -	- -	- -	- -	1 8%	- -	- -	- -	1 3%
Chelmsford	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
Clacton	34 3%	- -	- -	- -	- -	- -	- -	- -	- -	17 6%	- -
Clacton Common Outlet	7 1%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
Colchester	317 32%	1 12%	4 50%	- -	- -	- -	- -	1 14%	- -	87 29%	6 13%
Diss	7 1%	- -	- -	- -	1 65%	- -	- -	- -	- -	2 1%	1 2%
Felixstowe	17 2%	- -	- -	- -	- -	- -	- -	- -	1 5%	3 1%	1 1%
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	1 7%	- -	- -
Hadleigh	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Don't go out	Sible Hedingham	Braintree	Aldeburgh	Bildeston	Harwich	Halstead	Clacton	Saxmundham	Holbrook
Base											
Unweighted	1003	303	1	1	10	2	1	1	6	1	1
Weighted	1003	214	1	1	9	1	3	1	23	1	0
Q7. Where last bought clothing/footwear											
Abroad	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Aldburgh	2 0%	1 0%	- -	- -	1 13%	- -	- -	- -	- -	- -	- -
Beccles	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bluewater	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	4 0%	1 1%	1 100%	- -	- -	- -	- -	- -	- -	- -	- -
Bungay	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	23 11%	- -	- -	- -	1 50%	- -	- -	- -	- -	- -
Cambridge	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Chelmsford	8 1%	- -	- -	1 100%	- -	- -	- -	- -	- -	- -	- -
Chester	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	34 3%	17 8%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clacton Common Outlet	7 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Colchester	317 32%	34 16%	- -	- -	- -	- -	3 100%	1 100%	16 69%	- -	- -
Diss	7 1%	3 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Felixstowe	17 2%	5 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Freeport Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hadleigh	1 0%	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out			
		Halesworth	Southwold	Dennington	Leiston
Base					
Unweighted	1003	2	3	1	1
Weighted	1003	1	2	0	0
Q7. Where last bought clothing/footwear					
Abroad	1 0%	-	-	-	-
Aldburgh	2 0%	-	-	-	-
Beccles	1 0%	-	-	-	-
Bluewater	12 1%	-	-	-	-
Braintree	4 0%	-	-	-	-
Bungay	1 0%	-	-	-	-
Bury St Edmunds	80 8%	-	1 51%	-	-
Cambridge	13 1%	-	-	-	-
Chelmsford	8 1%	-	-	-	-
Chester	2 0%	-	-	-	-
Clacton	34 3%	-	-	-	-
Clacton Common Outlet	7 1%	-	-	-	-
Colchester	317 32%	-	-	-	-
Diss	7 1%	-	-	-	-
Felixstowe	17 2%	-	-	-	-
Freeport Braintree	1 0%	-	-	-	-
Hadleigh	1 0%	-	-	-	-
Halesworth	4 0%	0 50%	-	-	-

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out							
		Bury St Edmunds	Cambridge	Chelmsford	Colchester	Diss	Felixstowe	Ipswich Cardinal Park	Ipswich Town Centre
Base									
Unweighted	1003	44	3	2	38	3	21	4	87
Weighted	1003	56	2	7	160	2	19	6	92
Harleston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich Other	20 2%	1 3%	- -	- -	- -	- -	- -	- -	4 4%
Ipswich Town Centre	291 29%	3 5%	- -	- -	0 0%	- -	11 58%	4 59%	70 76%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -	2 3%
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	- -	- -	- -	1 7%	- -	1 1%
London City	9 1%	2 4%	- -	- -	- -	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Lowestoft	10 1%	- -	- -	- -	- -	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	- -	- -	- -	- -	- -	- -	- -	- -
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	57 6%	4 7%	- -	- -	- -	2 78%	- -	- -	4 5%
Southwold	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Stowmarket	14 1%	- -	- -	- -	- -	- -	- -	- -	0 0%
Sudbury	26 3%	- -	- -	1 10%	1 0%	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Ipswich Waterfront	Ipswich Other	Lowestoft	London	Norwich	Stowmarket	Sudbury	Woodbridge	Locally	Country Pub
Base											
Unweighted	1003	9	7	1	2	19	15	6	17	332	59
Weighted	1003	6	7	0	2	13	11	6	16	295	45
Harleston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	1 2%
Ipswich Other	20 2%	- -	1 9%	- -	- -	- -	- -	- -	- -	7 2%	1 3%
Ipswich Town Centre	291 29%	5 76%	3 42%	0 100%	- -	2 19%	6 55%	- -	10 64%	89 30%	16 36%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 3%
Leiston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	- -	- -	- -	- -	- -	- -	- -	- -	5 2%	- -
London City	9 1%	- -	- -	- -	1 35%	- -	- -	- -	- -	1 0%	6 13%
London West End	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
Lowestoft	10 1%	- -	- -	- -	- -	- -	- -	- -	1 3%	3 1%	1 1%
Mail Order/Catalogue	29 3%	- -	- -	- -	- -	- -	- -	- -	- -	13 4%	1 2%
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Norwich	57 6%	- -	- -	- -	- -	10 77%	- -	- -	1 9%	24 8%	4 10%
Southwold	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Stowmarket	14 1%	1 11%	- -	- -	- -	- -	1 8%	- -	- -	7 2%	- -
Sudbury	26 3%	- -	- -	- -	- -	- -	- -	5 86%	- -	3 1%	1 3%
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Don't go out	Sible Hedingham	Braintree	Aldeburgh	Bildeston	Harwich	Halstead	Clacton	Saxmundham	Holbrook
Base											
Unweighted	1003	303	1	1	10	2	1	1	6	1	1
Weighted	1003	214	1	1	9	1	3	1	23	1	0
Harleston	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Harwich	6 1%	- -	- -	- -	- -	- -	- -	- -	6 26%	- -	- -
Hulston	0 0%	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Internet	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich Other	20 2%	4 2%	- -	- -	3 33%	- -	- -	- -	- -	- -	- -
Ipswich Town Centre	291 29%	65 30%	- -	- -	2 26%	1 50%	- -	- -	1 6%	1 100%	0 100%
Lakeside	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Leiston	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local stores	8 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
London City	9 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
London West End	4 0%	- -	- -	- -	1 17%	- -	- -	- -	- -	- -	- -
Lowestoft	10 1%	5 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mail Order/Catalogue	29 3%	15 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Martlesham Heath	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	57 6%	5 2%	- -	- -	1 7%	- -	- -	- -	- -	- -	- -
Southwold	2 0%	0 0%	- -	- -	0 3%	- -	- -	- -	- -	- -	- -
Stowmarket	14 1%	5 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sudbury	26 3%	15 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Walton	2 0%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out			
		Halesworth	Southwold	Dennington	Leiston
Base					
Unweighted	1003	2	3	1	1
Weighted	1003	1	2	0	0
Harleston	1 0%	-	-	-	-
Harwich	6 1%	-	-	-	-
Hulston	0 0%	-	-	-	-
Internet	3 0%	-	-	-	-
Ipswich Other	20 2%	-	-	-	-
Ipswich Town Centre	291 29%	-	-	-	0 100%
Lakeside	4 0%	-	-	-	-
Leiston	1 0%	-	-	-	-
Local stores	8 1%	-	-	-	-
London City	9 1%	-	-	-	-
London West End	4 0%	-	-	-	-
Lowestoft	10 1%	0 50%	-	0 100%	-
Mail Order/Catalogue	29 3%	-	-	-	-
Martlesham Heath	1 0%	-	-	-	-
Norwich	57 6%	-	1 49%	-	-
Southwold	2 0%	-	-	-	-
Stowmarket	14 1%	-	-	-	-
Sudbury	26 3%	-	-	-	-
Walton	2 0%	-	-	-	-

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out							
		Bury St Edmunds	Cambridge	Chelmsford	Colchester	Diss	Felixstowe	Ipswich Cardinal Park	Ipswich Town Centre
Base									
Unweighted	1003	44	3	2	38	3	21	4	87
Weighted	1003	56	2	7	160	2	19	6	92
Woodbridge	8	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Ipswich Waterfront	Ipswich Other	Lowestoft	London	Norwich	Stow market	Sudbury	Woodbridge	Locally	Country Pub
Base											
Unweighted	1003	9	7	1	2	19	15	6	17	332	59
Weighted	1003	6	7	0	2	13	11	6	16	295	45
Woodbridge	8	-	-	-	-	-	-	-	1	2	-
	1%	-	-	-	-	-	-	-	7%	1%	-

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Don't go out	Sible Hedingham	Braintree	Aldeburgh	Bildeston	Harwich	Halstead	Clacton	Saxmundham	Holbrook
Base											
Unweighted	1003	303	1	1	10	2	1	1	6	1	1
Weighted	1003	214	1	1	9	1	3	1	23	1	0
Woodbridge	8	4	-	-	-	-	-	-	-	-	-
	1%	2%	-	-	-	-	-	-	-	-	-

Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out			
		Halesworth	Southwold	Dennington	Leiston
Base					
Unweighted	1003	2	3	1	1
Weighted	1003	1	2	0	0
Woodbridge	8	-	-	-	-
	1%	-	-	-	-

Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q11. Main reason for visiting this centre							
		No reply	Close to home	Close to work	Easy to get to by bus	Easy to get to by car	Easy to find parking	Easy to park near shops	Free/cheap parking	High quality shops
Base										
Unweighted	1003	6	523	20	13	24	8	2	3	44
Weighted	1003	4	469	49	8	26	5	2	3	44
Q10. Where last bought Christmas/Occasion items										
Abroad	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -
Bluewater	20 2%	- -	- -	- -	- -	- -	1 19%	- -	- -	3 6%
Braintree	3 0%	- -	3 1%	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	- -	64 14%	3 6%	0 6%	- -	- -	- -	- -	- -
Cambridge	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%
Chelmsford	1 0%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -
Clacton	15 2%	- -	11 2%	- -	- -	- -	- -	- -	- -	- -
Colchester	285 28%	- -	110 24%	39 79%	3 38%	8 32%	1 25%	2 100%	1 22%	10 23%
Diss	6 1%	- -	4 1%	- -	- -	1 4%	- -	- -	- -	- -
Don't buy	6 1%	4 100%	1 0%	- -	- -	- -	- -	- -	- -	- -
Felixstowe	18 2%	- -	10 2%	- -	1 7%	- -	- -	- -	- -	- -
Hadleigh	0 0%	- -	0 0%	- -	- -	- -	- -	- -	- -	- -
Hadley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	3 1%	- -	- -	- -	- -	- -	- -	- -
Hatfield	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q11. Main reason for visiting this centre				
		Nice shopping environment	Choice of clothing/fashion shops	Choice of larger chain stores	Choice of department stores	Choice of value/discount stores
Base						
Unweighted	1003	102	44	34	34	2
Weighted	1003	113	83	32	21	1
Q10. Where last bought Christmas/Occasion items						
Abroad	0 0%	0 0%	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -
Bluewater	20 2%	16 15%	- -	- -	- -	- -
Braintree	3 0%	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	5 5%	0 1%	1 3%	1 4%	0 39%
Cambridge	12 1%	6 5%	2 3%	- -	- -	- -
Chelmsford	1 0%	- -	- -	- -	- -	- -
Clacton	15 2%	2 2%	- -	- -	- -	- -
Colchester	285 28%	45 40%	29 34%	12 38%	3 13%	- -
Diss	6 1%	- -	- -	0 1%	- -	- -
Don't buy	6 1%	- -	- -	- -	- -	- -
Felixstowe	18 2%	2 2%	- -	1 4%	1 2%	- -
Hadleigh	0 0%	- -	- -	- -	- -	- -
Hadley	1 0%	1 1%	- -	- -	- -	- -
Halesworth	4 0%	- -	1 1%	- -	- -	- -
Hatfield	1 0%	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -

Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q11. Main reason for visiting this centre					
		Choice of specialist shops	Choice of street/covered markets	Covered shopping centre/s	Choice of places to eat/drink	Safe/secure centre	Don't know
Base							
Unweighted	1003	21	2	1	1	3	11
Weighted	1003	35	3	2	2	2	13
Q10. Where last bought Christmas/Occasion items							
Abroad	0 0%	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -
Bluewater	20 2%	- -	- -	- -	- -	- -	- -
Braintree	3 0%	1 2%	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	0 1%	- -	- -	- -	- -	- -
Cambridge	12 1%	1 2%	- -	- -	- -	- -	- -
Chelmsford	1 0%	- -	- -	- -	- -	- -	- -
Clacton	15 2%	- -	- -	- -	- -	- -	- -
Colchester	285 28%	7 20%	- -	- -	- -	- -	6 45%
Diss	6 1%	- -	- -	- -	- -	- -	- -
Don't buy	6 1%	- -	- -	- -	- -	- -	0 3%
Felixstowe	18 2%	1 3%	- -	- -	- -	- -	- -
Hadleigh	0 0%	- -	- -	- -	- -	- -	- -
Hadley	1 0%	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -
Hatfield	1 0%	- -	- -	- -	- -	- -	- -
Hulston	0 0%	- -	- -	- -	- -	- -	- -

Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q11. Main reason for visiting this centre							
		Nothing in particular	Easier to get it delivered	Easier / Convenience	Matalan	For a change	Park & Ride	Meet family/friends / family take me	Not as crowded as Ipswich
Base									
Unweighted	1003	40	1	22	1	1	6	27	1
Weighted	1003	36	0	17	1	3	4	17	0
Q10. Where last bought Christmas/Occasion items									
Abroad	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Beccles	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bluewater	20 2%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	80 8%	1 2%	- -	- -	- -	- -	- -	2 10%	- -
Cambridge	12 1%	- -	- -	1 8%	- -	- -	- -	1 4%	- -
Chelmsford	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	15 2%	2 6%	- -	- -	- -	- -	- -	- -	- -
Colchester	285 28%	8 22%	- -	- -	1 100%	- -	- -	- -	- -
Diss	6 1%	- -	- -	- -	- -	- -	- -	- -	- -
Don't buy	6 1%	1 3%	- -	1 3%	- -	- -	- -	- -	- -
Felixstowe	18 2%	- -	- -	- -	- -	- -	- -	2 13%	0 100%
Hadleigh	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Hadley	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth	4 0%	- -	- -	- -	- -	- -	- -	- -	- -
Hatfield	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Hulston	0 0%	0 1%	- -	- -	- -	- -	- -	- -	- -

Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q11. Main reason for visiting this centre			
		Charity Shops	Less expensive	Familiar / like the area	Like the park with all the ruins
Base					
Unweighted	1003	1	2	2	1
Weighted	1003	1	1	2	1
Q10. Where last bought Christmas/Occasion items					
Abroad	0	-	-	-	-
	0%	-	-	-	-
Beccles	1	-	-	-	-
	0%	-	-	-	-
Bluewater	20	-	-	-	-
	2%	-	-	-	-
Braintree	3	-	-	-	-
	0%	-	-	-	-
Bury St Edmunds	80	-	-	-	1
	8%	-	-	-	100%
Cambridge	12	-	-	-	-
	1%	-	-	-	-
Chelmsford	1	-	-	-	-
	0%	-	-	-	-
Clacton	15	-	-	-	-
	2%	-	-	-	-
Colchester	285	-	-	-	-
	28%	-	-	-	-
Diss	6	-	-	-	-
	1%	-	-	-	-
Don't buy	6	-	-	-	-
	1%	-	-	-	-
Felixstowe	18	-	-	-	-
	2%	-	-	-	-
Hadleigh	0	-	-	-	-
	0%	-	-	-	-
Hadley	1	-	-	-	-
	0%	-	-	-	-
Halesworth	4	-	-	-	-
	0%	-	-	-	-
Hatfield	1	-	-	-	-
	0%	-	-	-	-
Hulston	0	-	-	-	-
	0%	-	-	-	-

Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q11. Main reason for visiting this centre							
		No reply	Close to home	Close to work	Easy to get to by bus	Easy to get to by car	Easy to find parking	Easy to park near shops	Free/cheap parking	High quality shops
Base										
Unweighted	1003	6	523	20	13	24	8	2	3	44
Weighted	1003	4	469	49	8	26	5	2	3	44
Internet	7 1%	- -	2 0%	- -	- -	- -	- -	- -	- -	1 1%
Ipswich Other	10 1%	- -	5 1%	0 1%	0 6%	2 7%	1 13%	- -	- -	1 1%
Ipswich Town Centre	331 33%	- -	207 44%	5 10%	2 30%	11 42%	1 21%	- -	- -	9 21%
It Varies	9 1%	- -	1 0%	- -	- -	- -	- -	- -	- -	- -
Lakeside	11 1%	- -	1 0%	- -	- -	- -	- -	- -	1 56%	1 3%
Leiston	0 0%	- -	0 0%	- -	- -	- -	- -	- -	- -	- -
London City	20 2%	- -	- -	1 3%	- -	- -	- -	- -	- -	2 5%
London West End	26 3%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Lowestoft	9 1%	- -	5 1%	- -	- -	1 2%	- -	- -	- -	- -
Mail Order/Catalogue	18 2%	- -	2 0%	- -	- -	- -	- -	- -	1 22%	- -
Norwich	65 6%	- -	12 3%	- -	1 7%	1 5%	1 21%	- -	- -	15 34%
Southwold	1 0%	- -	0 0%	- -	- -	- -	- -	- -	- -	1 1%
Stowmarket	11 1%	- -	6 1%	- -	0 6%	2 9%	- -	- -	- -	- -
Sudbury	20 2%	- -	17 4%	- -	- -	- -	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Woodbridge	8 1%	- -	3 1%	- -	- -	- -	- -	- -	- -	1 1%

Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q11. Main reason for visiting this centre				
		Nice shopping environment	Choice of clothing/fashion shops	Choice of larger chain stores	Choice of department stores	Choice of value/discount stores
Base						
Unweighted	1003	102	44	34	34	2
Weighted	1003	113	83	32	21	1
Internet	7 1%	- -	- -	- -	- -	- -
Ipswich Other	10 1%	1 1%	- -	- -	- -	- -
Ipswich Town Centre	331 33%	23 20%	22 27%	9 28%	7 34%	1 61%
It Varies	9 1%	0 0%	- -	- -	- -	- -
Lakeside	11 1%	1 1%	- -	1 2%	- -	- -
Leiston	0 0%	- -	- -	- -	- -	- -
London City	20 2%	- -	0 0%	1 2%	- -	- -
London West End	26 3%	- -	24 29%	1 2%	- -	- -
Lowestoft	9 1%	1 0%	1 1%	1 3%	- -	- -
Mail Order/Catalogue	18 2%	0 0%	- -	- -	- -	- -
Norwich	65 6%	5 4%	4 4%	4 13%	10 45%	- -
Southwold	1 0%	- -	- -	- -	- -	- -
Stowmarket	11 1%	- -	0 0%	- -	- -	- -
Sudbury	20 2%	3 3%	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -	- -
Woodbridge	8 1%	0 0%	- -	1 3%	0 2%	- -

Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q11. Main reason for visiting this centre					
		Choice of specialist shops	Choice of street/covered markets	Covered shopping centre/s	Choice of places to eat/drink	Safe/secure centre	Don't know
Base							
Unweighted	1003	21	2	1	1	3	11
Weighted	1003	35	3	2	2	2	13
Internet	7	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Ipswich Other	10	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Ipswich Town Centre	331	5	-	-	-	1	5
	33%	14%	-	-	-	59%	41%
It Varies	9	-	-	-	-	-	1
	1%	-	-	-	-	-	4%
Lakeside	11	3	-	2	-	-	-
	1%	10%	-	100%	-	-	-
Leiston	0	-	-	-	-	-	-
	0%	-	-	-	-	-	-
London City	20	15	-	-	-	-	-
	2%	42%	-	-	-	-	-
London West End	26	-	-	-	-	-	-
	3%	-	-	-	-	-	-
Lowestoft	9	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Mail Order/Catalogue	18	-	-	-	-	1	-
	2%	-	-	-	-	26%	-
Norwich	65	2	-	-	-	-	0
	6%	5%	-	-	-	-	3%
Southwold	1	-	-	-	-	-	-
	0%	-	-	-	-	-	-
Stowmarket	11	-	0	-	-	0	0
	1%	-	15%	-	-	15%	4%
Sudbury	20	1	-	-	-	-	-
	2%	2%	-	-	-	-	-
Walton	2	-	2	-	-	-	-
	0%	-	85%	-	-	-	-
Woodbridge	8	-	-	-	2	-	-
	1%	-	-	-	100%	-	-

Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q11. Main reason for visiting this centre							
		Nothing in particular	Easier to get it delivered	Easier / Convenience	Matalan	For a change	Park & Ride	Meet family/friends / family take me	Not as crowded as Ipswich
Base									
Unweighted	1003	40	1	22	1	1	6	27	1
Weighted	1003	36	0	17	1	3	4	17	0
Internet	7	-	-	5	-	-	-	-	-
	1%	-	-	27%	-	-	-	-	-
Ipswich Other	10	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Ipswich Town Centre	331	9	-	1	-	3	4	3	-
	33%	25%	-	7%	-	100%	100%	19%	-
It Varies	9	6	-	-	-	-	-	1	-
	1%	17%	-	-	-	-	-	7%	-
Lakeside	11	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Leiston	0	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
London City	20	-	-	-	-	-	-	1	-
	2%	-	-	-	-	-	-	6%	-
London West End	26	-	-	-	-	-	-	1	-
	3%	-	-	-	-	-	-	9%	-
Lowestoft	9	-	-	0	-	-	-	1	-
	1%	-	-	2%	-	-	-	6%	-
Mail Order/Catalogue	18	3	0	9	-	-	-	1	-
	2%	8%	100%	53%	-	-	-	3%	-
Norwich	65	6	-	-	-	-	-	4	-
	6%	15%	-	-	-	-	-	23%	-
Southwold	1	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Stowmarket	11	0	-	-	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-
Sudbury	20	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-
Walton	2	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Woodbridge	8	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-

Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighting WT1 (V1)

Absolute Break % Respondents	Base	Q11. Main reason for visiting this centre			
		Charity Shops	Less expensive	Familiar / like the area	Like the park with all the ruins
Base					
Unweighted	1003	1	2	2	1
Weighted	1003	1	1	2	1
Internet	7 1%	- -	0 25%	- -	- -
Ipswich Other	10 1%	- -	- -	- -	- -
Ipswich Town Centre	331 33%	1 100%	- -	0 24%	- -
It Varies	9 1%	- -	- -	- -	- -
Lakeside	11 1%	- -	- -	- -	- -
Leiston	0 0%	- -	- -	- -	- -
London City	20 2%	- -	- -	- -	- -
London West End	26 3%	- -	- -	- -	- -
Lowestoft	9 1%	- -	- -	- -	- -
Mail Order/Catalogue	18 2%	- -	1 75%	- -	- -
Norwich	65 6%	- -	- -	1 76%	- -
Southwold	1 0%	- -	- -	- -	- -
Stowmarket	11 1%	- -	- -	- -	- -
Sudbury	20 2%	- -	- -	- -	- -
Walton	2 0%	- -	- -	- -	- -
Woodbridge	8 1%	- -	- -	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out							
		Bury St Edmunds	Cambridge	Chelmsford	Colchester	Diss	Felixstowe	Ipswich Cardinal Park	Ipswich Town Centre
Base									
Unweighted	1003	44	3	2	38	3	21	4	87
Weighted	1003	56	2	7	160	2	19	6	92
Q17. Improvements to encourage more visits to Ipswich									
Better/more frequent bus service	25 2%	- -	- -	- -	- -	- -	- -	2 30%	- -
Better/new train service	25 2%	- -	- -	- -	24 15%	- -	- -	- -	- -
Better access by car	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
More parking provision	46 5%	3 5%	- -	- -	12 7%	- -	- -	- -	9 10%
Cheaper parking	59 6%	- -	- -	- -	8 5%	- -	3 15%	1 12%	10 11%
Free parking	26 3%	- -	- -	- -	- -	- -	- -	- -	- -
Better links from car parks to Centre	6 1%	- -	- -	- -	- -	- -	- -	- -	5 6%
More/better signage around Centre	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
More (larger) covered shopping centres/malls	4 0%	1 2%	- -	- -	- -	- -	3 15%	- -	- -
Improved market	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
More independent shops	20 2%	- -	- -	- -	9 6%	- -	- -	- -	2 2%
More clothes & fashion shops	14 1%	- -	- -	- -	- -	- -	- -	- -	5 5%
More quality/designer shops	15 1%	1 3%	1 35%	- -	- -	- -	1 7%	- -	3 3%
More department stores/larger stores	32 3%	3 5%	- -	- -	- -	- -	- -	- -	5 5%
More discount stores/cheaper goods	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Fewer empty shops/vacancies	5 1%	1 3%	- -	- -	- -	- -	- -	- -	2 2%

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Ipswich Waterfront	Ipswich Other	Lowestoft	London	Norwich	Stow market	Sudbury	Woodbridge	Locally	Country Pub
Base											
Unweighted	1003	9	7	1	2	19	15	6	17	332	59
Weighted	1003	6	7	0	2	13	11	6	16	295	45
Q17. Improvements to encourage more visits to Ipswich											
Better/more frequent bus service	25 2%	- -	- -	- -	- -	- -	- -	1 24%	0 3%	11 4%	- -
Better/new train service	25 2%	- -	- -	- -	- -	1 8%	- -	- -	- -	- -	- -
Better access by car	3 0%	- -	- -	- -	- -	0 3%	- -	- -	- -	2 1%	- -
More parking provision	46 5%	1 11%	1 16%	- -	- -	0 3%	3 25%	- -	2 12%	9 3%	1 2%
Cheaper parking	59 6%	1 23%	- -	- -	- -	- -	2 20%	- -	2 12%	18 6%	4 10%
Free parking	26 3%	- -	1 18%	- -	- -	- -	- -	- -	- -	20 7%	3 8%
Better links from car parks to Centre	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
More/better signage around Centre	0 0%	- -	- -	- -	- -	0 3%	- -	- -	- -	- -	- -
More (larger) covered shopping centres/malls	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Improved market	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
More independent shops	20 2%	1 12%	- -	- -	- -	- -	- -	- -	- -	4 1%	3 6%
More clothes & fashion shops	14 1%	- -	- -	- -	- -	0 2%	- -	1 14%	- -	6 2%	1 3%
More quality/designer shops	15 1%	- -	- -	- -	- -	- -	- -	- -	4 23%	4 1%	1 2%
More department stores/larger stores	32 3%	- -	- -	- -	- -	- -	1 6%	- -	- -	18 6%	2 5%
More discount stores/cheaper goods	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Fewer empty shops/vacancies	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Don't go out	Sible Hedingham	Braintree	Aldeburgh	Bildeston	Harwich	Halstead	Clacton	Saxmundham	Holbrook
Base											
Unweighted	1003	303	1	1	10	2	1	1	6	1	1
Weighted	1003	214	1	1	9	1	3	1	23	1	0
Q17. Improvements to encourage more visits to Ipswich											
Better/more frequent bus service	25 2%	10 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Better/new train service	25 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Better access by car	3 0%	- -	- -	- -	1 6%	- -	- -	- -	- -	- -	- -
More parking provision	46 5%	5 2%	- -	- -	1 7%	- -	- -	- -	- -	- -	- -
Cheaper parking	59 6%	8 4%	- -	- -	- -	1 50%	- -	- -	- -	- -	- -
Free parking	26 3%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Better links from car parks to Centre	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More/better signage around Centre	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More (larger) covered shopping centres/malls	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Improved market	2 0%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
More independent shops	20 2%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
More clothes & fashion shops	14 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More quality/designer shops	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More department stores/larger stores	32 3%	1 0%	- -	- -	- -	- -	- -	- -	1 6%	- -	- -
More discount stores/cheaper goods	3 0%	0 0%	- -	- -	- -	- -	- -	- -	2 10%	- -	- -
Fewer empty shops/vacancies	5 1%	0 0%	- -	- -	- -	1 50%	- -	- -	- -	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out			
		Halesworth	Southwold	Dennington	Leiston
Base					
Unweighted	1003	2	3	1	1
Weighted	1003	1	2	0	0
Q17. Improvements to encourage more visits to Ipswich					
Better/more frequent bus service	25 2%	- -	- -	- -	- -
Better/new train service	25 2%	- -	- -	- -	- -
Better access by car	3 0%	- -	- -	- -	- -
More parking provision	46 5%	- -	- -	- -	- -
Cheaper parking	59 6%	- -	- -	- -	- -
Free parking	26 3%	- -	- -	- -	- -
Better links from car parks to Centre	6 1%	- -	- -	- -	- -
More/better signage around Centre	0 0%	- -	- -	- -	- -
More (larger) covered shopping centres/malls	4 0%	- -	- -	- -	- -
Improved market	2 0%	- -	- -	- -	- -
More independent shops	20 2%	- -	- -	- -	- -
More clothes & fashion shops	14 1%	- -	- -	- -	- -
More quality/designer shops	15 1%	- -	- -	- -	- -
More department stores/larger stores	32 3%	- -	- -	- -	- -
More discount stores/cheaper goods	3 0%	- -	- -	- -	- -
Fewer empty shops/vacancies	5 1%	- -	- -	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out							
		Bury St Edmunds	Cambridge	Chelmsford	Colchester	Diss	Felixstowe	Ipswich Cardinal Park	Ipswich Town Centre
Base									
Unweighted	1003	44	3	2	38	3	21	4	87
Weighted	1003	56	2	7	160	2	19	6	92
More facilities for children	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Better (more) safety/security/CCTV/Police presence	6 1%	- -	- -	- -	- -	- -	- -	- -	2 2%
More facilities for disabled	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
More toilets	6 1%	- -	- -	- -	- -	- -	- -	- -	2 3%
More seating/benches	5 1%	- -	- -	- -	- -	- -	- -	- -	- -
More cafes	3 0%	- -	- -	- -	- -	- -	0 2%	- -	- -
More restaurants	2 0%	- -	- -	- -	0 0%	- -	- -	- -	- -
More bars/nightclubs	4 0%	- -	- -	- -	- -	- -	- -	- -	3 3%
Nicer shopping environment	13 1%	- -	- -	- -	- -	- -	- -	- -	1 1%
More pedestrianised streets	5 1%	- -	- -	- -	- -	- -	1 3%	- -	1 1%
Nothing	356 35%	24 43%	1 29%	7 100%	48 30%	- -	5 26%	3 59%	25 27%
Don't know	277 28%	22 40%	1 35%	- -	43 27%	2 100%	6 30%	- -	15 17%
Less youths	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
More bigger shops that sell Size 20	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Keep Alders	2 0%	- -	- -	- -	2 1%	- -	- -	- -	- -
Needs a good market	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Child friendly restaurants	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Tesco	0 0%	- -	- -	- -	- -	- -	0 2%	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Ipswich Waterfront	Ipswich Other	Lowestoft	London	Norwich	Stow market	Sudbury	Woodbridge	Locally	Country Pub
Base											
Unweighted	1003	9	7	1	2	19	15	6	17	332	59
Weighted	1003	6	7	0	2	13	11	6	16	295	45
More facilities for children	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Better (more) safety/security/CCTV/Police presence	6 1%	- -	0 7%	- -	- -	- -	- -	- -	- -	1 0%	- -
More facilities for disabled	3 0%	- -	- -	- -	- -	- -	- -	- -	1 7%	- -	- -
More toilets	6 1%	1 11%	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
More seating/benches	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More cafes	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
More restaurants	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
More bars/nightclubs	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Nicer shopping environment	13 1%	- -	- -	- -	- -	- -	- -	- -	- -	5 2%	1 1%
More pedestrianised streets	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Nothing	356 35%	3 42%	3 36%	- -	1 35%	5 39%	6 49%	1 17%	4 23%	114 39%	13 29%
Don't know	277 28%	- -	1 7%	0 100%	1 65%	5 42%	- -	3 45%	0 2%	65 22%	13 28%
Less youths	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
More bigger shops that sell Size 20	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Keep Alders	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Needs a good market	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Child friendly restaurants	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Tesco	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Don't go out	Sible Hedingham	Braintree	Aldeburgh	Bildeston	Harwich	Halstead	Clacton	Saxmundham	Holbrook
Base											
Unweighted	1003	303	1	1	10	2	1	1	6	1	1
Weighted	1003	214	1	1	9	1	3	1	23	1	0
More facilities for children	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Better (more) safet- y/security/CCTV/Pol- ice presence	6 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
More facilities for disabled	3 0%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
More toilets	6 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
More seating/benches	5 1%	5 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
More cafes	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More restaurants	2 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
More bars/nightclubs	4 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nicer shopping environment	13 1%	3 1%	- -	- -	- -	- -	- -	- -	3 15%	- -	- -
More pedestrianised streets	5 1%	- -	- -	- -	3 33%	- -	- -	- -	- -	- -	- -
Nothing	356 35%	83 39%	- -	- -	1 9%	- -	3 100%	1 100%	6 26%	1 100%	- -
Don't know	277 28%	83 39%	1 100%	1 100%	2 28%	- -	- -	- -	10 44%	- -	- -
Less youths	2 0%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
More bigger shops that sell Size 20	1 0%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Keep Alders	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Needs a good market	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Child friendly restaurants	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tesco	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out			
		Halesworth	Southwold	Dennington	Leiston
Base					
Unweighted	1003	2	3	1	1
Weighted	1003	1	2	0	0
More facilities for children	1 0%	- -	- -	- -	- -
Better (more) safety/security/CCTV/Police presence	6 1%	- -	- -	- -	- -
More facilities for disabled	3 0%	- -	- -	- -	- -
More toilets	6 1%	- -	- -	- -	- -
More seating/benches	5 1%	- -	- -	- -	- -
More cafes	3 0%	- -	- -	- -	- -
More restaurants	2 0%	- -	- -	- -	- -
More bars/nightclubs	4 0%	- -	- -	- -	- -
Nicer shopping environment	13 1%	- -	- -	- -	- -
More pedestrianised streets	5 1%	- -	- -	- -	- -
Nothing	356 35%	0 50%	- -	- -	0 100%
Don't know	277 28%	0 50%	2 100%	0 100%	- -
Less youths	2 0%	- -	- -	- -	- -
More bigger shops that sell Size 20	1 0%	- -	- -	- -	- -
Keep Alders	2 0%	- -	- -	- -	- -
Needs a good market	1 0%	- -	- -	- -	- -
Child friendly restaurants	1 0%	- -	- -	- -	- -
Tesco	0 0%	- -	- -	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out							
		Bury St Edmunds	Cambridge	Chelmsford	Colchester	Diss	Felixstowe	Ipswich Cardinal Park	Ipswich Town Centre
Base									
Unweighted	1003	44	3	2	38	3	21	4	87
Weighted	1003	56	2	7	160	2	19	6	92
Free Park & Ride	6 1%	- -	- -	- -	6 4%	- -	- -	- -	- -
Larger car park at cinema	3 0%	- -	- -	- -	3 2%	- -	- -	- -	- -
Teacher	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Get rid of Estate Agents	0 0%	- -	- -	- -	- -	- -	- -	- -	0 0%
Clothes shops for short females	5 1%	- -	- -	- -	5 3%	- -	- -	- -	- -
Maintain Historic buildings	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
More shoe shops	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Fewer coffee shops	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Theatre for top shows	1 0%	- -	- -	- -	- -	- -	- -	- -	1 1%
Less rubbish & litter	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Frozen food shops	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Need park to walk around	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Furniture shops	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Later shopping hours	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Grocery shops	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
John Lewis	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Too many cheap shops	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Too many phone shops	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Clothes shops for older people	1 0%	- -	- -	- -	- -	- -	- -	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Ipswich Waterfront	Ipswich Other	Lowestoft	London	Norwich	Stow market	Sudbury	Woodbridge	Locally	Country Pub
Base											
Unweighted	1003	9	7	1	2	19	15	6	17	332	59
Weighted	1003	6	7	0	2	13	11	6	16	295	45
Free Park & Ride	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Larger car park at cinema	3 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Teacher	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Get rid of Estate Agents	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Clothes shops for short females	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Maintain Historic buildings	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More shoe shops	2 0%	- -	- -	- -	- -	- -	- -	- -	1 7%	0 0%	1 1%
Fewer coffee shops	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Theatre for top shows	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Less rubbish & litter	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	0 0%	- -
Frozen food shops	0 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Need park to walk around	2 0%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
Furniture shops	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Later shopping hours	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Grocery shops	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
John Lewis	2 0%	- -	- -	- -	- -	- -	- -	- -	1 9%	0 0%	0 1%
Too many cheap shops	1 0%	- -	1 16%	- -	- -	- -	- -	- -	- -	- -	- -
Too many phone shops	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -
Clothes shops for older people	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Don't go out	Sible Hedingham	Braintree	Aldeburgh	Bildeston	Harwich	Halstead	Clacton	Saxmundham	Holbrook
Base											
Unweighted	1003	303	1	1	10	2	1	1	6	1	1
Weighted	1003	214	1	1	9	1	3	1	23	1	0
Free Park & Ride	6 1%	-	-	-	-	-	-	-	-	-	-
Larger car park at cinema	3 0%	-	-	-	-	-	-	-	-	-	-
Teacher	0 0%	-	-	-	-	-	-	-	-	-	-
Get rid of Estate Agents	0 0%	-	-	-	-	-	-	-	-	-	-
Clothes shops for short females	5 1%	-	-	-	-	-	-	-	-	-	-
Maintain Historic buildings	0 0%	-	-	-	-	-	-	-	-	-	0 100%
More shoe shops	2 0%	-	-	-	-	-	-	-	-	-	-
Fewer coffee shops	0 0%	0 0%	-	-	-	-	-	-	-	-	-
Theatre for top shows	1 0%	-	-	-	-	-	-	-	-	-	-
Less rubbish & litter	0 0%	-	-	-	-	-	-	-	-	-	-
Frozen food shops	0 0%	0 0%	-	-	-	-	-	-	-	-	-
Need park to walk around	2 0%	-	-	-	-	-	-	-	-	-	-
Furniture shops	1 0%	-	-	-	-	-	-	-	-	-	-
Later shopping hours	1 0%	-	-	-	1 17%	-	-	-	-	-	-
Grocery shops	1 0%	-	-	-	-	-	-	-	-	-	-
John Lewis	2 0%	-	-	-	-	-	-	-	-	-	-
Too many cheap shops	1 0%	-	-	-	-	-	-	-	-	-	-
Too many phone shops	1 0%	-	-	-	-	-	-	-	-	-	-
Clothes shops for older people	1 0%	-	-	-	-	-	-	-	-	-	-

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out			
		Halesworth	Southwold	Dennington	Leiston
Base					
Unweighted	1003	2	3	1	1
Weighted	1003	1	2	0	0
Free Park & Ride	6 1%	- -	- -	- -	- -
Larger car park at cinema	3 0%	- -	- -	- -	- -
Teacher	0 0%	- -	- -	- -	- -
Get rid of Estate Agents	0 0%	- -	- -	- -	- -
Clothes shops for short females	5 1%	- -	- -	- -	- -
Maintain Historic buildings	0 0%	- -	- -	- -	- -
More shoe shops	2 0%	- -	- -	- -	- -
Fewer coffee shops	0 0%	- -	- -	- -	- -
Theatre for top shows	1 0%	- -	- -	- -	- -
Less rubbish & litter	0 0%	- -	- -	- -	- -
Frozen food shops	0 0%	- -	- -	- -	- -
Need park to walk around	2 0%	- -	- -	- -	- -
Furniture shops	1 0%	- -	- -	- -	- -
Later shopping hours	1 0%	- -	- -	- -	- -
Grocery shops	1 0%	- -	- -	- -	- -
John Lewis	2 0%	- -	- -	- -	- -
Too many cheap shops	1 0%	- -	- -	- -	- -
Too many phone shops	1 0%	- -	- -	- -	- -
Clothes shops for older people	1 0%	- -	- -	- -	- -

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out							
		Bury St Edmunds	Cambridge	Chelmsford	Colchester	Diss	Felixstowe	Ipswich Cardinal Park	Ipswich Town Centre
Base									
Unweighted	1003	44	3	2	38	3	21	4	87
Weighted	1003	56	2	7	160	2	19	6	92
Mothercare	2	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Ipswich Waterfront	Ipswich Other	Lowestoft	London	Norwich	Stow market	Sudbury	Woodbridge	Locally	Country Pub
Base											
Unweighted	1003	9	7	1	2	19	15	6	17	332	59
Weighted	1003	6	7	0	2	13	11	6	16	295	45
Mothercare	2	-	-	-	-	-	-	-	-	2	-
	0%	-	-	-	-	-	-	-	-	1%	-

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out									
		Don't go out	Sible Hedingham	Braintree	Aldeburgh	Bildeston	Harwich	Halstead	Clacton	Saxmundham	Holbrook
Base											
Unweighted	1003	303	1	1	10	2	1	1	6	1	1
Weighted	1003	214	1	1	9	1	3	1	23	1	0
Mothercare	2	-	-	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-	-	-

Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT1 (V1)

Absolute Break % Respondents	Base	Q18. Where go for evening out			
		Halesworth	Southwold	Dennington	Leiston
Base					
Unweighted	1003	2	3	1	1
Weighted	1003	1	2	0	0
Mothercare	2 0%	-	-	-	-

Q18. Where go for evening out by Q19a. Evening out at The Waterfront weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q19a. Evening out at The Waterfront				
		No reply	Once a week	Once every two weeks	Once a month	Less often than once a month	Never
Base							
Unweighted	1003	1	8	7	21	163	803
Weighted	1003	1	6	6	21	161	808
Q18. Where go for evening out							
Aldeburgh	9	-	-	-	-	6	3
	1%	-	-	-	-	3%	0%
Bildeston	1	-	-	-	-	1	-
	0%	-	-	-	-	1%	-
Braintree	1	-	-	-	-	1	-
	0%	-	-	-	-	0%	-
Bury St Edmunds	56	-	-	-	-	12	44
	6%	-	-	-	-	7%	5%
Cambridge	2	-	-	-	-	-	2
	0%	-	-	-	-	-	0%
Chelmsford	7	-	-	-	-	-	7
	1%	-	-	-	-	-	1%
Clacton	23	-	-	-	-	-	23
	2%	-	-	-	-	-	3%
Colchester	160	-	-	-	-	8	152
	16%	-	-	-	-	5%	19%
Country Pub	45	-	-	-	3	6	36
	4%	-	-	-	12%	4%	4%
Dennington	0	-	-	-	-	-	0
	0%	-	-	-	-	-	0%
Diss	2	-	-	-	-	-	2
	0%	-	-	-	-	-	0%
Don't go out	214	-	0	0	0	5	208
	21%	-	7%	8%	2%	3%	26%
Felixstowe	19	-	0	-	-	10	9
	2%	-	8%	-	-	6%	1%
Halesworth	1	-	-	-	-	-	1
	0%	-	-	-	-	-	0%
Halstead	1	-	-	-	-	1	-
	0%	-	-	-	-	0%	-
Harwich	3	-	-	-	-	-	3
	0%	-	-	-	-	-	0%
Holbrook	0	-	-	-	-	-	0
	0%	-	-	-	-	-	0%
Ipswich Cardinal Park	6	-	2	-	-	2	2
	1%	-	29%	-	-	1%	0%

Q18. Where go for evening out by Q19a. Evening out at The Waterfront weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q19a. Evening out at The Waterfront				
		No reply	Once a week	Once every two weeks	Once a month	Less often than once a month	Never
Base							
Unweighted	1003	1	8	7	21	163	803
Weighted	1003	1	6	6	21	161	808
Ipswich Other	7	-	-	-	1	3	4
	1%	-	-	-	3%	2%	0%
Ipswich Town Centre	92	-	1	3	14	34	40
	9%	-	24%	50%	63%	21%	5%
Ipswich Waterfront	6	-	1	1	1	3	0
	1%	-	13%	11%	5%	2%	0%
Leiston	0	-	-	-	-	-	0
	0%	-	-	-	-	-	0%
Locally	295	1	1	2	3	55	233
	29%	100%	12%	31%	16%	34%	29%
London	2	-	-	-	-	1	1
	0%	-	-	-	-	0%	0%
Lowestoft	0	-	-	-	-	0	-
	0%	-	-	-	-	0%	-
Norwich	13	-	-	-	-	1	12
	1%	-	-	-	-	1%	1%
Saxmundham	1	-	-	-	-	-	1
	0%	-	-	-	-	-	0%
Sible Hedingham	1	-	-	-	-	-	1
	0%	-	-	-	-	-	0%
Southwold	2	-	-	-	-	-	2
	0%	-	-	-	-	-	0%
Stowmarket	11	-	0	-	-	5	6
	1%	-	8%	-	-	3%	1%
Sudbury	6	-	-	-	-	-	6
	1%	-	-	-	-	-	1%
Woodbridge	16	-	-	-	-	7	9
	2%	-	-	-	-	4%	1%

Q18. Where go for evening out by Q19b. Evening out at Cardinal Park weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q19b. Evening out at Cardinal Park					
		No reply	3 times a week	Once a week	Once every two weeks	Once a month	Less often than once a month	Never
Base								
Unweighted	1003	2	1	5	13	26	159	797
Weighted	1003	2	1	10	21	23	157	788
Q18. Where go for evening out								
Aldeburgh	9	-	-	-	-	-	4	5
	1%	-	-	-	-	-	2%	1%
Bildeston	1	-	-	-	-	-	-	1
	0%	-	-	-	-	-	-	0%
Braintree	1	-	-	-	-	-	1	-
	0%	-	-	-	-	-	0%	-
Bury St Edmunds	56	-	-	-	-	-	12	44
	6%	-	-	-	-	-	7%	6%
Cambridge	2	-	-	-	-	-	-	2
	0%	-	-	-	-	-	-	0%
Chelmsford	7	-	-	-	-	-	-	7
	1%	-	-	-	-	-	-	1%
Clacton	23	-	-	-	-	-	-	23
	2%	-	-	-	-	-	-	3%
Colchester	160	-	-	-	-	-	-	160
	16%	-	-	-	-	-	-	20%
Country Pub	45	-	-	-	-	2	6	37
	4%	-	-	-	-	9%	4%	5%
Dennington	0	-	-	-	-	-	-	0
	0%	-	-	-	-	-	-	0%
Diss	2	-	-	-	-	-	-	2
	0%	-	-	-	-	-	-	0%
Don't go out	214	1	-	-	-	0	5	208
	21%	29%	-	-	-	2%	3%	26%
Felixstowe	19	-	-	-	-	0	6	13
	2%	-	-	-	-	2%	4%	2%
Halesworth	1	-	-	-	-	-	-	1
	0%	-	-	-	-	-	-	0%
Halstead	1	-	-	-	-	-	1	-
	0%	-	-	-	-	-	0%	-
Harwich	3	-	-	-	-	-	-	3
	0%	-	-	-	-	-	-	0%
Holbrook	0	-	-	-	-	-	-	0
	0%	-	-	-	-	-	-	0%
Ipswich Cardinal Park	6	-	-	3	2	1	-	-
	1%	-	-	34%	8%	3%	-	-

Q18. Where go for evening out by Q19b. Evening out at Cardinal Park weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q19b. Evening out at Cardinal Park					
		No reply	3 times a week	Once a week	Once every two weeks	Once a month	Less often than once a month	Never
Base								
Unweighted	1003	2	1	5	13	26	159	797
Weighted	1003	2	1	10	21	23	157	788
Ipswich Other	7	-	-	-	1	2	2	2
	1%	-	-	-	5%	8%	1%	0%
Ipswich Town Centre	92	-	-	4	18	10	38	21
	9%	-	-	42%	83%	46%	24%	3%
Ipswich Waterfront	6	-	-	-	1	1	3	1
	1%	-	-	-	3%	3%	2%	0%
Leiston	0	-	-	-	-	-	-	0
	0%	-	-	-	-	-	-	0%
Locally	295	1	1	2	-	2	73	216
	29%	71%	100%	24%	-	7%	46%	27%
London	2	-	-	-	-	-	-	2
	0%	-	-	-	-	-	-	0%
Lowestoft	0	-	-	-	-	-	-	0
	0%	-	-	-	-	-	-	0%
Norwich	13	-	-	-	-	-	1	12
	1%	-	-	-	-	-	1%	1%
Saxmundham	1	-	-	-	-	-	-	1
	0%	-	-	-	-	-	-	0%
Sible Hedingham	1	-	-	-	-	-	-	1
	0%	-	-	-	-	-	-	0%
Southwold	2	-	-	-	-	-	-	2
	0%	-	-	-	-	-	-	0%
Stowmarket	11	-	-	-	-	-	3	8
	1%	-	-	-	-	-	2%	1%
Sudbury	6	-	-	-	-	1	-	5
	1%	-	-	-	-	4%	-	1%
Woodbridge	16	-	-	-	-	4	3	9
	2%	-	-	-	-	16%	2%	1%

Q18. Where go for evening out by Q20. Where last visit cinema weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q20. Where last visit cinema						
		No reply	Aldeburgh Cinema	Braintree Cineworld	Bury St Edmunds Odeon	Cambridge Picturehouse	Cambridge Vue	Colchester Odeon	Clacton Flicks
Base									
Unweighted	1003	1	15	24	31	4	2	43	7
Weighted	1003	1	7	31	30	5	3	138	18
Q18. Where go for evening out									
Aldeburgh	9 1%	- -	3 38%	- -	- -	- -	- -	- -	- -
Bildeston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	56 6%	- -	- -	- -	18 59%	3 57%	3 100%	1 1%	- -
Cambridge	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Chelmsford	7 1%	- -	- -	- -	- -	- -	- -	- -	- -
Clacton	23 2%	- -	- -	- -	- -	- -	- -	5 4%	2 12%
Colchester	160 16%	- -	- -	5 15%	- -	- -	- -	89 65%	- -
Country Pub	45 4%	- -	- -	5 15%	0 1%	1 14%	- -	2 2%	6 32%
Dennington	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Don't go out	214 21%	- -	0 4%	- -	8 27%	- -	- -	6 5%	6 35%
Felixstowe	19 2%	- -	- -	- -	- -	- -	- -	- -	- -
Halesworth	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Holbrook	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich Cardinal Park	6 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q18. Where go for evening out by Q20. Where last visit cinema weighting WT1 (V1)

Absolute Break % Respondents	Base	Q20. Where last visit cinema							
		Felixstowe Palace	Harwich Electric Palace	Halstead Empire	Ipswich Film Theatre	Ipswich Odeon	Ipswich UGC	Leiston Film Theatre	Lowestoft Hollywood
Base									
Unweighted	1003	6	2	7	13	24	232	4	4
Weighted	1003	7	7	5	34	19	245	3	2
Q18. Where go for evening out									
Aldeburgh	9 1%	- -	- -	- -	- -	- -	4 2%	- -	- -
Bildeston	1 0%	- -	- -	- -	- -	1 4%	1 0%	- -	- -
Braintree	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Bury St Edmunds	56 6%	- -	- -	- -	- -	- -	23 9%	- -	- -
Cambridge	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Chelmsford	7 1%	- -	- -	1 14%	- -	- -	- -	- -	- -
Clacton	23 2%	- -	6 88%	- -	- -	- -	3 1%	- -	- -
Colchester	160 16%	- -	- -	1 12%	24 70%	- -	25 10%	- -	- -
Country Pub	45 4%	- -	- -	- -	- -	0 1%	11 4%	- -	- -
Dennington	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Diss	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Don't go out	214 21%	0 7%	- -	- -	1 4%	3 15%	15 6%	1 20%	- -
Felixstowe	19 2%	7 93%	- -	- -	1 2%	0 2%	6 2%	- -	- -
Halesworth	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Halstead	1 0%	- -	- -	1 14%	- -	- -	- -	- -	- -
Harwich	3 0%	- -	- -	- -	- -	- -	- -	- -	- -
Holbrook	0 0%	- -	- -	- -	- -	- -	0 0%	- -	- -
Ipswich Cardinal Park	6 1%	- -	- -	- -	1 2%	- -	5 2%	- -	- -

Q18. Where go for evening out by Q20. Where last visit cinema weighting WT1 (V1)

Absolute Break % Respondents	Base	Q20. Where last visit cinema							
		Stowmarket Regal	Woodbridge Riverside Theatre	Don't go	Don't know / Can't remember	London	Swindon	Norwich, Cinema City	Norwich, Stir Centre
Base									
Unweighted	1003	22	13	498	8	2	1	7	4
Weighted	1003	11	7	382	14	6	3	6	3
Q18. Where go for evening out									
Aldeburgh	9 1%	- -	- -	1 0%	- -	- -	- -	- -	- -
Bildeston	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Braintree	1 0%	- -	- -	1 0%	- -	- -	- -	- -	- -
Bury St Edmunds	56 6%	1 7%	- -	7 2%	- -	- -	- -	1 15%	- -
Cambridge	2 0%	- -	- -	2 0%	- -	1 12%	- -	- -	- -
Chelmsford	7 1%	- -	- -	- -	6 43%	- -	- -	- -	- -
Clacton	23 2%	- -	- -	6 2%	- -	- -	- -	- -	- -
Colchester	160 16%	- -	- -	16 4%	- -	- -	- -	- -	- -
Country Pub	45 4%	- -	- -	18 5%	- -	- -	- -	1 19%	- -
Dennington	0 0%	- -	- -	0 0%	- -	- -	- -	- -	- -
Diss	2 0%	- -	- -	1 0%	- -	- -	- -	- -	- -
Don't go out	214 21%	6 50%	0 6%	163 43%	2 13%	- -	- -	2 39%	- -
Felixstowe	19 2%	- -	1 17%	5 1%	- -	- -	- -	- -	- -
Halesworth	1 0%	- -	- -	1 0%	- -	- -	- -	- -	- -
Halstead	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Harwich	3 0%	- -	- -	3 1%	- -	- -	- -	- -	- -
Holbrook	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Ipswich Cardinal Park	6 1%	- -	- -	- -	- -	- -	- -	- -	- -

Q18. Where go for evening out by Q20. Where last visit cinema weighting WT1 (V1)

Absolute Break % Respondents	Base	Q20. Where last visit cinema				
		Norwich, UCI	Hull	Corn Exchange	Norwich, Riverside	Norwich, Century
Base						
Unweighted	1003	23	1	1	1	3
Weighted	1003	15	2	1	1	1
Q18. Where go for evening out						
Aldeburgh	9 1%	1 4%	-	-	-	-
Bildeston	1 0%	-	-	-	-	-
Braintree	1 0%	-	-	-	-	-
Bury St Edmunds	56 6%	-	-	-	-	-
Cambridge	2 0%	-	-	-	-	-
Chelmsford	7 1%	-	-	-	-	-
Clacton	23 2%	-	-	-	-	-
Colchester	160 16%	-	-	-	-	-
Country Pub	45 4%	1 5%	-	-	-	1 64%
Dennington	0 0%	-	-	-	-	-
Diss	2 0%	1 8%	-	-	-	-
Don't go out	214 21%	-	-	-	-	-
Felixstowe	19 2%	-	-	-	-	-
Halesworth	1 0%	-	-	-	-	-
Halstead	1 0%	-	-	-	-	-
Harwich	3 0%	-	-	-	-	-
Holbrook	0 0%	-	-	-	-	-
Ipswich Cardinal Park	6 1%	-	-	-	-	-

Q18. Where go for evening out by Q20. Where last visit cinema weighting WT1 (V1)

Absolute Break % Respondents	Base	Missing	Q20. Where last visit cinema						
		No reply	Aldeburgh Cinema	Braintree Cineworld	Bury St Edmunds Odeon	Cambridge Picturehouse	Cambridge Vue	Colchester Odeon	Clacton Flicks
Base									
Unweighted	1003	1	15	24	31	4	2	43	7
Weighted	1003	1	7	31	30	5	3	138	18
Ipswich Other	7	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Ipswich Town Centre	92	-	1	-	-	-	-	-	-
	9%	-	8%	-	-	-	-	-	-
Ipswich Waterfront	6	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Leiston	0	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Locally	295	1	3	19	2	-	-	32	4
	29%	100%	49%	60%	7%	-	-	23%	21%
London	2	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Lowestoft	0	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Norwich	13	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Saxmundham	1	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Sible Hedingham	1	-	-	1	-	-	-	-	-
	0%	-	-	3%	-	-	-	-	-
Southwold	2	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
Stowmarket	11	-	-	-	2	1	-	-	-
	1%	-	-	-	6%	29%	-	-	-
Sudbury	6	-	-	2	-	-	-	1	-
	1%	-	-	7%	-	-	-	1%	-
Woodbridge	16	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-

Q18. Where go for evening out by Q20. Where last visit cinema weighting WT1 (V1)

Absolute Break % Respondents	Base	Q20. Where last visit cinema							
		Felixstowe Palace	Harwich Electric Palace	Halstead Empire	Ipswich Film Theatre	Ipswich Odeon	Ipswich UGC	Leiston Film Theatre	Lowestoft Hollywood
Base									
Unweighted	1003	6	2	7	13	24	232	4	4
Weighted	1003	7	7	5	34	19	245	3	2
Ipswich Other	7 1%	- -	- -	- -	- -	1 6%	3 1%	- -	- -
Ipswich Town Centre	92 9%	- -	1 12%	- -	2 7%	5 27%	62 25%	2 70%	- -
Ipswich Waterfront	6 1%	- -	- -	- -	- -	- -	3 1%	- -	- -
Leiston	0 0%	- -	- -	- -	- -	- -	- -	0 10%	- -
Locally	295 29%	- -	- -	3 60%	2 5%	7 37%	69 28%	- -	2 72%
London	2 0%	- -	- -	- -	- -	- -	2 1%	- -	- -
Lowestoft	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Norwich	13 1%	- -	- -	- -	- -	- -	1 0%	- -	- -
Saxmundham	1 0%	- -	- -	- -	- -	1 7%	- -	- -	- -
Sible Hedingham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold	2 0%	- -	- -	- -	- -	- -	- -	- -	1 28%
Stowmarket	11 1%	- -	- -	- -	- -	- -	4 2%	- -	- -
Sudbury	6 1%	- -	- -	- -	- -	- -	1 0%	- -	- -
Woodbridge	16 2%	- -	- -	- -	4 11%	- -	6 2%	- -	- -

Q18. Where go for evening out by Q20. Where last visit cinema weighting WT1 (V1)

Absolute Break % Respondents	Base	Q20. Where last visit cinema							
		Stowmarket Regal	Woodbridge Riverside Theatre	Don't go	Don't know / Can't remember	London	Swindon	Norwich, Cinema City	Norwich, Stir Centre
Base									
Unweighted	1003	22	13	498	8	2	1	7	4
Weighted	1003	11	7	382	14	6	3	6	3
Ipswich Other	7 1%	- -	- -	3 1%	- -	- -	- -	- -	- -
Ipswich Town Centre	92 9%	- -	0 6%	14 4%	1 8%	- -	3 100%	- -	- -
Ipswich Waterfront	6 1%	0 3%	- -	2 1%	- -	- -	- -	- -	- -
Leiston	0 0%	- -	- -	- -	- -	- -	- -	- -	- -
Locally	295 29%	2 14%	3 46%	126 33%	5 35%	5 88%	- -	- -	1 19%
London	2 0%	- -	- -	- -	- -	- -	- -	- -	- -
Lowestoft	0 0%	- -	- -	0 0%	- -	- -	- -	- -	- -
Norwich	13 1%	- -	- -	3 1%	- -	- -	- -	2 28%	3 81%
Saxmundham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Sible Hedingham	1 0%	- -	- -	- -	- -	- -	- -	- -	- -
Southwold	2 0%	- -	- -	2 0%	- -	- -	- -	- -	- -
Stowmarket	11 1%	3 25%	- -	1 0%	- -	- -	- -	- -	- -
Sudbury	6 1%	- -	- -	1 0%	- -	- -	- -	- -	- -
Woodbridge	16 2%	- -	2 25%	5 1%	- -	- -	- -	- -	- -

Q18. Where go for evening out by Q20. Where last visit cinema weighting WT1 (V1)

Absolute Break % Respondents	Base	Q20. Where last visit cinema				
		Norwich, UCI	Hull	Corn Exchange	Norwich, Riverside	Norwich, Century
Base						
Unweighted	1003	23	1	1	1	3
Weighted	1003	15	2	1	1	1
Ipswich Other	7 1%	- -	- -	- -	- -	- -
Ipswich Town Centre	92 9%	- -	- -	1 100%	- -	- -
Ipswich Waterfront	6 1%	- -	- -	- -	- -	- -
Leiston	0 0%	- -	- -	- -	- -	- -
Locally	295 29%	8 55%	2 100%	- -	- -	0 36%
London	2 0%	- -	- -	- -	- -	- -
Lowestoft	0 0%	- -	- -	- -	- -	- -
Norwich	13 1%	4 28%	- -	- -	1 100%	- -
Saxmundham	1 0%	- -	- -	- -	- -	- -
Sible Hedingham	1 0%	- -	- -	- -	- -	- -
Southwold	2 0%	- -	- -	- -	- -	- -
Stowmarket	11 1%	- -	- -	- -	- -	- -
Sudbury	6 1%	- -	- -	- -	- -	- -
Woodbridge	16 2%	- -	- -	- -	- -	- -

Batch output index

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1	Q1. Main shopper by C1. Area/Zone weighting WT1 (V1)	1	1
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3	Q4. Average visits to store (Q3) by C1. Area/Zone weighting WT1 (V1)	9	9
4	Q5. Mode of travel by C1. Area/Zone weighting WT1 (V1)	10	10
5	Q6. Where normally buy top-up food/groceries by C1. Area/Zone weighting WT1 (V1)	11	17
6	Q7. Where last bought clothing/footwear by C1. Area/Zone weighting WT1 (V1)	18	20
7	Q8. Average visits to store (Q7) by C1. Area/Zone weighting WT1 (V1)	21	21
8	Q9a. Approx. spend on clothing by C1. Area/Zone showing Q9a*1.00 weighting WT1 (V1) scored as Q9a. A	22	22
9	Q9b. Approx. spend on clothing by C1. Area/Zone weighting WT1 (V1) scored as Q9a. Approx. spend on c	23	24
10	Q10. Where last bought Christmas/Occasion items by C1. Area/Zone weighting WT1 (V1)	25	26
11	Q11. Main reason for visiting this centre by C1. Area/Zone weighting WT1 (V1)	27	28
12	Q12. Where last bought Furniture/Carpets by C1. Area/Zone weighting WT1 (V1)	29	34
13	Q13. Where last bought large electrical goods by C1. Area/Zone weighting WT1 (V1)	35	40
14	Q14. Where last bought small electrical goods by C1. Area/Zone weighting WT1 (V1)	41	46
15	Q15. Where last bought bulky DIY goods by C1. Area/Zone weighting WT1 (V1)	47	50
16	Q16a. How often visit Ipswich - Town Centre by C1. Area/Zone weighting WT1 (V1)	51	51
17	Q16b. How often visit Ipswich - Retail Parks/Warehouses by C1. Area/Zone weighting WT1 (V1)	52	52
18	Q16c. How often visit Ipswich - Local shops by C1. Area/Zone weighting WT1 (V1)	53	53
19	Q17. Improvements to encourage more visits to Ipswich by C1. Area/Zone weighting WT1 (V1)	54	56
20	Q18. Where go for evening out by C1. Area/Zone weighting WT1 (V1)	57	58
21	Q19a. Evening out at The Waterfront by C1. Area/Zone weighting WT1 (V1)	59	59
22	Q19b. Evening out at Cardinal Park by C1. Area/Zone weighting WT1 (V1)	60	60
23	Q20. Where last visit cinema by C1. Area/Zone weighting WT1 (V1)	61	62
24	Q21. No. cars by C1. Area/Zone weighting WT1 (V1)	63	63
25	Q22. Age by C1. Area/Zone weighting WT1 (V1)	64	64
26	Q23. Sex by C1. Area/Zone weighting WT1 (V1)	65	65
27	Q25. Social Grade by C1. Area/Zone weighting WT1 (V1)	66	66
28	Q1. Main shopper by Q25. Social Grade weighting WT1 (V1)	67	67
29	Q3. Where normally buy main food/groceries by Q25. Social Grade weighting WT1 (V1)	68	74
30	Q4. Average visits to store (Q3) by Q25. Social Grade weighting WT1 (V1)	75	75
31	Q5. Mode of travel by Q25. Social Grade weighting WT1 (V1)	76	76
32	Q6. Where normally buy top-up food/groceries by Q25. Social Grade weighting WT1 (V1)	77	83
33	Q7. Where last bought clothing/footwear by Q25. Social Grade weighting WT1 (V1)	84	86
34	Q8. Average visits to store (Q7) by Q25. Social Grade weighting WT1 (V1)	87	87
35	Q9a. Approx. spend on clothing by Q25. Social Grade showing Q9a*1.00 weighting WT1 (V1) scored as Q	88	88
36	Q9b. Approx. spend on clothing by Q25. Social Grade weighting WT1 (V1) scored as Q9a. Approx. spend	89	90
37	Q10. Where last bought Christmas/Occasion items by Q25. Social Grade weighting WT1 (V1)	91	92
38	Q11. Main reason for visiting this centre by Q25. Social Grade weighting WT1 (V1)	93	94
39	Q12. Where last bought Furniture/Carpets by Q25. Social Grade weighting WT1 (V1)	95	100
40	Q13. Where last bought large electrical goods by Q25. Social Grade weighting WT1 (V1)	101	106
41	Q14. Where last bought small electrical goods by Q25. Social Grade weighting WT1 (V1)	107	112
42	Q15. Where last bought bulky DIY goods by Q25. Social Grade weighting WT1 (V1)	113	116
43	Q16a. How often visit Ipswich - Town Centre by Q25. Social Grade weighting WT1 (V1)	117	117
44	Q16b. How often visit Ipswich - Retail Parks/Warehouses by Q25. Social Grade weighting WT1 (V1)	118	118
45	Q16c. How often visit Ipswich - Local shops by Q25. Social Grade weighting WT1 (V1)	119	119

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46	Q17. Improvements to encourage more visits to Ipswich by Q25. Social Grade weighting WT1 (V1)	120	123
47	Q18. Where go for evening out by Q25. Social Grade weighting WT1 (V1)	124	125
48	Q19a. Evening out at The Waterfront by Q25. Social Grade weighting WT1 (V1)	126	126
49	Q19b. Evening out at Cardinal Park by Q25. Social Grade weighting WT1 (V1)	127	127
50	Q20. Where last visit cinema by Q25. Social Grade weighting WT1 (V1)	128	129
51	Q21. No. cars by Q25. Social Grade weighting WT1 (V1)	130	130
52	Q22. Age by Q25. Social Grade weighting WT1 (V1)	131	131
53	Q23. Sex by Q25. Social Grade weighting WT1 (V1)	132	132
54	Q25. Social Grade by Q25. Social Grade weighting WT1 (V1)	133	133
55	Q3. Where normally buy main food/groceries by Q4. Average visits to store (Q3) weighting WT1 (V1)	134	147
56	Q3. Where normally buy main food/groceries by Q5. Mode of travel weighting WT1 (V1)	148	154
57	Q3. Where normally buy main food/groceries by Q6. Where normally buy top-up food/groceries weighting	155	301
58	Q3. Where normally buy main food/groceries by Q7. Where last bought clothing/footwear weighting WT1	302	329
59	Q3. Where normally buy main food/groceries by Q12. Where last bought Furniture/Carpets weighting WT1	330	462
60	Q3. Where normally buy main food/groceries by Q13. Where last bought large electrical goods weightin	463	560
61	Q3. Where normally buy main food/groceries by Q14. Where last bought small electrical goods weightin	561	665
62	Q3. Where normally buy main food/groceries by Q15. Where last bought bulky DIY goods weighting WT1 (666	742
63	Q7. Where last bought clothing/footwear by Q8. Average visits to store (Q7) weighting WT1 (V1)	743	748
64	Q7. Where last bought clothing/footwear by Q9a. Approx. spend on clothing showing Q9a*1.00 weighting	749	750
65	Q7. Where last bought clothing/footwear by Q9b. Approx. spend on clothing weighting WT1 (V1) scored	751	754
66	Q7. Where last bought clothing/footwear by Q10. Where last bought Christmas/Occasion items weighting	755	766
67	Q7. Where last bought clothing/footwear by Q16a. How often visit Ipswich - Town Centre weighting WT1	767	772
68	Q7. Where last bought clothing/footwear by Q16b. How often visit Ipswich - Retail Parks/Warehouses w	773	775
69	Q7. Where last bought clothing/footwear by Q16c. How often visit Ipswich - Local shops weighting WT1	776	781
70	Q7. Where last bought clothing/footwear by Q17. Improvements to encourage more visits to Ipswich wei	782	808
71	Q7. Where last bought clothing/footwear by Q18. Where go for evening out weighting WT1 (V1)	809	820
72	Q10. Where last bought Christmas/Occasion items by Q11. Main reason for visiting this centre weighti	821	830
73	Q17. Improvements to encourage more visits to Ipswich by Q18. Where go for evening out weighting WT	831	846
74	Q18. Where go for evening out by Q19a. Evening out at The Waterfront weighting WT1 (V1)	847	848
75	Q18. Where go for evening out by Q19b. Evening out at Cardinal Park weighting WT1 (V1)	849	850
76	Q18. Where go for evening out by Q20. Where last visit cinema weighting WT1 (V1)	851	858

APPENDIX 8

Floorspace Schedule

**APPENDIX 8: DTZ ESTIMATE OF EXISTING TOWN CENTRE & OUT-OF-CENTRE CONVENIENCE GOODS FLOORSPACE (square metres)**

Assumptions: Apply a net to gross floorspace ratio of:

66% to all district/local centre floorspace, or

75% if from Goad

Derived net to gross floorspace ratio of:

48% for combined out of centre supermarkets- convenience sales only

		Gross Space sq m		2005 sq m net	2011 sq m net	2016 sq m net	2021 sq m net
IPSWICH TOWN CENTRE (1):							
Includes 3,238 sq m gross (2,105 sq m net) (65% net/gross ratio) Sainsbury, Upper Brook St		6,289		4,393	4,393	4,393	4,393
& 3,051 sq m gross other TC shops (75% net/gross floorspace)							
DISTRICT CENTRES (2):							
Meredith Road / Norwich Rd / Hawthorne Drive / Stoke Park Drive / Woodbridge Rd East / Woodbridge Rd other / Felixstowe Rd / Nacton Rd	36 units	5,760	net/gross 66%	3,802	3,802	3,802	3,802
includes Aldi, Meredith Rd, Aldi Felixtowe Rd	2 units		(net floorspace-IGD estimate)	1,356	1,356	1,356	1,356
Co-op supermarkets in D Centres-see below	4 units		(net floorspace-IGD estimate)				
247 Hawthorn Drive				523			
51 Woodbridge Road East				238			
337 Woodbridge Road				158			
19 Meredith Road				445			
Total District Centres				6,522	6,522	6,522	6,522
LOCAL CENTRES (2):							
38 Local Centres	66 units	8,040	net/gross 66%	5,306	5,306	5,306	5,306
Tesco Express, Bramford Rd			DTZ estimate	140	140	140	140
Co-op supermarkets in Local Centres (see below)	22 units		(net floorspace-IGD estimate)				
106 Macaulay Road				136			
65 Colchester Road				135			
Laburnum Close				178			
Prince of Wales Drive				534			
89 Austin Street				179			
310 Sheldrake Drive				364			
113 Cauldwell Hall Road				364			
12 York Road				144			
203 Bramford Lane				223			
34 Foxhall Road				103			
123 Penshurst Road				377			
362 Foxhall Road				201			
High Street				300			
Rands Way				264			
219 Clapgate Lane				401			
The Street				323			
Selkirk Road				273			
Ulster Avenue				213			
16 Norwich Road				191			
17 Garrick Way				212			
147 Fircroft Road				292			
Total Local Centres				10,854	10,854	10,854	10,854
OUT OF CENTRE SUPERMARKETS IN CORE AREA (3):							
Total		48,362		23,361	23,361	23,361	23,361
		gross	net	: convenience only			
Asda, Goddard Road		8,733	4,498	3,598			
Sainsbury, Hadleigh Road		7,247	4,166	3,333			
Sainsbury, Felixtowe Road		7,707	4,576	3,661			
Morrisons Sproughton Road		7,675	3,639	3,275			
Tesco, Martlesham Heath		5,577	3,922	3,138			
Tesco, Copdock		8,862	6,017	4,814			
Tesco, Grange Farm, Kesgrave		1,461	854	811			
Lidl, Handford Road		1,100	770	732			
TOWN CENTRE: SUB-TOTAL:				4,393	4,393	4,393	4,393
DISTRICT/ LOCAL CENTRES: SUB-TOTAL				17,376	17,376	17,376	17,376
OTHER RETAIL: SUB-TOTAL:				23,361	23,361	23,361	23,361

TOTAL EXISTING FLOORSPACE (net square metres):**45,130****45,130****45,130****45,130**

NOTES: (1) Town centre floorspace derived from Goad 2005 audits. Since Goad only covers the ground floor for high street shops, DTZ assume a higher net to gross ratio for gross floorspace to reflect the net floorspace more accurately.

(2) DTZ's audit of District and Local Centres in the Borough indicates that there are 42 convenience shop units in the 8 District Centres and 89 in the 38 Local Centres (based on updates of evidence from 2000 Retail Study). DTZ has separately identified

(3) Supermarket gross and net floorspace are derived from IGD (Institute of Grocery Distribution) data. DTZ has adjusted the net floorspace to show estimated net *convenience* sales, which is less than the total net floorspace including comparison sales.

DTZ has estimated that the proportion of net floorspace among the supermarkets devoted to convenience sales is 80% generally, with except for Morrison at 90% and the small Kesgrave Tesco and Lidl at 95%. The estimates are based on our knowledge of store

APPENDIX 9
ReMap Convenience Goods
Scenario 1 and 1a

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING *(all monetary figures expressed in constant 2001 prices):*

Catchment Areas- All Convenience Goods							CHANGE: 2005 - 2021	
							No.	%
Core	- Base Year Population and Forecasts ⁽¹⁾	139,077	145,758	155,780	164,132	172,484	26,726	18.3%
	- Average convenience goods spend per capita (£): ^{(2) (3)}	£1,464	£1,482	£1,509	£1,531	£1,554		
	Total Available Spend (£m):	£203.6	£216.0	£235.0	£251.3	£268.1		
Secondary	- Base Year Population and Forecasts ⁽¹⁾	172,387	175,917	181,212	185,625	189,935	14,018	8.0%
	- Average convenience goods spend per capita (£): ^{(2) (3)}	£1,499	£1,517	£1,545	£1,568	£1,592		
	Total Available Spend (£m):	£258.4	£266.9	£279.9	£291.0	£302.3		
Tertiary	- Base Year Population and Forecasts ⁽¹⁾	532,121	543,790	561,295	575,881	590,468	46,678	8.6%
	- Average convenience goods spend per capita (£): ^{(2) (3)}	£1,525	£1,543	£1,571	£1,595	£1,619		
	Total Available Spend (£m):	£811.5	£839.3	£882.0	£918.6	£956.1		
TOTAL CATCHMENT:								
TOTAL POPULATION		843,585	865,466	898,287	925,638	952,887	87,421	10.1%
TOTAL AVAILABLE CONVENIENCE SPEND (£m):		£1,273.5	£1,322.1	£1,396.9	£1,461.0	£1,526.5	£204.3	15.5%

NOTES: (1) 2001 (base) population figures derived from MapInfo *TargetPro* GIS dataset, based on 2001 Census data. Population forecasts derived from the L Authority projections for the draft East of England Plan 2001-2021.

(2) 2001 (base) average spend per capita estimates derived from MapInfo TargetPro GIS dataset

(3) Expenditure on special forms of trading (e.g. mail order, vending machines and Internet shopping) is included in the above table. It is adjusted out by the market share in Stage 3



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)
Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)
STAGE 2a: EXISTING TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (square metres):

Assumptions: Apply a net to gross floorspace ratio of: 66% to all district/local centre floorspace, or 75% if from Goad
Derived net to gross floorspace ratio of: 48% for combined out of centre supermarkets- convenience sales only

	Gross Space		2005	2011	2016	2021
	sq m		sq m net	sq m net	sq m net	sq m net
IPSWICH TOWN CENTRE (1):	6,289		4,393	4,393	4,393	4,393
Includes 3,238 sq m gross (2,105 sq m net) (65% net/gross ratio) Sainsbury, Upper Brook St & 3,051 sq m gross other TC shops (75% net/gross floorspace)						
DISTRICT CENTRES (2):						
Meredith Road / Norwich Rd / Hawthorne Drive / Stoke Park Drive / Woodbridge Rd East / Woodbridge Rd other / Felixstowe Rd / Nacton Rd	36 units	5,760	net/gross 66%	3,802	3,802	3,802
includes Aldi, Meredith Rd, Aldi Felixtowe Rd	2 units		(net floorspace-IGD estimate)	1,356	1,356	1,356
Co-op supermarkets in D Centres-see below	4 units		(net floorspace-IGD estimate)			
247 Hawthorn Drive				523		
51 Woodbridge Road East				238		
337 Woodbridge Road				158		
19 Meredith Road				445		
Total District Centres			6,522	6,522	6,522	6,522
LOCAL CENTRES (2):						
38 Local Centres	66 units	8,040	net/gross 66%	5,306	5,306	5,306
Tesco Express, Bramford Rd			DTZ estimate	140	140	140
Co-op supermarkets in Local Centres (see below)	22 units		(net floorspace-IGD estimate)			
106 Macaulay Road				136		
65 Colchester Road				135		
Laburnum Close				178		
Prince of Wales Drive				534		
89 Austin Street				179		
310 Sheldrake Drive				364		
113 Cauldwell Hall Road				364		
12 York Road				144		
203 Bramford Lane				223		
34 Foxhall Road				103		
123 Penshurst Road				377		
362 Foxhall Road				201		
High Street				300		
Rands Way				264		
219 Clappgate Lane				401		
The Street				323		
Selkirk Road				273		
Ulster Avenue				213		
16 Norwich Road				191		
17 Garrick Way				212		
147 Fircroft Road				292		
Total Local Centres			10,854	10,854	10,854	10,854
OUT OF CENTRE SUPERMARKETS IN CORE AREA (3):						
Total	48,362		23,361	23,361	23,361	23,361
	gross	net	net convenience only			
Asda, Goddard Road	8,733	4,498	3,598			
Sainsbury, Hadleigh Road	7,247	4,166	3,333			
Sainsbury, Felixtowe Road	7,707	4,576	3,661			
Morrisons Sproughton Road	7,675	3,839	3,275			
Tesco, Martlesham Heath	5,577	3,922	3,138			
Tesco, Copdock	8,862	6,017	4,814			
Tesco, Grange Farm, Kesgrave	1,461	854	811			
Lidl, Handford Road	1,100	770	732			
TOWN CENTRE: SUB-TOTAL:			4,393	4,393	4,393	4,393
DISTRICT/LOCAL CENTRES: SUB-TOTAL			17,376	17,376	17,376	17,376
OTHER RETAIL: SUB-TOTAL:			23,361	23,361	23,361	23,361

TOTAL EXISTING FLOORSPACE (net square metres): 45,130 45,130 45,130 45,130

NOTES: (1) Town centre floorspace derived from Goad 2005 audits. Since Goad only covers the ground floor for high street shops, DTZ assume a higher net to gross ratio for gross floorspace to reflect the net floorspace more accurately.

(2) DTZ's audit of District and Local Centres in the Borough indicates that there are 42 convenience shop units in the 8 District Centres and 89 in the 38 Local Centres (based on updates of evidence from 2000 Retail Study). DTZ has separately identified the Co-op, Tesco Express and Aldi stores and applied IGD floorspace figures to these, where available. For the rest of the units, DTZ has then applied average shop unit sizes to the number of outlets based on official data from other centres. For District Centres the average unit size is assumed to be 160 sq.metres and for Local Centres it is assumed to be 120 sq.metres.

(3) Supermarket gross and net floorspace are derived from IGD (Institute of Grocery Distribution) data. DTZ has adjusted the net floorspace to show estimated net convenience sales, which is less than the total net floorspace including comparison sales.

DTZ has estimated that the proportion of net floorspace among the supermarkets devoted to convenience sales is 80% generally, with except for Morrison at 90% and the small Kesgrave Tesco and Lidl at 95%. The estimates are based on our knowledge of store formats generally.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 2b: PLANNED & PROPOSED TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE *(net square metres):*

	Convenience (sq.m)		2005	2011	2016	2021
	gross	net				
IPSWICH- CONSENTS OUTSIDE TOWN / DISTRICT/LOCAL CENTRES:		66%		0	0	0
Samual Beadie Site (1)	3,600	2,376		2,376	2,376	2,376
Cranfield Mill (2)	500	330		330	330	330
Fairview (3)	517	341		341	341	341
Eagle Warf (4)	0	0		0	0	0
Burtons Warehouse (5)	500	330		330	330	330
Persimmon Edge, Eagle Mill (6)	0	0		0	0	0
*Tesco extension, Martlesham (outside I Borough)	1,974	954		954	954	954
Total consents	7,091	4,331		4,331	4,331	4,331
IPSWICH- RELEVANT PROPOSALS WITHOUT CONSENT:						
Stoke Park Local Centre Redevelopment (7)						
Land to north of College St (Peter Port) (8)						
Eastways (9)						

SOURCE: COUNCIL- Gross areas . For mixed use developments, DTZ Pleda estimated the potential convenience floorspace that might occur, mainly by assuming significant proportions, in the absence of further information from the Council. So there is uncertainty.

NOTES: PLANNING CONSENTS-SHOWING RELEVANT CONVENIENCE FLOORSPACE ESTIMATES

- (1) Includes 3 non food units on Volvo site-27,000sq ft (2,508 sq m gross) plus foodstore of 3,600 sq m gross.
- (2) 3,840 sq m gross of flexible mixed uses (A1,A3,B1,D2). DTZ Pleda assume 500 sq m gross convenience
- (3) Flexible mixed use 1,600 sq m, including 517 foodstore within total figure. (A1,A2,A3,B1,D2). DTZ Pleda assume 500 sq m gross non food
- (4) Flexible mixed use 1,700 sq m gross (A1,A2,A3). DTZ Pleda assume no sq m convenience
- (5) Flexible mixed use 2,064 sq m gross (A1,A3,B1,D2). DTZ Pleda assume 1000 sq m non food & 500 food
- (6) Mixed use 3,400 sq m gross including doctor's surgery. DTZ Pleda assume 1000 sq m non food& no convenience. Subject to S.106 Agreement
- (7) Stoke Park Local Centre Redevelopment: 2,787 sq m redevelopment with foodstore
- (8) Land to north of College St (Peter Port) - could include convenience retail within 2,064 sq m of general retail and A3 use
- (9) Eastways : main anchor store of 1,796 sq m within local centre of 3,194 sq m mixed use



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 3: ALL CONVENIENCE GOODS-MARKET SHARE ESTIMATES (% of available spend derived from within core, secondary and tertiary catchment areas)

	2005 Unadjusted Market Shares ⁽¹⁾ of Core Area	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Shoppers from Core Catchment- destination					
Ipswich Town Centre	8.0%	7.9%	7.9%	7.9%	7.9%
District/local centres (Other Ipswich & local shops in the survey)	13.3%	13.1%	13.1%	13.1%	13.1%
Out of centre supermarkets, core area Ipswich	76.1%	74.9%	74.9%	74.9%	74.9%
Centres outside the core area					
-Other shops & centres	0.8%	0.8%	0.8%	0.8%	0.8%
- Colchester	0.2%	0.2%	0.2%	0.2%	0.2%
- Bury	0.0%	0.0%	0.0%	0.0%	0.0%
- Stowmarket	0.0%	0.0%	0.0%	0.0%	0.0%
Internet shopping / Mail Order / Special Forms of Trading (3)	1.6%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100%	100.0%	100%	100%	100%
Shoppers from Secondary Catchment- destination					
Ipswich Town Centre	0.4%	0.4%	0.4%	0.4%	0.4%
District/local centres (Other Ipswich & local shops in the survey)	1.4%	1.4%	1.4%	1.4%	1.4%
Out of centre supermarkets, core area Ipswich	44.0%	42.6%	42.6%	42.6%	42.6%
Centres outside the core area					
-Other shops & Centres	19.8%	19.1%	19.1%	19.1%	19.1%
- Colchester	1.8%	1.8%	1.8%	1.8%	1.8%
- Bury	0.4%	0.4%	0.4%	0.4%	0.4%
- Stowmarket	19.1%	18.5%	18.5%	18.5%	18.5%
- Felixtowe	13.0%	12.6%	12.6%	12.6%	12.6%
Internet shopping / Mail Order / Special Forms of Trading (3)	0.0%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100%	100.0%	100%	100%	100%
Shoppers from Tertiary Catchment- destination					
Ipswich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%
District/local centres (Other Ipswich & local shops in the survey)	0.0%	0.0%	0.0%	0.0%	0.0%
Out of centre supermarkets, core area Ipswich	2.6%	2.6%	2.6%	2.6%	2.6%
Shops outside the core area					
-Other shops & Centres	50.3%	49.1%	49.1%	49.1%	49.1%
- Colchester	30.8%	30.0%	30.0%	30.0%	30.0%
- Bury	14.5%	14.1%	14.1%	14.1%	14.1%
- Stowmarket	1.0%	1.0%	1.0%	1.0%	1.0%
- Felixtowe	0.0%	0.0%	0.0%	0.0%	0.0%
Internet shopping / Mail Order / Special Forms of Trading (3)	0.8%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%
NOTES: (1) Unadjusted market shares are derived directly from the results of the household survey.					
(2) Market shares have been revised upwards or downwards based on DTZ's assessment of the robustness of the average sales density outputs in Stage 6. See also Note 3 below					
(3) Market share of internet shopping / SFT from the survey separated out from floorspace- related market shares. These have been adjusted by DTZ to 3.2%, reflecting national average data.					



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 4: TRADE DRAW ESTIMATES (% of convenience goods turnover derived from the core, secondary and tertiary areas)

		2005	2005	2011	2016	2021
		% of respondents living outside the 'core' , 'secondary' & tertiary areas (1)	DTZ Adjusted Market Share & Trade Draw Levels (2)			
Ipswich Town Centre	Turnover from Core Area		94%	94%	94%	94%
	Turnover from Secondary Area		6%	6%	6%	6%
	Turnover from Tertiary Area		0%	0%	0%	0%
	Turnover from elsewhere	0%	0%	0%	0%	0%
	TOTAL TURNOVER		100%	100%	100%	100%
District/Local centres	Turnover from Core Area		88%	89%	89%	89%
	Turnover from Secondary Area		12%	11%	11%	11%
	Turnover from Tertiary Area		0%	0%	0%	0%
	Turnover from elsewhere	0%	0%	0%	0%	0%
	TOTAL TURNOVER		100%	100%	100%	100%
Out of centre supermarkets, core area Ipswich	Turnover from Core Area		54%	55%	56%	57%
	Turnover from Secondary Area		38%	37%	37%	36%
	Turnover from Tertiary Area		7%	7%	7%	7%
	Turnover from elsewhere	0%	0%	0%	0%	0%
	TOTAL TURNOVER		100%	100%	100%	100%

NOTES: (1) Represents proportion of respondents interviewed in the centre surveys who normally resided outside of the 'core' , 'secondary' & tertiary areas- 0% recorded in Ipswich TC and estimated negligible (0%) in district/ local centres and other Ipswich shopping facilities
(2) DTZ's adjustments to draws from beyond the 'core', 'secondary' & tertiary areas to reflect the impact of potential year-round trading patterns.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 5: POTENTIAL CONVENIENCE GOODS TURNOVER (£ million):

CORE AREA TURNOVER		2005	2005	2011	2016	2021	CHANGE: 2005 - 2021	
		Unadjusted Market Shares ⁽¹⁾	DTZ Adjusted Market Shares ⁽²⁾					
Ipswich Town Centre	Turnover from Core Area (£m)	£17.3	£17.0	£18.4	£19.7	£21.0		
	Turnover from Secondary Area (£m)	£1.1	£1.1	£1.1	£1.2	£1.2		
	Turnover from Tertiary Area (£m)	£0.0	£0.0	£0.0	£0.0	£0.0		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£18.4	£18.0	£19.6	£20.9	£22.3	£4.2	23.5%
District/Local centres	Turnover from Core Area (£m)	£28.6	£28.2	£30.7	£32.8	£35.0		
	Turnover from Secondary Area (£m)	£3.8	£3.8	£4.0	£4.1	£4.3		
	Turnover from Tertiary Area (£m)	£0.0	£0.0	£0.0	£0.0	£0.0		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£32.4	£32.0	£34.6	£36.9	£39.3	£7.3	22.9%
Out of centre supermarkets, core area Ipswich	Turnover from Core Area (£m)	£164.4	£161.8	£176.0	£188.2	£200.8		
	Turnover from Secondary Area (£m)	£117.4	£113.6	£119.2	£123.9	£128.7		
	Turnover from Tertiary Area (£m)	£22.0	£21.8	£22.9	£23.9	£24.9		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£303.7	£297.2	£318.1	£336.1	£354.4	£57.2	19.2%
CORE AREA TOTAL TURNOVER (£ million)								
- Core Area		£210.3	£206.9	£225.1	£240.8	£256.8	£50.0	24.1%
- Secondary Area		£122.3	£118.5	£124.3	£129.2	£134.2	£15.7	13.3%
- Tertiary Area		£22.0	£21.8	£22.9	£23.9	£24.9	£3.0	13.9%
- Elsewhere		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MARKET SHARES: EXPENDITURE AND TURNOVER CROSS CHECK								
EXPENDITURE IN THE SECONDARY & TERTIARY CATCHMENTS & INTERNET EXPENDITURE			2005	2011	2016	2021		
		DTZ Adjusted Market Shares ⁽²⁾	£million	£million	£million	£million		
Turnover from Core Area (£m)	1.0%		£2.2	£2.4	£2.5	£2.7		
Turnover from Secondary Area (£m)	52.4%		£139.8	£146.7	£152.5	£158.4		
Turnover from Tertiary Area (£m)	94.2%		£790.6	£830.8	£865.3	£900.6		
Total Turnover								
Internet Expenditure	3.2%		£42.31	£44.70	£46.75	£48.85		
Turnover in Core Area			£347.2	£372.4	£393.9	£415.9		
Total Available spend			£1,322.1	£1,396.9	£1,460.9	£1,526.4		



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 6: POTENTIAL AVERAGE CONVENIENCE GOODS TURNOVER TO FLOORSPACE RATIOS (£ per square metre):

	2005 (1) Unadjusted Market Share & Trade Draw Levels	2005 (2) DTZ assessment of average sales densities	2005 DTZ Adjusted Market Shares	2011	2016	2021
IPSWICH TOWN CENTRE:						
£ per square metre	£4,196	£8,000	£4,106	£4,459	£4,761	£5,071
£ per square foot	£390	£743	£381	£414	£442	£471
DISTRICT & LOCAL CENTRES:						
£ per square metre	£1,866	£3,500	£1,840	£1,994	£2,125	£2,261
£ per square foot	£173	£325	£171	£185	£197	£210
OUT OF CENTRE SUPERMARKETS, CORE AREA IPSWICH						
£ per square metre	£13,001	£10,521	£12,723	£13,618	£14,385	£15,170
£ per square foot	£1,208	£977	£1,182	£1,265	£1,336	£1,409

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

(2) Average turnover/floorspace ratios estimated by DTZ Pieda.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 7: RESIDUAL CONVENIENCE GOODS EXPENDITURE (£ million):

Assumes an annual growth 'efficiency' of: 0.1% for convenience floorspace

	2005 DTZ Adjusted Market Shares	2011	2016	2021
IPSWICH TOWN CENTRE:				
1 Derived Average Sales Density (sq.metres):	£4,106	£4,131	£4,152	£4,173
2 Derived Convenience Goods Turnover (£ million):	£18.0	£18.1	£18.2	£18.3
3 Residual Expenditure (£ million) :	£0.0	£1.4	£2.7	£3.9
DISTRICT & LOCAL CENTRES:				
1 Derived Average Sales Density (sq.metres):	£1,840	£1,851	£1,860	£1,870
2 Derived Convenience Goods Turnover (£ million):	£32.0	£32.2	£32.3	£32.5
3 Residual Expenditure (£ million) :	£0.0	£2.5	£4.6	£6.8
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Derived Average Sales Density (sq.metres):	£12,723	£12,799	£12,863	£12,928
2 Derived Convenience Goods Turnover (£ million):	£297.2	£299.0	£300.5	£302.0
3 Residual Expenditure (£ million) :	£0.0	£19.1	£35.6	£52.4

TOTAL 'GLOBAL' RESIDUAL SPEND (£ million)

£0.0

£23.0

£42.8

£63.1

NOTES: (1) Calculated in the base year by dividing potential convenience goods turnover (Stage 4) by convenience goods sales area (Stage 5).

(2) Turnover derived by multiplying the derived average sales density (step 1 above) by the net floorspace (Stage 2)

(3) Residual spend is derived from the potential turnover (Stage 5) minus the derived turnover (Stage 7: Step 2 above).



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 8: RETAIL COMMITMENTS - REVISED RESIDUAL SPEND AND FLOORSPACE CAPACITY

Assumes an annual growth 'efficiency' of: 0.1% for convenience floorspace

STAGE 8a: PLANNED NEW RETAIL FLOORSPACE ⁽¹⁾

	2005	2011	2016	2021
Ipswich Town Centre	0	0	0	0
District & Local Centres	0	0	0	0
Elsewhere in the Core Area				
1 Sales area (net square metres):	0	4,331	4,331	4,331
2 Potential average sales density (£ per square metre)- from Stage 7:	£3,500	£3,504	£3,539	£3,556
3 Potential turnover (£ million)	£0.0	£15.2	£15.3	£15.4

STAGE 8b: REVISED RESIDUAL CONVENIENCE GOODS EXPENDITURE - MINUS NEW COMMITMENTS (£ million)

	2005	2011	2016	2021
Ipswich TC	£0.0	£1.4	£2.7	£3.9
District & Local Centres	£0.0	£2.5	£4.6	£6.8
Elsewhere in the Core Area	£0.0	£4.0	£20.2	£37.0
TOTAL REVISED RESIDUAL SPEND (£ million)	£0.0	£7.9	£27.5	£47.7

STAGE 8c: IPSWICH - 'GLOBAL' FORECAST FLOORSPACE CAPACITY (net square metres)

	2005	2011	2016	2021
Assumed sales density of new floorspace (£ per sq m) -if top 5 grocers:	£10,000	£10,060	£10,111	£10,161
Supportable new floorspace (net sq m) ⁽²⁾ :	0	800	2,700	4,700
Assumed sales density of new floorspace (£ per sq m) -if discounters:	£5,000	£5,030	£5,055	£5,081
Supportable new floorspace (net sq m) ⁽²⁾ :	0	1,564	5,442	9,392

Notes:

(1) Assume all planning commitments will be completed and trading by 2011

(2) Revised total residual expenditure divided by the assumed sales density-rounded to the nearest 100 sq m net.

Assumptions: *Unadjusted market shares derived from household survey*

Based on ONS Council Area Projections for 2001-21

Forecast growth in average spend of:

Assume increase in turnover efficiency of:

0.3% per annum

0.1%

per annum

for all existing (town centre and out-of-centre) retail floorspace

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING *(all monetary figures expressed in constant 2001 prices):*

Catchment Areas- All Convenience Goods		2001	2005	2011	2016	2021	CHANGE: 2005 - 2021	
							No.	%
Core	- Base Year Population and Forecasts ⁽¹⁾	139,077	140,265	143,091	146,084	149,172	8,908	6.4%
	- Average convenience goods spend per capita (£): ^{(2) (3)}	£1,464	£1,482	£1,509	£1,531	£1,554		
	Total Available Spend (£m):	£203.6	£207.8	£215.9	£223.7	£231.9		
Secondary	- Base Year Population and Forecasts ⁽¹⁾	172,387	177,920	186,366	193,767	200,961	23,041	13.0%
	- Average convenience goods spend per capita (£): ^{(2) (3)}	£1,499	£1,517	£1,545	£1,568	£1,592		
	Total Available Spend (£m):	£258.4	£269.9	£287.9	£303.8	£319.8		
Tertiary	- Base Year Population and Forecasts ⁽¹⁾	532,121	548,473	574,130	593,590	617,776	69,303	12.6%
	- Average convenience goods spend per capita (£): ^{(2) (3)}	£1,525	£1,543	£1,571	£1,595	£1,619		
	Total Available Spend (£m):	£811.5	£846.5	£902.2	£947.4	£1,000.3		
TOTAL CATCHMENT:								
TOTAL POPULATION		843,585	866,657	903,587	933,801	967,909	101,252	11.7%
TOTAL AVAILABLE CONVENIENCE SPEND (£m):		£1,273.5	£1,324.2	£1,405.9	£1,474.9	£1,552.0	£227.7	17.2%

NOTES: (1) 2001 (base) population figures derived from MapInfo *TargetPro* GIS dataset, based on 2001 Census data. Population forecasts derived from the relevant Council area projections for 2001-2021 (Ipswich, Suffolk County, Tendring, Colchester)

(2) 2001 (base) average spend per capita estimates derived from MapInfo TargetPro GIS dataset.

(3) Expenditure on special forms of trading (e.g. mail order, vending machines and Internet shopping) is included in the above table. It is adjusted out by the market share in Stage 3



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)
Scenario 1a: Baseline & ONS Population Projections (market shares held constant between 2005-2021)
STAGE 2a: EXISTING TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (square metres):

Assumptions: Apply a net to gross floorspace ratio of: 66% to all district/local centre floorspace, or 75% If from Goad
Derived net to gross floorspace ratio of: 48% for combined out of centre supermarkets- convenience sales only

	Gross Space			2005	2011	2016	2021
	sq m			sq m net	sq m net	sq m net	sq m net
IPSWICH TOWN CENTRE (1):	6,289			4,393	4,393	4,393	4,393
Includes 3,238 sq m gross (2,105 sq m net) (65% net/gross ratio) Sainsbury, Upper Brook St & 3,051 sq m gross other TC shops (75% net/gross floorspace)							
DISTRICT CENTRES (2):							
Meredith Road / Norwich Rd / Hawthorne Drive / Stoke Park Drive / Woodbridge Rd East / Woodbridge Rd other / Felixstowe Rd / Nacton Rd	36 units	5,760	net/gross 66%	3,802	3,802	3,802	3,802
includes Aldi, Meredith Rd, Aldi Felixstowe Rd	2 units		(net floorspace-IGD estimate)	1,356	1,356	1,356	1,356
Co-op supermarkets in D Centres-see below	4 units		(net floorspace-IGD estimate)				
247 Hawthorn Drive				523			
51 Woodbridge Road East				238			
337 Woodbridge Road				158			
19 Meredith Road				445			
Total District Centres				6,522	6,522	6,522	6,522
LOCAL CENTRES (2):							
38 Local Centres	66 units	8,040	net/gross 66%	5,306	5,306	5,306	5,306
Tesco Express, Bramford Rd			DTZ estimate	140	140	140	140
Co-op supermarkets in Local Centres (see below)	22 units		(net floorspace-IGD estimate)				
106 Macaulay Road				136			
65 Colchester Road				135			
Laburnum Close				178			
Prince of Wales Drive				534			
89 Austin Street				179			
310 Sheldrake Drive				364			
113 Cauldwell Hall Road				364			
12 York Road				144			
203 Bramford Lane				223			
34 Foxhall Road				103			
123 Penshurst Road				377			
362 Foxhall Road				201			
High Street				300			
Rands Way				264			
219 Clappgate Lane				401			
The Street				323			
Selkirk Road				273			
Ulster Avenue				213			
16 Norwich Road				191			
17 Garrick Way				212			
147 Fircroft Road				292			
Total Local Centres				10,854	10,854	10,854	10,854
OUT OF CENTRE SUPERMARKETS IN CORE AREA (3):							
Total	48,362			23,361	23,361	23,361	23,361
	gross	net	net convenience only				
Asda, Goddard Road	8,733	4,498	3,598				
Sainsbury, Hadleigh Road	7,247	4,166	3,333				
Sainsbury, Felixstowe Road	7,707	4,576	3,661				
Morrisons Sproughton Road	7,675	3,639	3,275				
Tesco, Martlesham Heath	5,577	3,922	3,138				
Tesco, Copdock	8,862	6,017	4,814				
Tesco, Grange Farm, Kesgrave	1,461	854	811				
Lidl, Handford Road	1,100	770	732				
TOWN CENTRE: SUB-TOTAL:				4,393	4,393	4,393	4,393
DISTRICT/ LOCAL CENTRES: SUB-TOTAL				17,376	17,376	17,376	17,376
OTHER RETAIL: SUB-TOTAL:				23,361	23,361	23,361	23,361

TOTAL EXISTING FLOORSPACE (net square metres): 45,130 45,130 45,130 45,130

NOTES: (1) Town centre floorspace derived from Goad 2005 audits. Since Goad only covers the ground floor for high street shops, DTZ assume a higher net to gross ratio for gross floorspace to reflect the net floorspace more accurately.

(2) DTZ's audit of District and Local Centres in the Borough indicates that there are 42 convenience shop units in the 8 District Centres and 89 in the 38 Local Centres (based on updates of evidence from 2000 Retail Study). DTZ has separately identified the Co-op, Tesco Express and Aldi stores and applied IGD floorspace figures to these, where available. For the rest of the units, DTZ has then applied average shop unit sizes to the number of outlets based on official data from other centres. For District Centres the average unit size is assumed to be 160 sq metres and for Local Centres it is assumed to be 120 sq metres.

(3) Supermarket gross and net floorspace are derived from IGD (Institute of Grocery Distribution) data. DTZ has adjusted the net floorspace to show estimated net convenience sales, which is less than the total net floorspace including comparison sales.

DTZ has estimated that the proportion of net floorspace among the supermarkets devoted to convenience sales is 80% generally, with except for Morrison at 90% and the small Kesgrave Tesco and Lidl at 95%. The estimates are based on our knowledge of store formats generally.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a: Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 2b: PLANNED & PROPOSED TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE *(net square metres):*

	Convenience (sq.m)		2005	2011	2016	2021
	gross	net				
IPSWICH- CONSENTS OUTSIDE TOWN / DISTRICT/LOCAL CENTRES:		66%		0	0	0
Samual Beadie Site (1)	3,600	2,376		2,376	2,376	2,376
Cranfield Mill (2)	500	330		330	330	330
Fairview (3)	517	341		341	341	341
Eagle Warf (4)	0	0		0	0	0
Burtons Warehouse (5)	500	330		330	330	330
Persimmon Edge, Eagle Mill (6)	0	0		0	0	0
*Tesco extension, Marleshham (outside I Borough)	1,974	954		954	954	954
Total consents	7,091	4,331		4,331	4,331	4,331
IPSWICH- RELEVANT PROPOSALS WITHOUT CONSENT:						
Stoke Park Local Centre Redevelopment (7)						
Land to north of College St (Peter Port) (8)						
Eastways (9)						

SOURCE: COUNCIL- Gross areas . For mixed use developments, DTZ Pleda estimated the potential convenience floorspace that might occur, mainly by assuming significant proportions, in the absence of further information from the Council. So there is uncertainty.

NOTES: PLANNING CONSENTS-SHOWING RELEVANT CONVENIENCE FLOORSPACE ESTIMATES

- (1) Includes 3 non food units on Volvo site-27,000sq ft (2,508 sq m gross) plus foodstore of 3,600 sq m gross.
- (2) 3,840 sq m gross of flexible mixed uses (A1,A3,B1,D2). DTZ Pleda assume 500 sq m gross convenience
- (3) Flexible mixed use 1,600 sq m, including 517 foodstore within total figure. (A1,A2,A3,B1,D2). DTZ Pleda assume 500 sq m gross non food
- (4) Flexible mixed use 1,700 sq m gross (A1,A2,A3). DTZ Pleda assume no sq m convenience
- (5) Flexible mixed use 2,064 sq m gross (A1,A3,B1,D2). DTZ Pleda assume 1000 sq m non food & 500 food
- (6) Mixed use 3,400 sq m gross including doctor's surgery . DTZ Pleda assume 1000 sq m non food& no convenience. Subject to S.106 Agreement
- (7) Stoke Park Local Centre Redevelopment: 2,787 sq m redevelopment with foodstore
- (8) Land to north of College St (Peter Port) - could include convenience retail within 2,064 sq m of general retail and A3 use
- (9) Eastways : main anchor store of 1,796 sq m within local centre of 3,194 sq m mixed use



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)
Scenario 1a: Baseline & ONS Population Projections (market shares held constant between 2005-2021)
STAGE 3: ALL CONVENIENCE GOODS-MARKET SHARE ESTIMATES *(% of available spend derived from within core, secondary and tertiary catchment areas)*

	2005 <i>Unadjusted Market Shares ⁽¹⁾ of Core Area</i>	2005 <i>DTZ Adjusted Market Shares ⁽²⁾</i>	2011	2016	2021
Shoppers from Core Catchment- destination					
Ipswich Town Centre	8.0%	7.9%	7.9%	7.9%	7.9%
District/local centres (Other Ipswich & local shops in the survey)	13.3%	13.1%	13.1%	13.1%	13.1%
Out of centre supermarkets, core area Ipswich	76.1%	74.9%	74.9%	74.9%	74.9%
Centres outside the core area					
-Other shops & centres	0.8%	0.8%	0.8%	0.8%	0.8%
- Colchester	0.2%	0.2%	0.2%	0.2%	0.2%
- Bury	0.0%	0.0%	0.0%	0.0%	0.0%
- Stowmarket	0.0%	0.0%	0.0%	0.0%	0.0%
Internet shopping / Mail Order / Special Forms of Trading (3)	1.6%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100%	100.0%	100%	100%	100%

	2005 <i>Unadjusted Market Shares ⁽¹⁾ of Secondary Area</i>	2005 <i>DTZ Adjusted Market Shares ⁽²⁾</i>	2011	2016	2021
Shoppers from Secondary Catchment- destination					
Ipswich Town Centre	0.4%	0.4%	0.4%	0.4%	0.4%
District/local centres (Other Ipswich & local shops in the survey)	1.4%	1.4%	1.4%	1.4%	1.4%
Out of centre supermarkets, core area Ipswich	44.0%	42.6%	42.6%	42.6%	42.6%
Centres outside the core area					
-Other shops & Centres	19.8%	19.1%	19.1%	19.1%	19.1%
- Colchester	1.8%	1.8%	1.8%	1.8%	1.8%
- Bury	0.4%	0.4%	0.4%	0.4%	0.4%
- Stowmarket	19.1%	18.5%	18.5%	18.5%	18.5%
- Felixtowe	13.0%	12.6%	12.6%	12.6%	12.6%
Internet shopping / Mail Order / Special Forms of Trading (3)	0.0%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100%	100.0%	100%	100%	100%

	2005 <i>Unadjusted Market Shares ⁽¹⁾ of Tertiary Area</i>	2005 <i>DTZ Adjusted Market Shares ⁽²⁾</i>	2011	2016	2021
Shoppers from Tertiary Catchment- destination					
Ipswich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%
District/local centres (Other Ipswich & local shops in the survey)	0.0%	0.0%	0.0%	0.0%	0.0%
Out of centre supermarkets, core area Ipswich	2.6%	2.6%	2.6%	2.6%	2.6%
Shops outside the core area					
-Other shops & Centres	50.3%	49.1%	49.1%	49.1%	49.1%
- Colchester	30.8%	30.0%	30.0%	30.0%	30.0%
- Bury	14.5%	14.1%	14.1%	14.1%	14.1%
- Stowmarket	1.0%	1.0%	1.0%	1.0%	1.0%
- Felixtowe	0.0%	0.0%	0.0%	0.0%	0.0%
Internet shopping / Mail Order / Special Forms of Trading (3)	0.8%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

NOTES: (1) Unadjusted market shares are derived directly from the results of the household survey.

(2) Market shares have been revised upwards or downwards based on DTZ's assessment of the robustness of the average sales density outputs in Stage 6. See also Note 3 below

(3) Market share of Internet shopping / SFT from the survey separated out from floorspace- related market shares. These have been adjusted by DTZ to 3.2%, reflecting national average data.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a: Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 4: TRADE DRAW ESTIMATES (% of convenience goods turnover derived from the core, secondary and tertiary areas)

		2005	2005	2011	2016	2021
	% of respondents living outside the 'core' , 'secondary' & tertiary areas (1)		DTZ Adjusted Market Share & Trade Draw Levels (2)			
Ipswich Town Centre						
Turnover from Core Area		94%	94%	93%	93%	
Turnover from Secondary Area		6%	6%	7%	7%	
Turnover from Tertiary Area		0%	0%	0%	0%	
Turnover from elsewhere	0%	0%	0%	0%	0%	
TOTAL TURNOVER		100%	100%	100%	100%	
District/Local centres						
Turnover from Core Area		88%	87%	87%	87%	
Turnover from Secondary Area		12%	13%	13%	13%	
Turnover from Tertiary Area		0%	0%	0%	0%	
Turnover from elsewhere	0%	0%	0%	0%	0%	
TOTAL TURNOVER		100%	100%	100%	100%	
Out of centre supermarkets, core area Ipswich						
Turnover from Core Area		53%	53%	52%	52%	
Turnover from Secondary Area		39%	40%	40%	41%	
Turnover from Tertiary Area		8%	8%	8%	8%	
Turnover from elsewhere	0%	0%	0%	0%	0%	
TOTAL TURNOVER		100%	100%	100%	100%	

NOTES: (1) Represents proportion of respondents interviewed in the centre surveys who normally resided outside of the 'core' , 'secondary' & tertiary areas- 0% recorded in Ipswich TC and estimated negligible (0%) in district/ local centres and other Ipswich shopping facilities
(2) DTZ's adjustments to draws from beyond the 'core', 'secondary' & tertiary areas to reflect the impact of potential year-round trading patterns.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a: Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 5: POTENTIAL CONVENIENCE GOODS TURNOVER (£ million):

CORE AREA TURNOVER		2005	2005	2011	2016	2021	CHANGE: 2005 - 2021	
		Unadjusted Market Shares ⁽¹⁾	DTZ Adjusted Market Shares ⁽²⁾					
Ipswich Town Centre	Turnover from Core Area (£m)	£16.7	£16.3	£16.9	£17.6	£18.2		
	Turnover from Secondary Area (£m)	£1.1	£1.1	£1.2	£1.2	£1.3		
	Turnover from Tertiary Area (£m)	£0.0	£0.0	£0.0	£0.0	£0.0		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£17.8	£17.4	£18.1	£18.8	£19.5	£2.1	12.0%
District/Local centres	Turnover from Core Area (£m)	£27.5	£27.1	£28.2	£29.2	£30.3		
	Turnover from Secondary Area (£m)	£3.8	£3.8	£4.1	£4.3	£4.5		
	Turnover from Tertiary Area (£m)	£0.0	£0.0	£0.0	£0.0	£0.0		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£31.4	£31.0	£32.3	£33.5	£34.8	£3.8	12.4%
Out of centre supermarkets, core area Ipswich	Turnover from Core Area (£m)	£158.2	£155.7	£161.7	£167.5	£173.7		
	Turnover from Secondary Area (£m)	£118.7	£114.9	£122.6	£129.4	£136.2		
	Turnover from Tertiary Area (£m)	£22.1	£22.0	£23.5	£24.6	£26.0		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£299.0	£292.6	£307.7	£321.5	£335.9	£43.3	14.8%
CORE AREA TOTAL TURNOVER (£ million)								
- Core Area		£202.4	£199.1	£206.8	£214.3	£222.1	£23.0	11.6%
- Secondary Area		£123.7	£119.9	£127.8	£134.9	£142.0	£22.2	18.5%
- Tertiary Area		£22.1	£22.0	£23.5	£24.6	£26.0	£4.0	18.2%
- Elsewhere		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MARKET SHARES: EXPENDITURE AND TURNOVER CROSS CHECK								
EXPENDITURE IN THE SECONDARY & TERTIARY CATCHMENTS & INTERNET EXPENDITURE			2005	2011	2016	2021		
			£million	£million	£million	£million		
	DTZ Adjusted Market Shares ⁽²⁾							
Turnover from Core Area (£m)	1.0%		£2.1	£2.2	£2.2	£2.3		
Turnover from Secondary Area (£m)	52.4%		£141.4	£150.8	£159.2	£167.6		
Turnover from Tertiary Area (£m)	94.2%		£797.4	£849.8	£892.4	£942.2		
Total Turnover								
Internet Expenditure	3.2%		£42.38	£44.99	£47.20	£49.66		
Turnover in Core Area			£341.0	£358.1	£373.8	£390.2		
Total Available spend			£1,324.2	£1,405.9	£1,474.9	£1,552.0		

<div>DTZ</div> <div> Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021) Scenario 1a: Baseline & ONS Population Projections (market shares held constant between 2005-2021) STAGE 6: POTENTIAL AVERAGE CONVENIENCE GOODS TURNOVER TO FLOORSPACE RATIOS (£ per square metre): </div>						
	2005 <i>(1) Unadjusted Market Share & Trade Draw Levels</i>	2005 <i>(2) DTZ assessment of average sales densities</i>	2005 <i>DTZ Adjusted Market Shares</i>	2011	2016	2021
IPSWICH TOWN CENTRE:						
£ per square metre	£4,050	£8,000	£3,964	£4,124	£4,279	£4,440
£ per square foot	£376	£743	£368	£383	£398	£412
DISTRICT & LOCAL CENTRES:						
£ per square metre	£1,807	£3,500	£1,781	£1,856	£1,928	£2,003
£ per square foot	£168	£325	£165	£172	£179	£186
OUT OF CENTRE SUPERMARKETS, CORE AREA IPSWICH						
£ per square metre	£12,801	£10,521	£12,525	£13,172	£13,764	£14,377
£ per square foot	£1,189	£977	£1,164	£1,224	£1,279	£1,336
NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2). (2) Average turnover/floorspace ratios estimated by DTZ Pleda.						

<div>DTZ</div> <div> Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021) Scenario 1a: Baseline & ONS Population Projections (market shares held constant between 2005-2021) STAGE 7: RESIDUAL CONVENIENCE GOODS EXPENDITURE (£ million): <i>Assumes an annual growth 'efficiency' of: 0.1% for convenience floorspace</i> </div>				
	2005 <i>DTZ Adjusted Market Shares</i>	2011	2016	2021
IPSWICH TOWN CENTRE:				
1 Derived Average Sales Density (sq.metres):	£3,964	£3,988	£4,008	£4,028
2 Derived Convenience Goods Turnover (£ million):	£17.4	£17.5	£17.6	£17.7
3 Residual Expenditure (£ million) :	£0.0	£0.6	£1.2	£1.8
DISTRICT & LOCAL CENTRES:				
1 Derived Average Sales Density (sq.metres):	£1,781	£1,792	£1,801	£1,810
2 Derived Convenience Goods Turnover (£ million):	£31.0	£31.1	£31.3	£31.5
3 Residual Expenditure (£ million) :	£0.0	£1.1	£2.2	£3.3
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Derived Average Sales Density (sq.metres):	£12,525	£12,600	£12,664	£12,727
2 Derived Convenience Goods Turnover (£ million):	£292.6	£294.4	£295.8	£297.3
3 Residual Expenditure (£ million) :	£0.0	£13.3	£25.7	£38.6
TOTAL 'GLOBAL' RESIDUAL SPEND (£ million)	£0.0	£15.1	£29.1	£43.7
NOTES: (1) Calculated in the base year by dividing potential convenience goods turnover (Stage 4) by convenience goods sales area (Stage 5). (2) Turnover derived by multiplying the derived average sales density (step 1 above) by the net floorspace (Stage 2) (3) Residual spend is derived from the potential turnover (Stage 5) minus the derived turnover (Stage 7: Step 2 above).				



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a: Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 8: RETAIL COMMITMENTS - REVISED RESIDUAL SPEND AND FLOORSPACE CAPACITY

Assumes an annual growth 'efficiency' of:

0.1% for convenience floorspace

STAGE 8a: PLANNED NEW RETAIL FLOORSPACE ⁽¹⁾

	2005	2011	2016	2021
Ipswich TC	0	0	0	0
District & Local Centres	0	0	0	0
Elsewhere in the Core Area				
1 Sales area (net square metres):	0	4,331	4,331	4,331
2 Potential average sales density (£ per square metre)- from Stage 7:	£3,500	£3,504	£3,539	£3,556
3 Potential turnover (£ million)	£0.0	£15.2	£15.3	£15.4

STAGE 8b: REVISED RESIDUAL CONVENIENCE GOODS EXPENDITURE - MINUS NEW COMMITMENTS (£ million)

	2005	2011	2016	2021
Ipswich TC	£0.0	£0.6	£1.2	£1.8
District & Local Centres	£0.0	£1.1	£2.2	£3.3
Elsewhere in the Core Area	£0.0	-£1.8	£10.4	£23.1
TOTAL REVISED RESIDUAL SPEND (£ million)	£0.0	-£0.1	£13.8	£28.3

STAGE 8c: IPSWICH - 'GLOBAL' FORECAST FLOORSPACE CAPACITY (net square metres)

	2005	2011	2016	2021
Assumed sales density of new floorspace (£ per sq m) -if top 5 grocers:	£10,000	£10,060	£10,111	£10,161
Supportable new floorspace (net sq m) ⁽²⁾ :	0	0	1,400	2,800
Assumed sales density of new floorspace (£ per sq m) -if discounters:	£5,000	£5,030	£5,055	£5,081
Supportable new floorspace (net sq m) ⁽²⁾ :	0	0	2,700	5,600

Notes:

(1) Assume all planning commitments will be completed and trading by 2011

(2) Revised total residual expenditure divided by the assumed sales density-rounded to the nearest 100 sq m net.

APPENDIX 10
ReMap Convenience Goods
Scenario 2 and 2a

Scenario 2: Higher Spend / 'Productivity' Growth & LA Population Projections *(market shares held constant between 2005-2021)*

Assumptions: *Unadjusted market shares derived from household survey*

Assumptions: Unadjusted market shares derived from household survey
Based on Local Authority Projections for the draft East of England Plan 2001-21.

Forecast growth in average spend of:

0.9%

per annum

Assume increase in turnover efficiency of:

0.9%
0.3%

for all existing (town centre and out-of-centre) retail floorspace

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING (all monetary figures expressed in constant 2001 prices):

CATCHMENT AREAS- All Convenience Goods							CHANGE: 2005 - 2021	
		2001	2005	2011	2016	2021	No.	%
Core	- Base Year Population and Forecasts ⁽¹⁾	139,077	145,758	155,780	164,132	172,484	26,726	18.3%
	- Average convenience goods spend per capita (£): ^{(2) (3)}	£1,464	£1,517	£1,601	£1,675	£1,751		
	Total Available Spend (£m):	£203.6	£221.2	£249.4	£274.9	£302.1		
Secondary	- Base Year Population and Forecasts ⁽¹⁾	172,387	175,917	181,212	185,625	189,935	14,018	8.0%
	- Average convenience goods spend per capita (£): ^{(2) (3)}	£1,499	£1,554	£1,640	£1,715	£1,793		
	Total Available Spend (£m):	£258.4	£273.3	£297.1	£318.3	£340.6		
Tertiary	- Base Year Population and Forecasts ⁽¹⁾	532,121	543,790	561,295	575,881	590,468	46,678	8.6%
	- Average convenience goods spend per capita (£): ^{(2) (3)}	£1,525	£1,581	£1,668	£1,744	£1,824		
	Total Available Spend (£m):	£811.5	£859.5	£936.2	£1,004.5	£1,077.2		
TOTAL CATCHMENT:								
TOTAL POPULATION		843,585	865,466	898,287	925,638	952,887	87,421	10.1%
TOTAL AVAILABLE CONVENIENCE SPEND (£m):		£1,273.5	£1,354.0	£1,482.7	£1,597.7	£1,719.8	£365.8	27.0%

NOTES: (1) 2001 (base) population figures derived from MapInfo *TargetPro* GIS dataset, based on 2001 Census data. Population forecasts derived from the L Authority projections for the draft East of England Plan 2001-2021

(2) 2001 (base) average spend per capita estimates derived from MapInfo TargetPro GIS dataset.

(3) Expenditure on special forms of trading (e.g. mail order, vending machines and Internet shopping) is included in the above table. It is adjusted out by the market share in Stage 3



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2: Higher Spend / 'Productivity' Growth & LA Population Projections (market shares held constant between 2005-2021)

STAGE 2a: EXISTING TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (square metres):

Assumptions: Apply a net to gross floorspace ratio of:

66% to all district/local centre floorspace, or

75% If from Goad

Derived net to gross floorspace ratio of:

48% for combined out of centre supermarkets- convenience sales only

	Gross Space		2005	2011	2016	2021
	sq m		sq m net	sq m net	sq m net	sq m net
IPSWICH TOWN CENTRE (1):	6,289		4,393	4,393	4,393	4,393
Includes 3,238 sq m gross (2,105 sq m net) (65% net/gross ratio) Sainsbury, Upper Brook St & 3,051 sq m gross other TC shops (75% net/gross floorspace)						
DISTRICT CENTRES (2):						
Meredith Road / Norwich Rd / Hawthorne Drive / Stoke Park Drive / Woodbridge Rd East / Woodbridge Rd other / Felixstowe Rd / Nacton Rd	36 units	5,760 net/gross 66%	3,802	3,802	3,802	3,802
includes Aldi, Meredith Rd, Aldi Felixstowe Rd	2 units	(net floorspace-IGD estimate)	1,356	1,356	1,356	1,356
Co-op supermarkets in D Centres-see below	4 units	(net floorspace-IGD estimate)				
247 Hawthorn Drive			523			
51 Woodbridge Road East			238			
337 Woodbridge Road			158			
19 Meredith Road			445			
Total District Centres			6,522	6,522	6,522	6,522
LOCAL CENTRES (2):						
38 Local Centres	66 units	8,040 net/gross 66%	5,306	5,306	5,306	5,306
Tesco Express, Bramford Rd		DTZ estimate	140	140	140	140
Co-op supermarkets in Local Centres (see below)	22 units	(net floorspace-IGD estimate)				
106 Macaulay Road			136			
65 Colchester Road			135			
Laburnum Close			178			
Prince of Wales Drive			534			
89 Austin Street			179			
310 Sheldrake Drive			364			
113 Cauldwell Hall Road			364			
12 York Road			144			
203 Bramford Lane			223			
34 Foxhall Road			103			
123 Penshurst Road			377			
362 Foxhall Road			201			
High Street			300			
Rands Way			264			
219 Clapgate Lane			401			
The Street			323			
Selkirk Road			273			
Ulster Avenue			213			
16 Norwich Road			191			
17 Garrick Way			212			
147 Fircroft Road			292			
Total Local Centres			10,854	10,854	10,854	10,854
OUT OF CENTRE SUPERMARKETS IN CORE AREA (3):						
Total	48,362		23,361	23,361	23,361	23,361
	gross	net	net convenience only			
Asda, Goddard Road	8,733	4,498	3,598			
Sainsbury, Hadleigh Road	7,247	4,166	3,333			
Sainsbury, Felixstowe Road	7,707	4,576	3,661			
Morrisons Sproughton Road	7,675	3,639	3,275			
Tesco, Martlesham Heath	5,577	3,922	3,138			
Tesco, Copdock	8,862	6,017	4,814			
Tesco, Grange Farm, Kesgrave	1,461	854	811			
Lidl, Handford Road	1,100	770	732			
TOWN CENTRE: SUB-TOTAL:			4,393	4,393	4,393	4,393
DISTRICT/ LOCAL CENTRES: SUB-TOTAL			17,376	17,376	17,376	17,376
OTHER RETAIL: SUB-TOTAL:			23,361	23,361	23,361	23,361

TOTAL EXISTING FLOORSPACE (net square metres):

45,130

45,130

45,130

45,130

NOTES: (1) Town centre floorspace derived from Goad 2005 audits. Since Goad only covers the ground floor for high street shops, DTZ assume a higher net to gross ratio for gross floorspace to reflect the net floorspace more accurately.

(2) DTZ's audit of District and Local Centres in the Borough indicates that there are 42 convenience shop units in the 8 District Centres and 89 in the 38 Local Centres (based on updates of evidence from 2000 Retail Study). DTZ has separately identified the Co-op, Tesco Express and Aldi stores and applied IGD floorspace figures to these, where available. For the rest of the units, DTZ has then applied average shop unit sizes to the number of outlets based on official data from other centres. For District Centres the average unit size is assumed to be 160 sq.metres and for Local Centres it is assumed to be 120 sq.metres.

(3) Supermarket gross and net floorspace are derived from IGD (Institute of Grocery Distribution) data. DTZ has adjusted the net floorspace to show estimated net convenience sales, which is less than the total net floorspace including comparison sales.

DTZ has estimated that the proportion of net floorspace among the supermarkets devoted to convenience sales is 80% generally, with except for Morrison at 90% and the small Kesgrave Tesco and Lidl at 95%. The estimates are based on our knowledge of store formats generally.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2: Higher Spend / 'Productivity' Growth & LA Population Projections (market shares held constant between 2005-2021)

STAGE 2b: PLANNED & PROPOSED TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (net square metres):

	Convenience (sq.m)		2005	2011	2016	2021
	gross	net				
IPSWICH- CONSENTS OUTSIDE TOWN / DISTRICT/LOCAL CENTRES:		66%		0	0	0
Samual Beadie Site (1)	3,600	2,376		2,376	2,376	2,376
Cranfield Mill (2)	500	330		330	330	330
Fairview (3)	517	341		341	341	341
Eagle Warf (4)	0	0		0	0	0
Burtons Warehouse (5)	500	330		330	330	330
Persimmon Edge, Eagle Mill (6)	0	0		0	0	0
*Tesco extension, Martlesham (outside I Borough)	1,974	954		954	954	954
Total consents	7,091	4,331		4,331	4,331	4,331
IPSWICH- RELEVANT PROPOSALS WITHOUT CONSENT:						
Stoke Park Local Centre Redevelopment (7)						
Land to north of College St (Peter Port) (8)						
Eastways (9)						

SOURCE: COUNCIL- Gross areas . For mixed use developments, DTZ Pleda estimated the potential convenience floorspace that might occur, mainly by assuming significant proportions, in the absence of further information from the Council. So there is uncertainty.

NOTES: PLANNING CONSENTS-SHOWING RELEVANT CONVENIENCE FLOORSPACE ESTIMATES

- (1) Includes 3 non food units on Volvo site-27,000sq ft (2,508 sq m gross) plus foodstore of 3,600 sq m gross.
- (2) 3,840 sq m gross of flexible mixed uses (A1,A3,B1,D2). DTZ Pleda assume 500 sq m gross convenience
- (3) Flexible mixed use 1,600 sq m, including 517 foodstore within total figure. (A1,A2,A3,B1,D2). DTZ Pleda assume 500 sq m gross non food
- (4) Flexible mixed use 1,700 sq m gross (A1,A2,A3). DTZ Pleda assume no sq m convenience
- (5) Flexible mixed use 2,064 sq m gross (A1,A3,B1,D2). DTZ Pleda assume 1000 sq m non food & 500 food
- (6) Mixed use 3,400 sq m gross including doctor's surgery. DTZ Pleda assume 1000 sq m non food& no convenience. Subject to S.106 Agreement
- (7) Stoke Park Local Centre Redevelopment: 2,787 sq m redevelopment with foodstore
- (8) Land to north of College St (Peter Port) - could include convenience retail within 2,064 sq m of general retail and A3 use
- (9) Eastways : main anchor store of 1,796 sq m within local centre of 3,194 sq m mixed use



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2: Higher Spend / 'Productivity' Growth & LA Population Projections (market shares held constant between 2005-2021)

STAGE 3: ALL CONVENIENCE GOODS-MARKET SHARE ESTIMATES (% of available spend derived from within core, secondary and tertiary catchment areas)

	2005 Unadjusted Market Shares ⁽¹⁾ of Core Area	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Shoppers from Core Catchment- destination					
Ipswich Town Centre	8.0%	7.9%	7.9%	7.9%	7.9%
District/local centres (Other Ipswich & local shops in the survey)	13.3%	13.1%	13.1%	13.1%	13.1%
Out of centre supermarkets, core area Ipswich	76.1%	74.9%	74.9%	74.9%	74.9%
Centres outside the core area					
-Other shops & centres	0.8%	0.8%	0.8%	0.8%	0.8%
- Colchester	0.2%	0.2%	0.2%	0.2%	0.2%
- Bury	0.0%	0.0%	0.0%	0.0%	0.0%
- Stowmarket	0.0%	0.0%	0.0%	0.0%	0.0%
Internet shopping / Mail Order / Special Forms of Trading (3)	1.6%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100%	100.0%	100%	100%	100%

	2005 Unadjusted Market Shares ⁽¹⁾ of Secondary Area	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Shoppers from Secondary Catchment- destination					
Ipswich Town Centre	0.4%	0.4%	0.4%	0.4%	0.4%
District/local centres (Other Ipswich & local shops in the survey)	1.4%	1.4%	1.4%	1.4%	1.4%
Out of centre supermarkets, core area Ipswich	44.0%	42.6%	42.6%	42.6%	42.6%
Centres outside the core area					
-Other shops & Centres	19.6%	19.1%	19.1%	19.1%	19.1%
- Colchester	1.8%	1.8%	1.8%	1.8%	1.8%
- Bury	0.4%	0.4%	0.4%	0.4%	0.4%
- Stowmarket	18.1%	18.5%	18.5%	18.5%	18.5%
-Felixtowe	13.0%	12.6%	12.6%	12.6%	12.6%
Internet shopping / Mail Order / Special Forms of Trading (3)	0.0%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100%	100.0%	100%	100%	100%

	2005 Unadjusted Market Shares ⁽¹⁾ of Tertiary Area	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Shoppers from Tertiary Catchment- destination					
Ipswich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%
District/local centres (Other Ipswich & local shops in the survey)	0.0%	0.0%	0.0%	0.0%	0.0%
Out of centre supermarkets, core area Ipswich	2.6%	2.6%	2.6%	2.6%	2.6%
Shops outside the core area					
-Other shops & Centres	50.3%	49.1%	49.1%	49.1%	49.1%
- Colchester	30.6%	30.0%	30.0%	30.0%	30.0%
- Bury	14.5%	14.1%	14.1%	14.1%	14.1%
- Stowmarket	1.0%	1.0%	1.0%	1.0%	1.0%
-Felixtowe	0.0%	0.0%	0.0%	0.0%	0.0%
Internet shopping / Mail Order / Special Forms of Trading (3)	0.6%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

NOTES: (1) Unadjusted market shares are derived directly from the results of the household survey.

(2) Market shares have been revised upwards or downwards based on DTZ's assessment of the robustness of the average sales density outputs in Stage 6. See also Note 3 below

(3) Market share of internet shopping / SFT from the survey separated out from floorspace- related market shares. These have been adjusted by DTZ to 3.2%, reflecting national average data.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2: Higher Spend / 'Productivity' Growth & LA Population Projections (market shares held constant between 2005-2021)

STAGE 4: TRADE DRAW ESTIMATES (% of convenience goods turnover derived from the core, secondary and tertiary areas)

		2005	2005	2011	2016	2021
		% of respondents living outside the 'core', 'secondary' & tertiary areas (1)	DTZ Adjusted Market Share & Trade Draw Levels (2)			
Ipswich Town Centre	Turnover from Core Area		94%	94%	94%	94%
	Turnover from Secondary Area		6%	6%	6%	6%
	Turnover from Tertiary Area		0%	0%	0%	0%
	Turnover from elsewhere	0%	0%	0%	0%	0%
	TOTAL TURNOVER		100%	100%	100%	100%
District/Local centres	Turnover from Core Area		88%	89%	89%	89%
	Turnover from Secondary Area		12%	11%	11%	11%
	Turnover from Tertiary Area		0%	0%	0%	0%
	Turnover from elsewhere	0%	0%	0%	0%	0%
	TOTAL TURNOVER		100%	100%	100%	100%
Out of centre supermarkets, core area Ipswich	Turnover from Core Area		54%	55%	56%	57%
	Turnover from Secondary Area		38%	37%	37%	36%
	Turnover from Tertiary Area		7%	7%	7%	7%
	Turnover from elsewhere	0%	0%	0%	0%	0%
	TOTAL TURNOVER		100%	100%	100%	100%

NOTES: (1) Represents proportion of respondents interviewed in the centre surveys who normally resided outside of the 'core', 'secondary' & tertiary areas- 0% recorded in Ipswich TC and estimated negligible (0%) in district/ local centres and other Ipswich shopping facilities
(2) DTZ's adjustments to draws from beyond the 'core', 'secondary' & tertiary areas to reflect the impact of potential year-round trading patterns.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2: Higher Spend / 'Productivity' Growth & LA Population Projections (market shares held constant between 2005-2021)

STAGE 5: POTENTIAL CONVENIENCE GOODS TURNOVER (£ million):

CORE AREA TURNOVER		2005	2005	2011	2016	2021	CHANGE: 2005 - 2021	
		Unadjusted Market Shares ⁽¹⁾	DTZ Adjusted Market Shares ⁽²⁾					
Ipswich Town Centre	Turnover from Core Area (£m)	£17.8	£17.4	£19.6	£21.6	£23.7		
	Turnover from Secondary Area (£m)	£1.1	£1.1	£1.2	£1.3	£1.4		
	Turnover from Tertiary Area (£m)	£0.0	£0.0	£0.0	£0.0	£0.0		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£18.9	£18.5	£20.8	£22.9	£25.1	£6.6	35.9%
District/Local centres	Turnover from Core Area (£m)	£29.3	£28.9	£32.6	£35.9	£39.4		
	Turnover from Secondary Area (£m)	£3.9	£3.9	£4.2	£4.5	£4.8		
	Turnover from Tertiary Area (£m)	£0.0	£0.0	£0.0	£0.0	£0.0		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£33.2	£32.7	£36.8	£40.4	£44.3	£11.5	35.2%
Out of centre supermarkets, core area Ipswich	Turnover from Core Area (£m)	£168.3	£165.7	£186.8	£205.9	£226.3		
	Turnover from Secondary Area (£m)	£120.2	£116.4	£126.5	£135.5	£145.0		
	Turnover from Tertiary Area (£m)	£22.5	£22.3	£24.3	£26.1	£28.0		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£311.0	£304.4	£337.7	£367.5	£399.3	£94.9	31.2%
CORE AREA TOTAL TURNOVER (£ million)								
- Core Area		£215.4	£211.9	£239.0	£263.3	£289.4	£77.5	36.6%
- Secondary Area		£125.2	£121.4	£131.9	£141.3	£151.2	£29.9	24.6%
- Tertiary Area		£22.5	£22.3	£24.3	£26.1	£28.0	£5.7	25.3%
- Elsewhere		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MARKET SHARES: EXPENDITURE AND TURNOVER CROSS CHECK								
EXPENDITURE IN THE SECONDARY & TERTIARY CATCHMENTS & INTERNET EXPENDITURE			2005	2011	2016	2021		
		DTZ Adjusted Market Shares ⁽²⁾	£million	£million	£million	£million		
Turnover from Core Area (£m)	1.0%		£2.2	£2.5	£2.8	£3.0		
Turnover from Secondary Area (£m)	52.4%		£143.2	£155.7	£166.8	£178.5		
Turnover from Tertiary Area (£m)	94.2%		£809.7	£881.9	£946.2	£1,014.7		
Total Turnover								
Internet Expenditure	3.2%		£43.33	£47.45	£51.13	£55.04		
Turnover in Core Area			£355.6	£395.2	£430.8	£468.6		
Total Available spend			£1,354.0	£1,482.7	£1,597.7	£1,719.8		

<div>DTZ</div> <div> Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021) <i>Scenario 2: Higher Spend / 'Productivity' Growth & LA Population Projections (market shares held constant between 2005-2021)</i> STAGE 6: POTENTIAL AVERAGE CONVENIENCE GOODS TURNOVER TO FLOORSPACE RATIOS (£ per square metre): </div>						
	2005 <i>(1) Unadjusted Market Share & Trade Draw Levels</i>	2005 <i>(2) DTZ assessment of average sales densities</i>	2005 <i>DTZ Adjusted Market Shares</i>	2011	2016	2021
IPSWICH TOWN CENTRE:						
£ per square metre	£4,297	£9,000	£4,205	£4,733	£5,206	£5,713
£ per square foot	£399	£743	£391	£440	£484	£531
DISTRICT & LOCAL CENTRES:						
£ per square metre	£1,911	£3,500	£1,884	£2,116	£2,324	£2,547
£ per square foot	£178	£325	£175	£197	£216	£237
OUT OF CENTRE SUPERMARKETS, CORE AREA IPSWICH						
£ per square metre	£13,315	£10,521	£13,030	£14,455	£15,732	£17,092
£ per square foot	£1,237	£977	£1,211	£1,343	£1,462	£1,588
NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2). (2) Average turnover/floorpace ratios estimated by DTZ Pleda.						

<div>DTZ</div> <div> Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021) <i>Scenario 2: Higher Spend / 'Productivity' Growth & LA Population Projections (market shares held constant between 2005-2021)</i> STAGE 7: RESIDUAL CONVENIENCE GOODS EXPENDITURE (£ million): <i>Assumes an annual growth 'efficiency' of: 0.3% for convenience floorspace</i> </div>				
	2005 <i>DTZ Adjusted Market Shares</i>	2011	2016	2021
IPSWICH TOWN CENTRE:				
1 Derived Average Sales Density (sq.metres):	£4,205	£4,282	£4,346	£4,412
2 Derived Convenience Goods Turnover (£ million):	£18.5	£18.8	£19.1	£19.4
3 Residual Expenditure (£ million) :	£0.0	£2.0	£3.8	£5.7
DISTRICT & LOCAL CENTRES:				
1 Derived Average Sales Density (sq.metres):	£1,884	£1,919	£1,948	£1,977
2 Derived Convenience Goods Turnover (£ million):	£32.7	£33.3	£33.8	£34.4
3 Residual Expenditure (£ million) :	£0.0	£3.4	£6.5	£9.9
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Derived Average Sales Density (sq.metres):	£13,030	£13,266	£13,466	£13,669
2 Derived Convenience Goods Turnover (£ million):	£304.4	£309.9	£314.6	£319.3
3 Residual Expenditure (£ million) :	£0.0	£27.8	£52.9	£79.9
TOTAL 'GLOBAL' RESIDUAL SPEND (£ million)	£0.0	£33.2	£63.2	£95.6
NOTES: (1) Calculated in the base year by dividing potential convenience goods turnover (Stage 4) by convenience goods sales area (Stage 5). (2) Turnover derived by multiplying the derived average sales density (step 1 above) by the net floorspace (Stage 2) (3) Residual spend is derived from the potential turnover (Stage 5) minus the derived turnover (Stage 7: Step 2 above).				



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2: Higher Spend / 'Productivity' Growth & LA Population Projections (market shares held constant between 2005-2021)

STAGE 8: RETAIL COMMITMENTS - REVISED RESIDUAL SPEND AND FLOORSPACE CAPACITY

Assumes an annual growth 'efficiency' of:

0.3% for convenience floorspace

STAGE 8a: PLANNED NEW RETAIL FLOORSPACE ⁽¹⁾

	2005	2011	2016	2021
Ipswich Town Centre	0	0	0	0
District & Local Centres	0	0	0	0
Elsewhere in the Core Area				
1 Sales area (net square metres):	0	4,331	4,331	4,331
2 Potential average sales density (£ per square metre)- from Stage 7:	£3,500	£3,511	£3,617	£3,672
3 Potential turnover (£ million)	£0.0	£15.2	£15.7	£15.9

STAGE 8b: REVISED RESIDUAL CONVENIENCE GOODS EXPENDITURE - MINUS NEW COMMITMENTS (£ million)

	2005	2011	2016	2021
Ipswich TC	£0.0	£2.0	£3.8	£5.7
District & Local Centres	£0.0	£3.4	£6.5	£9.9
Elsewhere in the Core Area	£0.0	£12.6	£37.3	£64.0
TOTAL REVISED RESIDUAL SPEND (£ million)	£0.0	£18.0	£47.6	£79.7

STAGE 8c: IPSWICH - 'GLOBAL' FORECAST FLOORSPACE CAPACITY (net square metres)

	2005	2011	2016	2021
Assumed sales density of new floorspace (£ per sq m) -if top 5 grocers:	£10,000	£10,181	£10,335	£10,491
Supportable new floorspace (net sq m) ⁽²⁾ :	0	1,809	4,600	7,600
Assumed sales density of new floorspace (£ per sq m) -if discounters:	£5,000	£5,091	£5,167	£5,245
Supportable new floorspace (net sq m) ⁽²⁾ :	0	3,531	9,207	15,188

Notes:

(1) Assume all planning commitments will be completed and trading by 2011

(2) Revised total residual expenditure divided by the assumed sales density-rounded to the nearest 100 sq m net.

Assumptions: *Unadjusted market shares derived from household survey*

Based on ONS Council Area Projections for 2001-21

Forecast growth in average spend of:

0.9%

per annum

Assume increase in turnover efficiency of:

0.3%

for all existing (town centre and out-of-centre) retail floorspace

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING *(all monetary figures expressed in constant 2001 prices):*

NOTES: (1) 2001 (base) population figures derived from MapInfo *TargetPro* GIS dataset, based on 2001 Census data. Population forecasts derived from the relevant Council area projections for 2001-2021 (Ipswich, Suffolk County, Tendring, Colchester)

(2) 2001 (base) average spend per capita estimates derived from MapInfo TargetPro GIS dataset.

(3) Expenditure on special forms of trading (e.g. mail order, vending machines and Internet shopping) is included in the above table. It is adjusted out by the market share in Stage 3



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a: Higher Spend / 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 2a: EXISTING TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (square metres):

Assumptions: Apply a net to gross floorspace ratio of: 66% to all district/local centre floorspace, or 75% if from Goad
Derived net to gross floorspace ratio of: 48% for combined out of centre supermarkets- convenience sales only

			Gross Space	2005	2011	2016	2021
			sq m	sq m net	sq m net	sq m net	sq m net
IPSWICH TOWN CENTRE (1):			6,289	4,393	4,393	4,393	4,393
Includes 3,238 sq m gross (2,105 sq m net) (65% net/gross ratio) Sainsbury, Upper Brook St & 3,051 sq m gross other TC shops (75% net/gross floorspace)							
DISTRICT CENTRES (2):							
Meredith Road / Norwich Rd / Hawthorne Drive / Stoke Park Drive / Woodbridge Rd East / Woodbridge Rd other / Felixstowe Rd / Nacton Rd	36 units	5,760	net/gross 66%	3,802	3,802	3,802	3,802
includes Aldi, Meredith Rd, Aldi Felixstowe Rd	2 units		(net floorspace-IGD estimate)	1,356	1,356	1,356	1,356
Co-op supermarkets in D Centres-see below	4 units		(net floorspace-IGD estimate)				
247 Hawthorn Drive				523			
51 Woodbridge Road East				238			
337 Woodbridge Road				158			
19 Meredith Road				445			
Total District Centres				6,522	6,522	6,522	6,522
LOCAL CENTRES (2):							
38 Local Centres	66 units	8,040	net/gross 66%	5,306	5,306	5,306	5,306
Tesco Express, Bramford Rd			DTZ estimate	140	140	140	140
Co-op supermarkets in Local Centres (see below)	22 units		(net floorspace-IGD estimate)				
106 Macaulay Road				136			
65 Colchester Road				135			
Laburnum Close				178			
Prince of Wales Drive				534			
89 Austin Street				179			
310 Sheldrake Drive				364			
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DISTRICT/ LOCAL CENTRES: SUB-TOTAL				17,376	17,376	17,376	17,376
OTHER RETAIL: SUB-TOTAL:				23,361	23,361	23,361	23,361

TOTAL EXISTING FLOORSPACE (net square metres): 45,130 45,130 45,130 45,130

NOTES: (1) Town centre floorspace derived from Goad 2005 audits. Since Goad only covers the ground floor for high street shops, DTZ assume a higher net to gross ratio for gross floorspace to reflect the net floorspace more accurately.

(2) DTZ's audit of District and Local Centres in the Borough indicates that there are 42 convenience shop units in the 8 District Centres and 89 in the 38 Local Centres (based on updates of evidence from 2000 Retail Study). DTZ has separately identified the Co-op, Tesco Express and Aldi stores and applied IGD floorspace figures to these, where available. For the rest of the units, DTZ has then applied average shop unit sizes to the number of outlets based on official data from other centres. For District Centres the average unit size is assumed to be 160 sq.metres and for Local Centres it is assumed to be 120 sq.metres.

(3) Supermarket gross and net floorspace are derived from IGD (Institute of Grocery Distribution) data. DTZ has adjusted the net floorspace to show estimated net convenience sales, which is less than the total net floorspace including comparison sales.

DTZ has estimated that the proportion of net floorspace among the supermarkets devoted to convenience sales is 80% generally, with except for Morrison at 90% and the small Kesgrave Tesco and Lidl at 95%. The estimates are based on our knowledge of store formats generally.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a: Higher Spend / 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 2b: PLANNED & PROPOSED TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (net square metres):

	Convenience (sq.m)		2005	2011	2016	2021
	gross	net				
IPSWICH- CONSENTS OUTSIDE TOWN / DISTRICT/LOCAL CENTRES:						
Samual Beadle Site (1)	3,600	2,376		0	0	0
Cranfield Mill (2)	500	330		2,376	2,376	2,376
Fairview (3)	517	341		330	330	330
Eagle Warf (4)	0	0		341	341	341
Burtons Warehouse (5)	0	0		0	0	0
Burtons Warehouse (5)	500	330		0	0	0
Persimmon Edge, Eagle Mill (6)	0	0		330	330	330
*Tesco extension, Martlesham (outside I Borough)	1,974	954		0	0	0
Total consents	7,091	4,331		954	954	954
IPSWICH- RELEVANT PROPOSALS WITHOUT CONSENT:						
Stoke Park Local Centre Redevelopment (7)				4,331	4,331	4,331
Land to north of College St (Peter Port) (8)						
Eastways (9)						

SOURCE: COUNCIL- Gross areas . For mixed use developments, DTZ Pleda estimated the potential convenience floorspace that might occur, mainly by assuming significant proportions, in the absence of further information from the Council. So there is uncertainty.

NOTES: PLANNING CONSENTS-SHOWING RELEVANT CONVENIENCE FLOORSPACE ESTIMATES

- (1) Includes 3 non food units on Volvo site-27,000sq ft (2,508 sq m gross) plus foodstore of 3,600 sq m gross.
- (2) 3,840 sq m gross of flexible mixed uses (A1,A3,B1,D2). DTZ Pleda assume 500 sq m gross convenience
- (3) Flexible mixed use 1,600 sq m, including 517 foodstore within total figure. (A1,A2,A3,B1,D2). DTZ Pleda assume 500 sq m gross non food
- (4) Flexible mixed use 1,700 sq m gross (A1,A2,A3). DTZ Pleda assume no sq m convenience
- (5) Flexible mixed use 2,064 sq m gross (A1,A3,B1,D2). DTZ Pleda assume 1000 sq m non food & 500 food
- (6) Mixed use 3,400 sq m gross including doctor's surgery. DTZ Pleda assume 1000 sq m non food& no convenience. Subject to S.106 Agreement
- (7) Stoke Park Local Centre Redevelopment: 2,787 sq m redevelopment with foodstore
- (8) Land to north of College St (Peter Port) - could include convenience retail within 2,064 sq m of general retail and A3 use
- (9) Eastways : main anchor store of 1,796 sq m within local centre of 3,194 sq m mixed use



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a: Higher Spend / 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 3: ALL CONVENIENCE GOODS-MARKET SHARE ESTIMATES (% of available spend derived from within core, secondary and tertiary catchment areas)

	2005 Unadjusted Market Shares ⁽¹⁾ of Core Area	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Shoppers from Core Catchment- destination					
Ipswich Town Centre	8.0%	7.9%	7.9%	7.9%	7.9%
District/local centres (Other Ipswich & local shops in the survey)	13.3%	13.1%	13.1%	13.1%	13.1%
Out of centre supermarkets, core area Ipswich	76.1%	74.9%	74.9%	74.9%	74.9%
Centres outside the core area					
-Other shops & centres	0.8%	0.8%	0.8%	0.8%	0.8%
- Colchester	0.2%	0.2%	0.2%	0.2%	0.2%
- Bury	0.0%	0.0%	0.0%	0.0%	0.0%
- Stowmarket	0.0%	0.0%	0.0%	0.0%	0.0%
Internet shopping / Mail Order / Special Forms of Trading (3)	1.6%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100%	100.0%	100%	100%	100%
Shoppers from Secondary Catchment- destination					
Ipswich Town Centre	0.4%	0.4%	0.4%	0.4%	0.4%
District/local centres (Other Ipswich & local shops in the survey)	1.4%	1.4%	1.4%	1.4%	1.4%
Out of centre supermarkets, core area Ipswich	44.0%	42.6%	42.6%	42.6%	42.6%
Centres outside the core area					
-Other shops & Centres	19.6%	19.1%	19.1%	19.1%	19.1%
- Colchester	1.8%	1.8%	1.8%	1.8%	1.8%
- Bury	0.4%	0.4%	0.4%	0.4%	0.4%
- Stowmarket	18.1%	18.5%	18.5%	18.5%	18.5%
-Felixtowe	13.0%	12.6%	12.6%	12.6%	12.6%
Internet shopping / Mail Order / Special Forms of Trading (3)	0.0%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100%	100.0%	100%	100%	100%
Shoppers from Tertiary Catchment- destination					
Ipswich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%
District/local centres (Other Ipswich & local shops in the survey)	0.0%	0.0%	0.0%	0.0%	0.0%
Out of centre supermarkets, core area Ipswich	2.6%	2.6%	2.6%	2.6%	2.6%
Shops outside the core area					
-Other shops & Centres	50.3%	49.1%	49.1%	49.1%	49.1%
- Colchester	30.6%	30.0%	30.0%	30.0%	30.0%
- Bury	14.5%	14.1%	14.1%	14.1%	14.1%
- Stowmarket	1.0%	1.0%	1.0%	1.0%	1.0%
-Felixtowe	0.0%	0.0%	0.0%	0.0%	0.0%
Internet shopping / Mail Order / Special Forms of Trading (3)	0.6%	3.2%	3.2%	3.2%	3.2%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%
NOTES: (1) Unadjusted market shares are derived directly from the results of the household survey.					
(2) Market shares have been revised upwards or downwards based on DTZ's assessment of the robustness of the average sales density outputs in Stage 6. See also Note 3 below					
(3) Market share of internet shopping / SFT from the survey separated out from floorspace- related market shares. These have been adjusted by DTZ to 3.2%, reflecting national average data.					



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a: Higher Spend / 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 4: TRADE DRAW ESTIMATES (% of convenience goods turnover derived from the core, secondary and tertiary areas)

		2005	2005	2011	2016	2021
		% of respondents living outside the 'core', 'secondary' & tertiary areas (1)	DTZ Adjusted Market Share & Trade Draw Levels (2)			
Ipswich Town Centre	Turnover from Core Area		94%	94%	93%	93%
	Turnover from Secondary Area		6%	6%	7%	7%
	Turnover from Tertiary Area		0%	0%	0%	0%
	Turnover from elsewhere	0%	0%	0%	0%	0%
	TOTAL TURNOVER		100%	100%	100%	100%
District/Local centres	Turnover from Core Area		88%	87%	87%	87%
	Turnover from Secondary Area		12%	13%	13%	13%
	Turnover from Tertiary Area		0%	0%	0%	0%
	Turnover from elsewhere	0%	0%	0%	0%	0%
	TOTAL TURNOVER		100%	100%	100%	100%
Out of centre supermarkets, core area Ipswich	Turnover from Core Area		53%	53%	52%	52%
	Turnover from Secondary Area		39%	40%	40%	41%
	Turnover from Tertiary Area		8%	8%	8%	8%
	Turnover from elsewhere	0%	0%	0%	0%	0%
	TOTAL TURNOVER		100%	100%	100%	100%

NOTES: (1) Represents proportion of respondents interviewed in the centre surveys who normally resided outside of the 'core', 'secondary' & tertiary areas- 0% recorded in Ipswich TC and estimated negligible (0%) in district/ local centres and other Ipswich shopping facilities
(2) DTZ's adjustments to draws from beyond the 'core', 'secondary' & tertiary areas to reflect the impact of potential year-round trading patterns.



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a: Higher Spend / 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 5: POTENTIAL CONVENIENCE GOODS TURNOVER (£ million):

CORE AREA TURNOVER		2005	2005	2011	2016	2021	CHANGE: 2005 - 2021	
		Unadjusted Market Shares ⁽¹⁾	DTZ Adjusted Market Shares ⁽²⁾					
Ipswich Town Centre	Turnover from Core Area (£m)	£17.1	£16.7	£18.0	£19.2	£20.5		
	Turnover from Secondary Area (£m)	£1.1	£1.1	£1.2	£1.4	£1.5		
	Turnover from Tertiary Area (£m)	£0.0	£0.0	£0.0	£0.0	£0.0		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£18.2	£17.8	£19.2	£20.6	£22.0	£4.1	23.2%
District/Local centres	Turnover from Core Area (£m)	£28.2	£27.8	£29.9	£31.9	£34.1		
	Turnover from Secondary Area (£m)	£3.9	£3.9	£4.3	£4.7	£5.1		
	Turnover from Tertiary Area (£m)	£0.0	£0.0	£0.0	£0.0	£0.0		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£32.1	£31.7	£34.2	£36.6	£39.2	£7.5	23.7%
Out of centre supermarkets, core area Ipswich	Turnover from Core Area (£m)	£162.0	£159.4	£171.6	£183.2	£195.7		
	Turnover from Secondary Area (£m)	£121.6	£117.7	£130.1	£141.5	£153.4		
	Turnover from Tertiary Area (£m)	£22.7	£22.5	£24.9	£26.9	£29.3		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£306.3	£299.7	£326.6	£351.6	£378.4	£78.8	26.3%
CORE AREA TOTAL TURNOVER (£ million)								
- Core Area		£207.3	£203.9	£219.5	£234.4	£250.3	£46.4	22.7%
- Secondary Area		£126.7	£122.8	£135.7	£147.5	£160.0	£37.3	30.4%
- Tertiary Area		£22.7	£22.5	£24.9	£26.9	£29.3	£6.8	30.0%
- Elsewhere		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MARKET SHARES: EXPENDITURE AND TURNOVER CROSS CHECK								
EXPENDITURE IN THE SECONDARY & TERTIARY CATCHMENTS & INTERNET EXPENDITURE			2005	2011	2016	2021		
		DTZ Adjusted Market Shares ⁽²⁾	£million	£million	£million	£million		
Turnover from Core Area (£m)	1.0%		£2.1	£2.3	£2.5	£2.6		
Turnover from Secondary Area (£m)	52.4%		£144.8	£160.1	£174.1	£188.8		
Turnover from Tertiary Area (£m)	94.2%		£816.6	£902.0	£975.9	£1,061.6		
Total Turnover								
Internet Expenditure	3.2%		£43.40	£47.75	£51.61	£55.96		
Turnover in Core Area			£349.2	£380.1	£408.8	£439.6		
Total Available spend			£1,356.2	£1,492.3	£1,612.9	£1,748.6		

<div>DTZ</div> <div> Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021) <i>Scenario 2a: Higher Spend / 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)</i> STAGE 6: POTENTIAL AVERAGE CONVENIENCE GOODS TURNOVER TO FLOORSPACE RATIOS (£ per square metre): </div>						
	2005 <i>(1) Unadjusted Market Share & Trade Draw Levels</i>	2005 <i>(2) DTZ assessment of average sales densities</i>	2005 <i>DTZ Adjusted Market Shares</i>	2011	2016	2021
IPSWICH TOWN CENTRE:						
£ per square metre	£4,148	£8,000	£4,059	£4,377	£4,679	£5,002
£ per square foot	£385	£743	£377	£407	£435	£465
DISTRICT & LOCAL CENTRES:						
£ per square metre	£1,850	£3,500	£1,824	£1,970	£2,109	£2,257
£ per square foot	£172	£325	£169	£183	£196	£210
OUT OF CENTRE SUPERMARKETS IN IPSWICH 'CORE' AREA						
£ per square metre	£13,110	£10,521	£12,827	£13,981	£15,052	£16,199
£ per square foot	£1,218	£977	£1,192	£1,299	£1,398	£1,505
NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2). (2) Average turnover/floorpace ratios estimated by DTZ Pieda.						

<div>DTZ</div> <div> Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021) <i>Scenario 2a: Higher Spend / 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)</i> STAGE 7: RESIDUAL CONVENIENCE GOODS EXPENDITURE (£ million): <i>Assumes an annual growth 'efficiency' of: 0.3% for convenience floorpace</i> </div>				
	2005 <i>DTZ Adjusted Market Shares</i>	2011	2016	2021
IPSWICH TOWN CENTRE:				
1 Derived Average Sales Density (sq.metres):	£4,059	£4,133	£4,195	£4,259
2 Derived Convenience Goods Turnover (£ million):	£17.8	£18.2	£18.4	£18.7
3 Residual Expenditure (£ million) :	£0.0	£1.1	£2.1	£3.3
DISTRICT & LOCAL CENTRES:				
1 Derived Average Sales Density (sq.metres):	£1,824	£1,857	£1,886	£1,914
2 Derived Convenience Goods Turnover (£ million):	£31.7	£32.3	£32.8	£33.3
3 Residual Expenditure (£ million) :	£0.0	£2.0	£3.9	£6.0
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Derived Average Sales Density (sq.metres):	£12,827	£13,060	£13,257	£13,457
2 Derived Convenience Goods Turnover (£ million):	£299.7	£305.1	£309.7	£314.4
3 Residual Expenditure (£ million) :	£0.0	£21.5	£41.9	£64.0
TOTAL 'GLOBAL' RESIDUAL SPEND (£ million)	£0.0	£24.6	£47.9	£73.3
NOTES: (1) Calculated in the base year by dividing potential convenience goods turnover (Stage 4) by convenience goods sales area (Stage 5). (2) Turnover derived by multiplying the derived average sales density (step 1 above) by the net floorpace (Stage 2). (3) Residual spend is derived from the potential turnover (Stage 5) minus the derived turnover (Stage 7: Step 2 above).				



Ipswich: Convenience Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a: Higher Spend / 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 8: RETAIL COMMITMENTS - REVISED RESIDUAL SPEND AND FLOORSPACE CAPACITY

Assumes an annual growth 'efficiency' of:

0.3% for convenience floorspace

STAGE 8a: PLANNED NEW RETAIL FLOORSPACE ⁽¹⁾

	2005	2011	2016	2021
Ipswich Town Centre	0	0	0	0
District & Local Centres	0	0	0	0
Elsewhere in the Core Area				
1 Sales area (net square metres):	0	4,331	4,331	4,331
2 Potential average sales density (£ per square metre)- from Stage 7:	£3,500	£3,511	£3,617	£3,672
3 Potential turnover (£ million)	£0.0	£15.2	£15.7	£15.9

STAGE 8b: REVISED RESIDUAL CONVENIENCE GOODS EXPENDITURE - MINUS NEW COMMITMENTS (£ million)

	2005	2011	2016	2021
Ipswich TC	£0.0	£1.1	£2.1	£3.3
District & Local Centres	£0.0	£2.0	£3.9	£6.0
Elsewhere in the Core Area	£0.0	£6.3	£26.3	£48.1
TOTAL REVISED RESIDUAL SPEND (£ million)	£0.0	£9.3	£32.3	£57.4

STAGE 8c: IPSWICH - 'GLOBAL' FORECAST FLOORSPACE CAPACITY (net square metres)

	2005	2011	2016	2021
Assumed sales density of new floorspace (£ per sq m) -if top 5 grocers:	£10,000	£10,181	£10,335	£10,491
Supportable new floorspace (net sq m) ⁽²⁾ :	0	900	3,100	5,500
Assumed sales density of new floorspace (£ per sq m) -if discounters:	£5,000	£5,091	£5,167	£5,245
Supportable new floorspace (net sq m) ⁽²⁾ :	0	1,800	6,200	10,900

Notes:

(1) Assume all planning commitments will be completed and trading by 2011

(2) Revised total residual expenditure divided by the assumed sales density-rounded to the nearest 100 sq m net.

APPENDIX 11
ReMap Comparison Goods
Scenario 1 and 1a

(3) Expenditure on special forms of trading (e.g. mail order, vending machines and Internet shopping) is included in the above table.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 2a: EXISTING TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (square metres):

Assumptions: Apply a net to gross floorspace ratio of: 66% to all non-Goad town centre floorspace
Apply a net to gross floorspace ratio of: 85% to all Goad town centre floorspace
Apply a net to gross floorspace ratio of: 85% to all retail park floorspace

		Gross Space	2005	2011	2016	2021
IPSWICH TOWN CENTRE ⁽¹⁾ :		83,043	70,587	70,587	70,587	70,587
DISTRICT CENTRES ⁽²⁾ :						
Meredith Road / Norwich Rd / Hawthorne Drive / Stoke Park Drive / Woodbridge Rd East / Woodbridge Rd other / Felixstowe Rd / Nacton Rd	73 units	11,680	7,709	7,709	7,709	7,709
LOCAL CENTRES ⁽²⁾ :						
38 Local Centres	87 units	10,440	6,890	6,890	6,890	6,890
OTHER MAJOR NON-FOOD SHOPPING FACILITIES IN CORE AREA (3):						
Euro RP		20,771	17,655	17,655	17,655	17,655
Cardinal RP		5,400	4,590	4,590	4,590	4,590
Orwell RP		9,735	8,275	8,275	8,275	8,275
Suffolk RP		7,897	6,712	6,712	6,712	6,712
Anglia RP		19,603	16,663	16,663	16,663	16,663
Interchange RP (4):		10,668	9,068	9,068	9,068	9,068
Martlesham RP (4):		9,985	8,487	8,487	8,487	8,487
TOWN CENTRE: SUB-TOTAL:			70,587	70,587	70,587	70,587
DISTRICT/ LOCAL CENTRES: SUB-TOTAL			14,599	14,599	14,599	14,599
OTHER RETAIL: SUB-TOTAL:			71,450	71,450	71,450	71,450

TOTAL EXISTING FLOORSPACE (net square metres):

156,636

156,636

156,636

156,636

NOTES: (1) Town centre floorspace derived from Goad 2005 audits. Goad audit above ground floor for shopping centres but only audit the ground floor for high street shops. Therefore DTZ assume a higher net to gross ratio of 85% to reflect the net floorspace more accurately.

(2) DTZ's audit of District and Local Centres in the Borough indicates that there are c.73 shop units in the 8 District Centres and 87 in the 38 Local Centres (based on updates of evidence from 2000 Retail Study). DTZ has then applied average shop unit sizes to the number of outlets based on official data and research from other centres. For District Centres the average unit size is assumed to be 160 sq.metres and for Local Centres it is assumed to be 120 sq.metres.

(3) Retail Park floorspace is based on the Council's 'Food Superstores and Retail Warehouse Report' (July 2004), which was subsequently updated by the Goad survey (December 2004).

(4) Interchange and Martelsham Retail Parks are outside Ipswich Borough, but within the Ipswich Core study area.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 2b: PLANNED & PROPOSED TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE *(net square metres):*

	Gross (sq.m)	2005	2011	2016	2021
PLANNING CONSENTS: IPSWICH TOWN CENTRE		0	0	0	0
PLANNING CONSENTS: IPSWICH OUT OF TOWN & DISTRICT / LOCAL CENTRES			0	0	0
Samual Beadie Site (1)	2,508	-	1,655	1,655	1,655
Cranfield Mill (2)	1,000	-	660	660	660
Fairview (3)	500	-	330	330	330
Eagle Warf (4)	800	-	528	528	528
Burttons Warehouse (5)	1,000	-	660	660	660
Persimmon Edge, Eagle Mill (6)	1,000	-	660	660	660
Total consents	6,808	-	4,493	4,493	4,493

SOURCE: Ipswich Borough Council. DTZ Pieda estimated the proportions of comparison retail floorspace in the absence of further information from the Council, mainly by assuming a significant proportion. There is uncertainty over the actual amounts.

NOTES: (1) Includes 3 non food units on Volvo site-27,000sq ft (2,508 sq m gross) plus foodstore of 3,600 sq m gross.

(2) 3,840 sq m gross of flexible mixed uses (A1,A3,B1,D2). DTZ Pieda assume 1,000 sq m gross non food

(3) Flexible mixed use 1,600 sq m, including 517 foodstore within total figure. (A1,A2,A3,B1,D2). DTZ Pieda assume 500 sq m gross non food

(4) Flexible mixed use 1,700 sq m gross (A1,A2,A3). DTZ Pieda assume 1000 sq m non food

(5) Flexible mixed use 2,064 sq m gross (A1,A3,B1,D2). DTZ Pieda assume 1000 sq m non food

(6) Mixed use 3,400 sq m gross including doctor's surgery. DTZ Pieda assume 1000 sq m non food. Subject to S.106 Agreement



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 3: ALL COMPARISON GOODS-MARKET SHARE ESTIMATES (% of available spend derived from within core, secondary and tertiary catchment areas)

CORE CATCHMENT AREA	2005 Unadjusted Market Shares ⁽¹⁾	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Ipswich Town Centre	46.6%	45.0%	45.0%	45.0%	45.0%
District/local centres (Other Ipswich & local shops in the survey)	12.1%	11.6%	11.6%	11.6%	11.6%
Other non-food shopping facilities in core area	28.5%	27.5%	27.5%	27.5%	27.5%
Shops outside the core area					
- Colchester	2.8%	2.5%	2.5%	2.5%	2.5%
- Bury	0.1%	0.1%	0.1%	0.1%	0.1%
- Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
- Norwich	1.4%	1.4%	1.4%	1.4%	1.4%
- Other	4.6%	4.4%	4.4%	4.4%	4.4%
Internet shopping / Mail Order / Special Forms of Trading (3)	4.0%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

SECONDARY CATCHMENT AREA	2005 Unadjusted Market Shares ⁽¹⁾	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Ipswich Town Centre	39.1%	37.6%	37.6%	37.6%	37.6%
District/local centres (Other Ipswich & local shops in the survey)	1.7%	1.7%	1.7%	1.7%	1.7%
Other non-food shopping facilities in core area	24.3%	23.5%	23.5%	23.5%	23.5%
Shops outside the core area					
- Colchester	3.5%	3.4%	3.4%	3.4%	3.4%
- Bury	4.2%	4.1%	4.1%	4.1%	4.1%
- Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
- Norwich	0.8%	0.8%	0.8%	0.8%	0.8%
- Other	22.1%	21.4%	21.4%	21.4%	21.4%
Internet shopping / Mail Order / Special Forms of Trading (3)	4.3%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TERTIARY CATCHMENT AREA	2005 Unadjusted Market Shares ⁽¹⁾	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Ipswich Town Centre	2.9%	2.9%	2.9%	2.9%	2.9%
District/local centres (Other Ipswich & local shops in the survey)	0.3%	0.3%	0.3%	0.3%	0.3%
Other non-food shopping facilities in core area	2.2%	2.2%	2.2%	2.2%	2.2%
Shops outside the core area					
- Colchester	45.6%	43.3%	43.3%	43.3%	43.3%
- Bury	12.8%	12.2%	12.2%	12.2%	12.2%
- Cambridge	1.1%	1.1%	1.1%	1.1%	1.1%
- Norwich	5.4%	5.2%	5.2%	5.2%	5.2%
- Other	26.4%	25.2%	25.2%	25.2%	25.2%
Internet shopping / Mail Order / Special Forms of Trading (3)	3.2%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

NOTES: (1) Unadjusted market shares are derived directly from the results of the household survey.

(2) Market shares have been revised upwards or downwards based on DTZ's assessment of the robustness of the average sales density outputs in Stage 6. See also Note 3 below

(3) Market share of internet shopping / SFT from the survey separated out from floorspace-related market shares. Adjusted by DTZ Pieda to reflect national 7.6% for comparison SFT



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 4: TRADE DRAW ESTIMATES (% of comparison goods turnover derived from the core, secondary and tertiary areas)

	2005	2005	2011	2016	2021
	% of respondents living outside the 'core' , 'secondary' & tertiary areas (1)	DTZ Adjusted Market Share & Trade Draw Levels (2)			
Ipswich Town Centre	Turnover from Core Area	42%	43%	44%	44%
	Turnover from Secondary Area	44%	44%	43%	43%
	Turnover from Tertiary Area	11%	10%	10%	10%
	Turnover from elsewhere	3%	3%	3%	3%
	TOTAL TURNOVER	100%	100%	100%	100%
District/Local centres	Turnover from Core Area	78%	78%	79%	79%
	Turnover from Secondary Area	15%	14%	14%	14%
	Turnover from Tertiary Area	8%	7%	7%	7%
	Turnover from elsewhere	0%	0%	0%	0%
	TOTAL TURNOVER	100%	100%	100%	100%
Other Shopping Facilities in Ipswich Borough:	Turnover from Core Area	42%	43%	43%	44%
	Turnover from Secondary Area	45%	44%	44%	43%
	Turnover from Tertiary Area	13%	13%	13%	13%
	Turnover from elsewhere	0%	0%	0%	0%
	TOTAL TURNOVER	100%	100%	100%	100%

NOTES: (1) Represents proportion of respondents interviewed in the centre surveys who normally resided outside of the 'core' , 'secondary' & tertiary areas- 3% recorded in Ipswich TC and estimated negligible (0%) in district/ local centres and other Ipswich Shopping facilities

(2) DTZ's adjustments to draws from beyond the 'core', 'secondary' & tertiary areas to reflect the impact of potential year-round trading patterns.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

	2005	2005	2011	2016	2021	CHANGE: 2005 - 2021	
	Unadjusted Market Shares	DTZ Adjusted Market Shares					
Ipswich Town Centre							
Turnover from Core Area (£m)	£196.5	£189.7	£262.5	£343.0	£447.0		
Turnover from Secondary Area (£m)	£207.6	£199.7	£266.4	£338.4	£429.5		
Turnover from Tertiary Area (£m)	£47.4	£47.4	£63.4	£80.6	£102.5		
Turnover from elsewhere	£14.0	£13.5	£18.3	£23.6	£30.3		
TOTAL TURNOVER (£m)	£465.5	£450.3	£610.5	£785.6	£1,009.2	£558.9	124.1%
District/Local centres							
Turnover from Core Area (£m)	£50.8	£48.9	£67.7	£88.4	£115.2		
Turnover from Secondary Area (£m)	£9.2	£9.1	£12.2	£15.5	£19.7		
Turnover from Tertiary Area (£m)	£4.8	£4.8	£6.4	£8.1	£10.3		
Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
TOTAL TURNOVER (£m)	£64.8	£62.8	£86.2	£112.0	£145.2	£82.4	131.2%
Other Shopping Facilities in Ipswich Borough:							
Turnover from Core Area (£m)	£120.2	£115.8	£160.3	£209.4	£273.0		
Turnover from Secondary Area (£m)	£129.3	£124.6	£166.2	£211.2	£268.0		
Turnover from Tertiary Area (£m)	£36.0	£36.0	£48.1	£61.3	£77.9		
Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
TOTAL TURNOVER (£m)	£285.5	£276.5	£374.6	£481.9	£618.8	£342.4	123.8%
TOTAL TURNOVER OF IPSWICH SHOPS (£ million)							
- Core Area	£367.5	£354.4	£490.4	£640.8	£835.2	£480.8	135.7%
- Secondary Area	£346.1	£333.5	£444.8	£565.1	£717.1	£383.6	115.0%
- Tertiary Area	£88.2	£88.2	£117.9	£150.0	£190.7	£102.5	116.3%
TOTAL TURNOVER (£m)	£801.8	£776.0	£1,053.0	£1,355.8	£1,743.0	£966.9	124.6%
Other Centres and Shops Outside Ipswich Borough:							
Turnover from Core Area (£m)	8.3%	£35.2	£48.7	£63.6	£82.9		
Turnover from Secondary Area (£m)	29.7%	£157.6	£210.2	£267.0	£338.9		
Turnover from Tertiary Area (£m)	87.1%	£1,435.2	£1,918.1	£2,440.6	£3,103.6		
Internet shopping / Mail Order / Special Forms of Trading	7.6%	£197.7	£265.6	£339.4	£433.3		
TOTAL TURNOVER (£m)		£1,825.6	£2,442.6	£3,110.7	£3,958.7		
TOTAL AVAILABLE SPEND (£ million)		£2,601.7	£3,495.6	£4,466.6	£5,701.7		



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS (£ per square metre):

	2005 (1) Unadjusted Market Share & Trade Draw Levels	2005 (2) DTZ broad assessment of average sales densities	2005 DTZ Adjusted Market Shares	2011	2016	2021
IPSWICH TOWN CENTRE:						
£ per square metre	£6,595	£6,500	£6,379	£8,649	£11,129	£14,298
£ per square foot	£613	£604	£593	£804	£1,034	£1,328
DISTRICT & LOCAL CENTRES:						
£ per square metre	£4,437	£3,900	£4,301	£5,906	£7,672	£9,945
£ per square foot	£412	£362	£400	£549	£713	£924
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH						
£ per square metre	£3,995	£2,468	£3,869	£5,243	£6,744	£8,661
£ per square foot	£371	£229	£359	£487	£627	£805

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

(2) Average turnover/floorspace ratios estimated by DTZ Pieda.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 7: RESIDUAL COMPARISON GOODS EXPENDITURE (£ million):

Assumes an annual growth 'efficiency' of:

1.5%

for town centre and other floorspace

	2005	2011	2016	2021
	DTZ Adjusted Market Shares			
IPSWICH TOWN CENTRE:				
1 Derived Average Sales Density (sq.metres): at 2005 projected with efficiency growth	£6,379	£6,975	£7,514	£8,095
2 Derived Comparison Goods Turnover (£ million):	£450.3	£492.4	£530.4	£571.4
3 Residual Expenditure (£ million) :	£0.0	£118.1	£255.1	£437.8
DISTRICT & LOCAL CENTRES:				
1 Derived Average Sales Density (sq.metres):	£4,301	£4,703	£5,067	£5,459
2 Derived Comparison Goods Turnover (£ million):	£62.8	£68.7	£74.0	£79.7
3 Residual Expenditure (£ million) :	£0.0	£17.6	£38.0	£65.5
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Derived Average Sales Density (sq.metres):	£3,869	£4,231	£4,558	£4,910
2 Derived Comparison Goods Turnover (£ million):	£276.5	£302.3	£325.7	£350.8
3 Residual Expenditure (£ million) :	£0.0	£72.3	£156.2	£268.0
TOTAL 'GLOBAL' RESIDUAL SPEND (£ million)	£0.0	£208.0	£449.4	£771.3

NOTES: (1) Calculated in the base year by dividing potential comparison goods turnover (Stage 4) by comparison goods sales area (Stage 5). Growth over forecast period is based on the annual 'efficiency' growth rate.
(2) Turnover derived by multiplying the derived average sales density (step 1 above) by the net floorspace (Stage 2)
(3) Residual spend is derived from the potential turnover (Stage 5) minus the derived turnover (Stage 7: Step 2 above).



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1: Baseline & Local Authority Population Projections (market shares held constant between 2005-2021)

STAGE 8: RETAIL COMMITMENTS - REVISED RESIDUAL SPEND AND FLOORSPACE CAPACITY

Assumes an annual growth 'efficiency' of: 1.5% for town centre and other floorspace

STAGE 8a: PLANNED NEW RETAIL FLOORSPACE ⁽¹⁾

	2005	2011	2016	2021
IPSWICH TOWN CENTRE:	0	0	0	0
DISTRICT & LOCAL CENTRES:	0	0	0	0
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Sales area (net square metres):	0	4,493	4,493	4,493
2 Potential average sales density (£ per square metre)- from Stage 7:	£5,000	£5,467	£5,890	£6,345
3 Potential turnover (£ million)	£0.0	£24.6	£26.5	£28.5

STAGE 8b: REVISED RESIDUAL COMPARISON GOODS EXPENDITURE - MINUS NEW COMMITMENTS (£ million)

	2005	2011	2016	2021
IPSWICH TOWN CENTRE:	£0.0	£118.1	£255.1	£437.8
DISTRICT & LOCAL CENTRES:	£0.0	£17.6	£38.0	£65.5
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH	£0.0	£47.8	£129.7	£239.5
TOTAL REVISED RESIDUAL SPEND (£ million):	£0.0	£183.5	£422.9	£742.8

STAGE 8c: 'GLOBAL' FORECAST FLOORSPACE CAPACITY - MINUS NEW COMMITMENTS (net square metres)

	2005	2011	2016	2021
Net floorspace equivalent derived from testing at the two sales densities shown below				
Assumed sales density of new floorspace at £6,000 per sq m:	£6,000	£6,561	£7,068	£7,614
Supportable new floorspace (net sq m) ⁽²⁾ :	0	28,000	59,800	97,600
Assumed sales density of new floorspace at £4,000 per sq m:	£4,000	£4,374	£4,712	£5,076
Supportable new floorspace (net sq m) ⁽²⁾ :	0	41,900	89,800	146,300

Notes:

(1) Assume all planning commitments will be completed and trading by 2011

(2) Revised residual expenditure divided by the assumed sales density

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING *(all monetary figures expressed in constant 2001 prices):*

Catchment Areas- All Comparison Goods		2001	2005	2011	2016	2021	CHANGE: 2005 - 2021	
							No.	%
Core	- Base Year Population and Forecasts ⁽¹⁾	139,077	140,265	143,091	146,084	149,172	8,908	6.4%
	- Average comparison goods spend per capita (£): ^{(2) (3)}	£2,434	£2,891	£3,744	£4,643	£5,759	£2,867	99.2%
	Total Available Spend (£m):	£338.5	£405.6	£535.7	£678.3	£859.1	£453	111.8%
Secondary	- Base Year Population and Forecasts ⁽¹⁾	172,387	177,920	186,366	193,767	200,961	23,041	13.0%
	- Average comparison goods spend per capita (£): ^{(2) (3)}	£2,543	£3,021	£3,912	£4,851	£6,017	£2,996	99.2%
	Total Available Spend (£m):	£436.4	£537.5	£729.0	£940.0	£1,209.1	£672	125.0%
Tertiary	- Base Year Population and Forecasts ⁽¹⁾	532,121	548,473	574,130	593,950	617,776	69,303	12.6%
	- Average comparison goods spend per capita (£): ^{(2) (3)}	£2,552	£3,032	£3,925	£4,868	£6,038	£3,006	99.2%
	Total Available Spend (£m):	£1,358.0	£1,662.8	£2,253.7	£2,891.6	£3,730.1	£2,067	124.3%

TOTAL CATCHMENT:

TOTAL POPULATION	843,585	866,657	903,587	933,801	967,909	101,252	11.7%
TOTAL AVAILABLE COMPARISON SPEND (£m):	£2,134.9	£2,605.9	£3,518.4	£4,509.9	£5,798.3	£3,192	122.5%

NOTES: (1) 2001 (base) population figures derived from MapInfo *TargetPro* GIS dataset, based on 2001 Census data. Population forecasts derived from the relevant Council area projections for 2001-2021 (Ipswich, Suffolk County, Tendring, Colchester)

(2) 2001 (base) average spend per capita estimates derived from MapInfo TargetPro GIS dataset.

(3) Expenditure on special forms of trading (e.g. mail order, vending machines and Internet shopping) is included in the above table.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a : Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 2a: EXISTING TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (square metres):

Assumptions: Apply a net to gross floorspace ratio of: 66% to all non-Goad town centre floorspace
Apply a net to gross floorspace ratio of: 85% to all Goad town centre floorspace
Apply a net to gross floorspace ratio of: 85% to all retail park floorspace

		Gross Space	2005	2011	2016	2021
IPSWICH TOWN CENTRE ⁽¹⁾ :		83,043	70,587	70,587	70,587	70,587
DISTRICT CENTRES ⁽²⁾ :						
Meredith Road / Norwich Rd / Hawthorne Drive / Stoke Park Drive / Woodbridge Rd East / Woodbridge Rd other / Felixstowe Rd / Nacton Rd	73 units	11,680	7,709	7,709	7,709	7,709
LOCAL CENTRES ⁽²⁾ :						
38 Local Centres	87 units	10,440	6,890	6,890	6,890	6,890
OTHER MAJOR NON-FOOD SHOPPING FACILITIES IN CORE AREA (3):						
Euro RP		20,771	17,655	17,655	17,655	17,655
Cardinal RP		5,400	4,590	4,590	4,590	4,590
Orwell RP		9,735	8,275	8,275	8,275	8,275
Suffolk RP		7,897	6,712	6,712	6,712	6,712
Anglia RP		19,603	16,663	16,663	16,663	16,663
Interchange RP (4):		10,668	9,068	9,068	9,068	9,068
Martlesham RP (4):		9,985	8,487	8,487	8,487	8,487
TOWN CENTRE: SUB-TOTAL:			70,587	70,587	70,587	70,587
DISTRICT/ LOCAL CENTRES: SUB-TOTAL			14,599	14,599	14,599	14,599
OTHER RETAIL: SUB-TOTAL:			71,450	71,450	71,450	71,450

TOTAL EXISTING FLOORSPACE (net square metres):

156,636

156,636

156,636

156,636

NOTES: (1) Town centre floorspace derived from Goad 2005 audits. Goad audit above ground floor for shopping centres but only audit the ground floor for high street shops. Therefore DTZ assume a higher net to gross ratio of 85% to reflect the net floorspace more accurately.

(2) DTZ's audit of District and Local Centres in the Borough indicates that there are c.73 shop units in the 8 District Centres and 87 in the 38 Local Centres (based on updates of evidence from 2000 Retail Study). DTZ has then applied average shop unit sizes to the number of outlets based on official data and research from other centres. For District Centres the average unit size is assumed to be 160 sq.metres and for Local Centres it is assumed to be 120 sq.metres.

(3) Retail Park floorspace is based on the Council's 'Food Superstores and Retail Warehouse Report' (July 2004), which was subsequently updated by the Goad survey (December 2004).

(4) Interchange and Martelsham Retail Parks are outside Ipswich Borough, but within the Ipswich Core study area.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a : Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 2b: PLANNED & PROPOSED TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE *(net square metres):*

	Gross (sq.m)	2005	2011	2016	2021
PLANNING CONSENTS: IPSWICH TOWN CENTRE		0	0	0	0
PLANNING CONSENTS: IPSWICH OUT OF TOWN & DISTRICT / LOCAL CENTRES			0	0	0
Samual Beadie Site (1)	2,508	-	1,655	1,655	1,655
Cranfield Mill (2)	1,000	-	660	660	660
Fairview (3)	500	-	330	330	330
Eagle Warf (4)	800	-	528	528	528
Burtons Warehouse (5)	1,000	-	660	660	660
Persimmon Edge, Eagle Mill (6)	1,000	-	660	660	660
Total consents	6,808	-	4,493	4,493	4,493

SOURCE: Ipswich Borough Council. DTZ Pleda estimated the proportions of comparison retail floorspace in the absence of further information from the Council, mainly by assuming a significant proportion. There is uncertainty over the actual amounts.

NOTES: (1) Includes 3 non food units on Volvo site-27,000sq ft (2,508 sq m gross) plus foodstore of 3,600 sq m gross.

(2) 3,840 sq m gross of flexible mixed uses (A1,A3,B1,D2). DTZ Pleda assume 1,000 sq m gross non food

(3) Flexible mixed use 1,600 sq m, including 517 foodstore within total figure. (A1,A2,A3,B1,D2). DTZ Pleda assume 500 sq m gross non food

(4) Flexible mixed use 1,700 sq m gross (A1,A2,A3). DTZ Pleda assume 1000 sq m non food

(5) Flexible mixed use 2,064 sq m gross (A1,A3,B1,D2). DTZ Pleda assume 1000 sq m non food

(6) Mixed use 3,400 sq m gross including doctor's surgery. DTZ Pleda assume 1000 sq m non food. Subject to S.106 Agreement



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a : Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 3: ALL COMPARISON GOODS-MARKET SHARE ESTIMATES (% of available spend derived from within core, secondary and tertiary catchment areas)

CORE CATCHMENT AREA	2005 Unadjusted Market Shares ⁽¹⁾	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Ipswich Town Centre	46.6%	45.0%	45.0%	45.0%	45.0%
District/local centres (Other Ipswich & local shops in the survey)	12.1%	11.6%	11.6%	11.6%	11.6%
Other non-food shopping facilities in core area	28.5%	27.5%	27.5%	27.5%	27.5%
Shops outside the core area					
- Colchester	2.6%	2.5%	2.5%	2.5%	2.5%
- Bury	0.1%	0.1%	0.1%	0.1%	0.1%
- Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
- Norwich	1.4%	1.4%	1.4%	1.4%	1.4%
- Other	4.6%	4.4%	4.4%	4.4%	4.4%
Internet shopping / Mail Order / Special Forms of Trading (3)	4.0%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

SECONDARY CATCHMENT AREA	2005 Unadjusted Market Shares ⁽¹⁾	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Ipswich Town Centre	39.1%	37.6%	37.6%	37.6%	37.6%
District/local centres (Other Ipswich & local shops in the survey)	1.7%	1.7%	1.7%	1.7%	1.7%
Other non-food shopping facilities in core area	24.3%	23.5%	23.5%	23.5%	23.5%
Shops outside the core area					
- Colchester	3.5%	3.4%	3.4%	3.4%	3.4%
- Bury	4.2%	4.1%	4.1%	4.1%	4.1%
- Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
- Norwich	0.6%	0.8%	0.8%	0.8%	0.8%
- Other	22.1%	21.4%	21.4%	21.4%	21.4%
Internet shopping / Mail Order / Special Forms of Trading (3)	4.3%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TERTIARY CATCHMENT AREA	2005 Unadjusted Market Shares ⁽¹⁾	2005 DTZ Adjusted Market Shares ⁽²⁾	2011	2016	2021
Ipswich Town Centre	2.9%	2.9%	2.9%	2.9%	2.9%
District/local centres (Other Ipswich & local shops in the survey)	0.3%	0.3%	0.3%	0.3%	0.3%
Other non-food shopping facilities in core area	2.2%	2.2%	2.2%	2.2%	2.2%
Shops outside the core area					
- Colchester	45.6%	43.3%	43.3%	43.3%	43.3%
- Bury	12.8%	12.2%	12.2%	12.2%	12.2%
- Cambridge	1.1%	1.1%	1.1%	1.1%	1.1%
- Norwich	5.4%	5.2%	5.2%	5.2%	5.2%
- Other	26.4%	25.2%	25.2%	25.2%	25.2%
Internet shopping / Mail Order / Special Forms of Trading (3)	3.2%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

NOTES: (1) Unadjusted market shares are derived directly from the results of the household survey.
(2) Market shares have been revised upwards or downwards based on DTZ's assessment of the robustness of the average sales density outputs in Stage 6. See also Note 3 below
(3) Market share of internet shopping / SFT from the survey separated out from floorspace-related market shares. Adjusted by DTZ Pieda to reflect national 7.6% for comparison SFT



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a : Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 4: TRADE DRAW ESTIMATES (% of comparison goods turnover derived from the core, secondary and tertiary areas)

	2005	2005	2011	2016	2021
	% of respondents living outside the 'core' , 'secondary' & tertiary areas (1)	DTZ Adjusted Market Share & Trade Draw Levels (2)			
Ipswich Town Centre	Turnover from Core Area	41%	40%	40%	40%
	Turnover from Secondary Area	45%	46%	46%	46%
	Turnover from Tertiary Area	11%	11%	11%	11%
	Turnover from elsewhere	3%	3%	3%	3%
	TOTAL TURNOVER	100%	100%	100%	100%
District/Local centres	Turnover from Core Area	77%	77%	76%	76%
	Turnover from Secondary Area	15%	15%	16%	16%
	Turnover from Tertiary Area	8%	8%	8%	8%
	Turnover from elsewhere	0%	0%	0%	0%
	TOTAL TURNOVER	100%	100%	100%	100%
Other Shopping Facilities in Ipswich Borough:	Turnover from Core Area	41%	40%	40%	39%
	Turnover from Secondary Area	46%	47%	47%	47%
	Turnover from Tertiary Area	13%	13%	13%	14%
	Turnover from elsewhere	0%	0%	0%	0%
	TOTAL TURNOVER	100%	100%	100%	100%

NOTES: (1) Represents proportion of respondents interviewed in the centre surveys who normally resided outside of the 'core' , 'secondary' & tertiary areas- 3% recorded in Ipswich TC and estimated negligible (0%) in district/ local centres and other Ipswich Shopping facilities

(2) DTZ's adjustments to draws from beyond the 'core', 'secondary' & tertiary areas to reflect the impact of potential year-round trading patterns.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a : Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

	2005	2005	2011	2016	2021	CHANGE: 2005 - 2021	
	Unadjusted Market Shares	DTZ Adjusted Market Shares					
Ipswich Town Centre							
Turnover from Core Area (£m)	£189.1	£182.5	£241.1	£305.2	£386.6		
Turnover from Secondary Area (£m)	£210.0	£202.0	£274.0	£353.3	£454.4		
Turnover from Tertiary Area (£m)	£47.8	£47.8	£64.8	£83.2	£107.3		
Turnover from elsewhere	£13.8	£13.4	£17.9	£22.9	£29.3		
TOTAL TURNOVER (£m)	£460.7	£445.7	£597.8	£764.6	£977.5	£531.9	119.3%
District/Local centres							
Turnover from Core Area (£m)	£48.9	£47.0	£62.1	£78.7	£99.6		
Turnover from Secondary Area (£m)	£9.3	£9.2	£12.5	£16.2	£20.8		
Turnover from Tertiary Area (£m)	£4.8	£4.8	£6.5	£8.4	£10.8		
Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
TOTAL TURNOVER (£m)	£63.0	£61.1	£81.2	£103.2	£131.2	£70.1	114.8%
Other Shopping Facilities in Ipswich Borough:							
Turnover from Core Area (£m)	£115.6	£111.5	£147.2	£186.4	£236.1		
Turnover from Secondary Area (£m)	£130.7	£126.0	£170.9	£220.4	£283.5		
Turnover from Tertiary Area (£m)	£36.3	£36.3	£49.2	£63.2	£81.5		
Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
TOTAL TURNOVER (£m)	£282.7	£273.8	£367.4	£470.0	£601.1	£327.3	119.5%
TOTAL TURNOVER OF IPSWICH SHOPS (£ million)							
- Core Area	£353.6	£341.0	£450.4	£570.3	£722.3	£381.3	111.8%
- Secondary Area	£350.0	£337.3	£457.4	£589.9	£758.7	£421.4	125.0%
- Tertiary Area	£89.0	£89.0	£120.6	£154.7	£199.5	£110.6	124.3%
TOTAL TURNOVER (£m)	£792.6	£767.2	£1,028.4	£1,314.9	£1,680.6	£913.3	119.0%
Other Centres and Shops Outside Ipswich Borough:							
Turnover from Core Area (£m)	8.3%	£33.9	£44.7	£56.6	£71.7		
Turnover from Secondary Area (£m)	29.7%	£159.4	£216.2	£278.7	£358.5		
Turnover from Tertiary Area (£m)	87.1%	£1,447.5	£1,961.9	£2,517.2	£3,247.2		
Internet shopping / Mail Order / Special Forms of Trading	7.6%	£198.0	£267.4	£342.8	£440.7		
TOTAL TURNOVER (£m)		£1,838.8	£2,490.2	£3,195.3	£4,118.1		
TOTAL AVAILABLE SPEND (£ million)		£2,606.0	£3,518.6	£4,510.2	£5,798.6		



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a : Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS (£ per square metre):

	2005	2005	2005	2011	2016	2021
	(1) Unadjusted Market Share & Trade Draw Levels	(2) DTZ broad assessment of average sales densities	DTZ Adjusted Market Shares			
IPSWICH TOWN CENTRE:						
£ per square metre	£6,527	£6,500	£6,314	£8,469	£10,832	£13,849
£ per square foot	£606	£604	£587	£787	£1,006	£1,287
DISTRICT & LOCAL CENTRES:						
£ per square metre	£4,316	£3,900	£4,185	£5,562	£7,070	£8,989
£ per square foot	£401	£362	£389	£517	£657	£835
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH						
£ per square metre	£3,957	£2,468	£3,832	£5,142	£6,578	£8,413
£ per square foot	£368	£229	£356	£478	£611	£782

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

(2) Average turnover/floorpace ratios estimated by DTZ Pleda.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a : Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 7: RESIDUAL COMPARISON GOODS EXPENDITURE (£ million):

Assumes an annual growth 'efficiency' of: 1.5% for town centre and other floorspace

	2005	2011	2016	2021
	DTZ Adjusted Market Shares			
IPSWICH TOWN CENTRE:				
1 Derived Average Sales Density (sq.metres): at 2005 projected with efficiency growth	£6,314	£6,904	£7,438	£8,012
2 Derived Comparison Goods Turnover (£ million):	£445.7	£487.3	£525.0	£565.6
3 Residual Expenditure (£ million) :	£0.0	£110.4	£239.6	£412.0
DISTRICT & LOCAL CENTRES:				
1 Derived Average Sales Density (sq.metres):	£4,185	£4,576	£4,930	£5,311
2 Derived Comparison Goods Turnover (£ million):	£61.1	£66.8	£72.0	£77.5
3 Residual Expenditure (£ million) :	£0.0	£14.4	£31.2	£53.7
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Derived Average Sales Density (sq.metres):	£3,832	£4,190	£4,514	£4,863
2 Derived Comparison Goods Turnover (£ million):	£273.8	£299.4	£322.5	£347.5
3 Residual Expenditure (£ million) :	£0.0	£68.0	£147.5	£253.6
TOTAL 'GLOBAL' RESIDUAL SPEND (£ million)	£0.0	£192.8	£418.3	£719.3

NOTES: (1) Calculated in the base year by dividing potential comparison goods turnover (Stage 4) by comparison goods sales area (Stage 5). Growth over forecast period is based on the annual 'efficiency' growth rate.

(2) Turnover derived by multiplying the derived average sales density (step 1 above) by the net floorspace (Stage 2)

(3) Residual spend is derived from the potential turnover (Stage 5) minus the derived turnover (Stage 7: Step 2 above).



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 1a : Baseline & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 8: RETAIL COMMITMENTS - REVISED RESIDUAL SPEND AND FLOORSPACE CAPACITY

Assumes an annual growth 'efficiency' of:

1.5%

for town centre and other floorspace

STAGE 8a: PLANNED NEW RETAIL FLOORSPACE ⁽¹⁾

	2005	2011	2016	2021
IPSWICH TOWN CENTRE:	0	0	0	0
DISTRICT & LOCAL CENTRES:	0	0	0	0
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Sales area (net square metres):	0	4,493	4,493	4,493
2 Potential average sales density (£ per square metre)- from Stage 7:	£5,000	£5,467	£5,890	£6,345
3 Potential turnover (£ million)	£0.0	£24.6	£26.5	£28.5

STAGE 8b: REVISED RESIDUAL COMPARISON GOODS EXPENDITURE - MINUS NEW COMMITMENTS (£ million)

	2005	2011	2016	2021
IPSWICH TOWN CENTRE:	£0.0	£110.4	£239.6	£412.0
DISTRICT & LOCAL CENTRES:	£0.0	£14.4	£31.2	£53.7
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH	£0.0	£43.4	£121.0	£225.1
TOTAL REVISED RESIDUAL SPEND (£ million):	£0.0	£168.3	£391.8	£690.8

STAGE 8c: 'GLOBAL' FORECAST FLOORSPACE CAPACITY - MINUS NEW COMMITMENTS (net square metres)

	2005	2011	2016	2021
Net floorspace equivalent derived from testing at the two sales densities shown below				
Assumed sales density of new floorspace at £6,000 per sq m:	£6,000	£6,561	£7,068	£7,614
Supportable new floorspace (net sq m) ⁽²⁾ :	0	25,600	55,400	90,700
Assumed sales density of new floorspace at £4,000 per sq m:	£4,000	£4,374	£4,712	£5,076
Supportable new floorspace (net sq m) ⁽²⁾ :	0	38,500	83,200	136,100

Notes: (1) Assume all planning commitments will be completed and trading by 2011
(2) Revised residual expenditure divided by the assumed sales density

APPENDIX 12
ReMap Comparison Goods
Scenario 2 and 2a

Assumptions: *Unadjusted market shares derived from household survey*

Based on ONS Council Area Projections for 2001-21

Forecast growth in average spend of:

4.4%

Assume increase in turnover efficiency of:

4.4%

2.5%

for all existing (town centre and out-of-centre) retail floorspace

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING *(all monetary figures expressed in constant 2001 prices):*

Catchment Areas- All Comparison Goods		2001	2005	2011	2016	2021	CHANGE: 2005 - 2021	
							No.	%
Core	- Base Year Population and Forecasts ⁽¹⁾	139,077	140,265	143,091	146,084	149,172	8,908	6.4%
	- Average comparison goods spend per capita (£): ^{(2) (3)}	£2,434	£2,891	£3,744	£4,643	£5,759	£2,867	99.2%
	Total Available Spend (£m):	£338.5	£405.6	£535.7	£678.3	£859.1	£453	111.8%
Secondary	- Base Year Population and Forecasts ⁽¹⁾	172,387	177,920	186,366	193,767	200,961	23,041	13.0%
	- Average comparison goods spend per capita (£): ^{(2) (3)}	£2,543	£3,021	£3,912	£4,851	£6,017	£2,996	99.2%
	Total Available Spend (£m):	£438.4	£537.5	£729.0	£940.0	£1,209.1	£672	125.0%
Tertiary	- Base Year Population and Forecasts ⁽¹⁾	532,121	548,473	574,130	593,950	617,776	69,303	12.6%
	- Average comparison goods spend per capita (£): ^{(2) (3)}	£2,552	£3,032	£3,925	£4,868	£6,038	£3,006	99.2%
	Total Available Spend (£m):	£1,358.0	£1,662.8	£2,253.7	£2,891.6	£3,730.1	£2,067	124.3%
TOTAL CATCHMENT:								
TOTAL POPULATION		843,585	866,657	903,587	933,801	967,909	101,252	11.7%
TOTAL AVAILABLE COMPARISON SPEND (£m):		£2,134.9	£2,605.9	£3,518.4	£4,509.9	£5,798.3	£3,192	122.5%

NOTES: (1) 2001 (base) population figures derived from MapInfo *TargetPro* GIS dataset, based on 2001 Census data. Population forecasts derived from the relevant Council area projections for 2001-2021 (Ipswich, Suffolk County, Tendring, Colchester)

(2) 2001 (base) average spend per capita estimates derived from MapInfo TargetPro GIS dataset.

(3) Expenditure on special forms of trading (e.g. mail order, vending machines and Internet shopping) is included in the above table.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 2a: EXISTING TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (square metres):

Assumptions: Apply a net to gross floorspace ratio of: 66% to all non-Goad town centre floorspace
Apply a net to gross floorspace ratio of: 85% to all Goad town centre floorspace
Apply a net to gross floorspace ratio of: 85% to all retail park floorspace

	Gross Space	2005	2011	2016	2021
IPSWICH TOWN CENTRE ⁽¹⁾:	83,043	70,587	70,587	70,587	70,587
DISTRICT CENTRES ⁽²⁾:					
Meredith Road / Norwich Rd / Hawthorne Drive / Stoke Park Drive / Woodbridge Rd East / Woodbridge Rd other / Felixstowe Rd / Nacton Rd 73 units	11,680	7,709	7,709	7,709	7,709
LOCAL CENTRES ⁽²⁾:					
38 Local Centres 87 units	10,440	6,890	6,890	6,890	6,890
OTHER MAJOR NON-FOOD SHOPPING FACILITIES IN CORE AREA (3):					
Euro RP	20,771	17,655	17,655	17,655	17,655
Cardinal RP	5,400	4,590	4,590	4,590	4,590
Orwell RP	9,735	8,275	8,275	8,275	8,275
Suffolk RP	7,897	6,712	6,712	6,712	6,712
Anglia RP	19,603	16,663	16,663	16,663	16,663
Interchange RP (4):	10,668	9,068	9,068	9,068	9,068
Martlesham RP (4):	9,985	8,487	8,487	8,487	8,487
TOWN CENTRE: SUB-TOTAL:		70,587	70,587	70,587	70,587
DISTRICT/ LOCAL CENTRES: SUB-TOTAL		14,599	14,599	14,599	14,599
OTHER RETAIL: SUB-TOTAL:		71,450	71,450	71,450	71,450

TOTAL EXISTING FLOORSPACE (net square metres):

156,636

156,636

156,636

156,636

NOTES: (1) Town centre floorspace derived from Goad 2005 audits. Goad audit above ground floor for shopping centres but only audit the ground floor for high street shops. Therefore DTZ assume a higher net to gross ratio of 85% to reflect the net floorspace more accurately.

(2) DTZ's audit of District and Local Centres in the Borough indicates that there are c.73 shop units in the 8 District Centres and 87 in the 38 Local Centres (based on updates of evidence from 2000 Retail Study). DTZ has then applied average shop unit sizes to the number of outlets based on official data and research from other centres. For District Centres the average unit size is assumed to be 160 sq.metres and for Local Centres it is assumed to be 120 sq.metres.

(3) Retail Park floorspace is based on the Council's 'Food Superstores and Retail Warehouse Report' (July 2004), which was subsequently updated by the Goad survey (December 2004).

(4) Interchange and Martlesham Retail Parks are outside Ipswich Borough, but within the Ipswich Core study area.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 2b: PLANNED & PROPOSED TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (*net square metres*):

	Gross (sq.m)	2005	2011	2016	2021
PLANNING CONSENTS: IPSWICH TOWN CENTRE		0	0	0	0
PLANNING CONSENTS: IPSWICH OUT OF TOWN & DISTRICT / LOCAL CENTRES			0	0	0
Samual Beadie Site (1)	2,508	-	1,655	1,655	1,655
Cranfield Mill (2)	1,000	-	660	660	660
Fairview (3)	500	-	330	330	330
Eagle Warf (4)	800	-	528	528	528
Burtons Warehouse (5)	1,000	-	660	660	660
Persimmon Edge, Eagle Mill (6)	1,000	-	660	660	660
Total consents	6,808	-	4,493	4,493	4,493

SOURCE: Ipswich Borough Council. DTZ Pieda estimated the proportions of comparison retail floorspace in the absence of further information from the Council, mainly by assuming a significant proportion. There is uncertainty over the actual amounts.

NOTES: (1) Includes 3 non food units on Volvo site-27,000sq ft (2,508 sq m gross) plus foodstore of 3,600 sq m gross.

(2) 3,840 sq m gross of flexible mixed uses (A1,A3,B1,D2). DTZ Pieda assume 1,000 sq m gross non food

(3) Flexible mixed use 1,600 sq m, including 517 foodstore within total figure. (A1,A2,A3,B1,D2). DTZ Pieda assume 500 sq m gross non food

(4) Flexible mixed use 1,700 sq m gross (A1,A2,A3). DTZ Pieda assume 1000 sq m non food

(5) Flexible mixed use 2,064 sq m gross (A1,A3,B1,D2). DTZ Pieda assume 1000 sq m non food

(6) Mixed use 3,400 sq m gross including doctor's surgery. DTZ Pieda assume 1000 sq m non food. Subject to S.106 Agreement



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 3: ALL COMPARISON GOODS-MARKET SHARE ESTIMATES (% of available spend derived from within core, secondary and tertiary catchment areas)

CORE CATCHMENT AREA					
	2005	2005	2011	2016	2021
	Unadjusted Market Shares (1)	DTZ Adjusted Market Shares (2)			
Ipswich Town Centre	46.6%	45.0%	45.0%	45.0%	45.0%
District/local centres (Other Ipswich & local shops in the survey)	12.1%	11.6%	11.6%	11.6%	11.6%
Other non-food shopping facilities in core area	28.5%	27.5%	27.5%	27.5%	27.5%
Shops outside the core area					
- Colchester	2.8%	2.5%	2.5%	2.5%	2.5%
- Bury	0.1%	0.1%	0.1%	0.1%	0.1%
- Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
- Norwich	1.4%	1.4%	1.4%	1.4%	1.4%
- Other	4.6%	4.4%	4.4%	4.4%	4.4%
Internet shopping / Mail Order / Special Forms of Trading (3)	4.0%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

SECONDARY CATCHMENT AREA					
	2005	2005	2011	2016	2021
	Unadjusted Market Shares (1)	DTZ Adjusted Market Shares (2)			
Ipswich Town Centre	39.1%	37.6%	37.6%	37.6%	37.6%
District/local centres (Other Ipswich & local shops in the survey)	1.7%	1.7%	1.7%	1.7%	1.7%
Other non-food shopping facilities in core area	24.3%	23.5%	23.5%	23.5%	23.5%
Shops outside the core area					
- Colchester	3.5%	3.4%	3.4%	3.4%	3.4%
- Bury	4.2%	4.1%	4.1%	4.1%	4.1%
- Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
- Norwich	0.8%	0.8%	0.8%	0.8%	0.8%
- Other	22.1%	21.4%	21.4%	21.4%	21.4%
Internet shopping / Mail Order / Special Forms of Trading (3)	4.3%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TERTIARY CATCHMENT AREA					
	2005	2005	2011	2016	2021
	Unadjusted Market Shares (1)	DTZ Adjusted Market Shares (2)			
Ipswich Town Centre	2.9%	2.9%	2.9%	2.9%	2.9%
District/local centres (Other Ipswich & local shops in the survey)	0.3%	0.3%	0.3%	0.3%	0.3%
Other non-food shopping facilities in core area	2.2%	2.2%	2.2%	2.2%	2.2%
Shops outside the core area					
- Colchester	45.6%	43.3%	43.3%	43.3%	43.3%
- Bury	12.6%	12.2%	12.2%	12.2%	12.2%
- Cambridge	1.1%	1.1%	1.1%	1.1%	1.1%
- Norwich	5.4%	5.2%	5.2%	5.2%	5.2%
- Other	26.4%	25.2%	25.2%	25.2%	25.2%
Internet shopping / Mail Order / Special Forms of Trading (3)	3.2%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

NOTES: (1) Unadjusted market shares are derived directly from the results of the household survey.
(2) Market shares have been revised upwards or downwards based on DTZ's assessment of the robustness of the average sales density outputs in Stage 6. See also Note 3 below
(3) Market share of internet shopping / SFT from the survey separated out from floorspace- related market shares. Adjusted by DTZ Pieda to reflect national 7.6% for comparison SFT



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 4: TRADE DRAW ESTIMATES (% of comparison goods turnover derived from the core, secondary and tertiary areas)

	2005 % of respondents living outside the 'core' , 'secondary' & tertiary areas (1)	2005 DTZ Adjusted Market Share & Trade Draw Levels (2)	2011	2016	2021
Ipswich Town Centre	Turnover from Core Area	41%	40%	40%	40%
	Turnover from Secondary Area	45%	46%	46%	46%
	Turnover from Tertiary Area	11%	11%	11%	11%
	Turnover from elsewhere	3%	3%	3%	3%
	TOTAL TURNOVER	100%	100%	100%	100%
District/Local centres	Turnover from Core Area	77%	77%	76%	76%
	Turnover from Secondary Area	15%	15%	16%	16%
	Turnover from Tertiary Area	8%	8%	8%	8%
	Turnover from elsewhere	0%	0%	0%	0%
	TOTAL TURNOVER	100%	100%	100%	100%
Other Shopping Facilities in Ipswich Borough:	Turnover from Core Area	41%	40%	40%	39%
	Turnover from Secondary Area	46%	47%	47%	47%
	Turnover from Tertiary Area	13%	13%	13%	14%
	Turnover from elsewhere	0%	0%	0%	0%
	TOTAL TURNOVER	100%	100%	100%	100%

NOTES: (1) Represents proportion of respondents interviewed in the centre surveys who normally resided outside of the 'core' , 'secondary' & tertiary areas- 3% recorded in Ipswich TC and estimated negligible (0%) in district/ local centres and other Ipswich Shopping facilities

(2) DTZ's adjustments to draws from beyond the 'core', 'secondary' & tertiary areas to reflect the impact of potential year-round trading patterns.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

		2005	2005	2011	2016	2021	CHANGE: 2005 - 2021	
		Unadjusted Market Shares	DTZ Adjusted Market Shares					
Ipswich Town Centre	Turnover from Core Area (£m)	£189.1	£182.5	£241.1	£305.2	£386.6		
	Turnover from Secondary Area (£m)	£210.0	£202.0	£274.0	£353.3	£454.4		
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	Turnover from elsewhere	£13.8	£13.4	£17.9	£22.9	£29.3		
	TOTAL TURNOVER (£m)	£460.7	£445.7	£597.8	£764.6	£977.5	£531.9	119.3%
District/Local centres	Turnover from Core Area (£m)	£48.9	£47.0	£62.1	£78.7	£99.6		
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	Turnover from Tertiary Area (£m)	£4.8	£4.8	£6.5	£8.4	£10.8		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£63.0	£61.1	£81.2	£103.2	£131.2	£70.1	114.8%
Other Shopping Facilities in Ipswich Borough:	Turnover from Core Area (£m)	£115.6	£111.5	£147.2	£186.4	£236.1		
	Turnover from Secondary Area (£m)	£130.7	£126.0	£170.9	£220.4	£283.5		
	Turnover from Tertiary Area (£m)	£36.3	£36.3	£49.2	£63.2	£81.5		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£282.7	£273.8	£367.4	£470.0	£601.1	£327.3	119.5%
TOTAL TURNOVER OF IPSWICH SHOPS (£ million)								
- Core Area		£353.6	£341.0	£450.4	£570.3	£722.3	£381.3	111.8%
- Secondary Area		£350.0	£337.3	£457.4	£589.9	£758.7	£421.4	125.0%
- Tertiary Area		£89.0	£89.0	£120.6	£154.7	£199.5	£110.6	124.3%
TOTAL TURNOVER (£m)		£792.6	£767.2	£1,028.4	£1,314.9	£1,680.6	£913.3	119.0%
		DTZ Adjusted Market Shares	2005	2011	2016	2021		
Other Centres and Shops Outside Ipswich Borough:								
Turnover from Core Area (£m)		8.3%	£33.9	£44.7	£56.6	£71.7		
Turnover from Secondary Area (£m)		29.7%	£159.4	£216.2	£278.7	£358.5		
Turnover from Tertiary Area (£m)		87.1%	£1,447.5	£1,961.9	£2,517.2	£3,247.2		
Internet shopping / Mail Order / Special Forms of Trading		7.6%	£198.0	£267.4	£342.8	£440.7		
TOTAL TURNOVER (£m)			£1,838.8	£2,490.2	£3,195.3	£4,118.1		
TOTAL AVAILABLE SPEND (£ million)			£2,606.0	£3,518.6	£4,510.2	£5,798.6		



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS (£ per square metre):

	2005	2005	2005	2011	2016	2021
	(1) Unadjusted Market Share & Trade Draw Levels	(2) DTZ broad assessment of average sales densities	DTZ Adjusted Market Shares			
IPSWICH TOWN CENTRE:						
£ per square metre	£6,527	£6,500	£6,314	£8,469	£10,832	£13,849
£ per square foot	£606	£604	£587	£787	£1,006	£1,287
DISTRICT & LOCAL CENTRES:						
£ per square metre	£4,316	£3,900	£4,185	£5,562	£7,070	£8,989
£ per square foot	£401	£362	£389	£517	£657	£835
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH						
£ per square metre	£3,957	£2,468	£3,832	£5,142	£6,578	£8,413
£ per square foot	£368	£229	£356	£478	£611	£782

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).
(2) Average turnover/floorspace ratios estimated by DTZ Pleda.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 7: RESIDUAL COMPARISON GOODS EXPENDITURE (£ million):

Assumes an annual growth 'efficiency' of:

2.5%

for town centre and other floorspace

	2005	2011	2016	2021
	DTZ Adjusted Market Shares			
IPSWICH TOWN CENTRE:				
1 Derived Average Sales Density (sq.metres): at 2005 projected with efficiency growth	£6,314	£7,322	£8,284	£9,373
2 Derived Comparison Goods Turnover (£ million):	£445.7	£516.9	£584.8	£661.6
3 Residual Expenditure (£ million) :	£0.0	£80.9	£179.8	£315.9
DISTRICT & LOCAL CENTRES:				
1 Derived Average Sales Density (sq.metres):	£4,185	£4,854	£5,491	£6,213
2 Derived Comparison Goods Turnover (£ million):	£61.1	£70.9	£80.2	£90.7
3 Residual Expenditure (£ million) :	£0.0	£10.3	£23.0	£40.5
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Derived Average Sales Density (sq.metres):	£3,832	£4,444	£5,028	£5,689
2 Derived Comparison Goods Turnover (£ million):	£273.8	£317.6	£359.3	£406.5
3 Residual Expenditure (£ million) :	£0.0	£49.9	£110.7	£194.6
TOTAL 'GLOBAL' RESIDUAL SPEND (£ million)	£0.0	£141.1	£313.6	£551.1

NOTES: (1) Calculated in the base year by dividing potential comparison goods turnover (Stage 4) by comparison goods sales area (Stage 5). Growth over forecast period is based on the annual 'efficiency' growth rate.
(2) Turnover derived by multiplying the derived average sales density (step 1 above) by the net floorspace (Stage 2)
(3) Residual spend is derived from the potential turnover (Stage 5) minus the derived turnover (Stage 7: Step 2 above).



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 8: RETAIL COMMITMENTS - REVISED RESIDUAL SPEND AND FLOORSPACE CAPACITY

Assumes an annual growth 'efficiency' of:

2.5%

for town centre and other floorspace

STAGE 8a: PLANNED NEW RETAIL FLOORSPACE ⁽¹⁾

	2005	2011	2016	2021
IPSWICH TOWN CENTRE:	0	0	0	0
DISTRICT & LOCAL CENTRES:	0	0	0	0
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Sales area (net square metres):	0	4,493	4,493	4,493
2 Potential average sales density (£ per square metre)- from Stage 7:	£5,000	£5,798	£6,560	£7,423
3 Potential turnover (£ million)	£0.0	£26.1	£29.5	£33.4

STAGE 8b: REVISED RESIDUAL COMPARISON GOODS EXPENDITURE - MINUS NEW COMMITMENTS (£ million)

	2005	2011	2016	2021
IPSWICH TOWN CENTRE:	£0.0	£80.9	£179.8	£315.9
DISTRICT & LOCAL CENTRES:	£0.0	£10.3	£23.0	£40.5
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH	£0.0	£23.8	£81.3	£161.3
TOTAL REVISED RESIDUAL SPEND (£ million):	£0.0	£115.0	£284.1	£517.7

STAGE 8c: 'GLOBAL' FORECAST FLOORSPACE CAPACITY - MINUS NEW COMMITMENTS (net square metres)

	2005	2011	2016	2021
Net floorspace equivalent derived from testing at the two sales densities shown below				
Assumed sales density of new floorspace at £6,000 per sq m:	£6,000	£6,958	£7,873	£8,907
Supportable new floorspace (net sq m) ⁽²⁾ :	0	16,500	36,100	58,100
Assumed sales density of new floorspace at £4,000 per sq m:	£4,000	£4,639	£5,248	£5,938
Supportable new floorspace (net sq m) ⁽²⁾ :	0	24,800	54,100	87,200

Notes:

(1) Assume all planning commitments will be completed and trading by 2011

(2) Revised residual expenditure divided by the assumed sales density

(3) Expenditure on special forms of trading (e.g. mail order, vending machines and Internet shopping) is included in the above table.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 2a: EXISTING TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE (square metres):

Assumptions: Apply a net to gross floorspace ratio of: 66% to all non-Goad town centre floorspace
Apply a net to gross floorspace ratio of: 85% to all Goad town centre floorspace
Apply a net to gross floorspace ratio of: 85% to all retail park floorspace

	Gross Space	2005	2011	2016	2021
IPSWICH TOWN CENTRE ⁽¹⁾:	83,043	70,587	70,587	70,587	70,587
DISTRICT CENTRES ⁽²⁾:					
Meredith Road / Norwich Rd / Hawthorne Drive / Stoke Park Drive / Woodbridge Rd East / Woodbridge Rd other / Felixstowe Rd / Nacton Rd 73 units	11,680	7,709	7,709	7,709	7,709
LOCAL CENTRES ⁽²⁾:					
38 Local Centres 87 units	10,440	6,890	6,890	6,890	6,890
OTHER MAJOR NON-FOOD SHOPPING FACILITIES IN CORE AREA (3):					
Euro RP	20,771	17,655	17,655	17,655	17,655
Cardinal RP	5,400	4,590	4,590	4,590	4,590
Orwell RP	9,735	8,275	8,275	8,275	8,275
Suffolk RP	7,897	6,712	6,712	6,712	6,712
Anglia RP	19,603	16,663	16,663	16,663	16,663
Interchange RP (4):	10,668	9,068	9,068	9,068	9,068
Martlesham RP (4):	9,985	8,487	8,487	8,487	8,487
TOWN CENTRE: SUB-TOTAL:		70,587	70,587	70,587	70,587
DISTRICT/ LOCAL CENTRES: SUB-TOTAL		14,599	14,599	14,599	14,599
OTHER RETAIL: SUB-TOTAL:		71,450	71,450	71,450	71,450

TOTAL EXISTING FLOORSPACE (net square metres):

156,636

156,636

156,636

156,636

NOTES: (1) Town centre floorspace derived from Goad 2005 audits. Goad audit above ground floor for shopping centres but only audit the ground floor for high street shops. Therefore DTZ assume a higher net to gross ratio of 85% to reflect the net floorspace more accurately.

(2) DTZ's audit of District and Local Centres in the Borough indicates that there are c.73 shop units in the 8 District Centres and 87 in the 38 Local Centres (based on updates of evidence from 2000 Retail Study). DTZ has then applied average shop unit sizes to the number of outlets based on official data and research from other centres. For District Centres the average unit size is assumed to be 160 sq.metres and for Local Centres it is assumed to be 120 sq.metres.

(3) Retail Park floorspace is based on the Council's 'Food Superstores and Retail Warehouse Report' (July 2004), which was subsequently updated by the Goad survey (December 2004).

(4) Interchange and Martelsham Retail Parks are outside Ipswich Borough, but within the Ipswich Core study area.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 2b: PLANNED & PROPOSED TOWN CENTRE & OUT-OF-CENTRE FLOORSPACE *(net square metres)*:

	Gross (sq.m)	2005	2011	2016	2021
PLANNING CONSENTS: IPSWICH TOWN CENTRE		0	0	0	0
PLANNING CONSENTS: IPSWICH OUT OF TOWN & DISTRICT / LOCAL CENTRES			0	0	0
Samual Beadie Site (1)	2,508	-	1,655	1,655	1,655
Cranfield Mill (2)	1,000	-	660	660	660
Fairview (3)	500	-	330	330	330
Eagle Warf (4)	800	-	528	528	528
Burtens Warehouse (5)	1,000	-	660	660	660
Persimmon Edge, Eagle Mill (6)	1,000	-	660	660	660
Total consents	6,808	-	4,493	4,493	4,493

SOURCE: Ipswich Borough Council. DTZ Pleda estimated the proportions of comparison retail floorspace in the absence of further information from the Council, mainly by assuming a significant proportion. There is uncertainty over the actual amounts.

NOTES: (1) Includes 3 non food units on Volvo site-27,000sq ft (2,508 sq m gross) plus foodstore of 3,600 sq m gross.

(2) 3,840 sq m gross of flexible mixed uses (A1,A3,B1,D2). DTZ Pleda assume 1,000 sq m gross non food

(3) Flexible mixed use 1,600 sq m, including 517 foodstore within total figure. (A1,A2,A3,B1,D2). DTZ Pleda assume 500 sq m gross non food

(4) Flexible mixed use 1,700 sq m gross (A1,A2,A3). DTZ Pleda assume 1000 sq m non food

(5) Flexible mixed use 2,064 sq m gross (A1,A3,B1,D2). DTZ Pleda assume 1000 sq m non food

(6) Mixed use 3,400 sq m gross including doctor's surgery. DTZ Pleda assume 1000 sq m non food. Subject to S.106 Agreement



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 3: ALL COMPARISON GOODS-MARKET SHARE ESTIMATES (% of available spend derived from within core, secondary and tertiary catchment areas)

CORE CATCHMENT AREA					
	2005	2005	2011	2016	2021
	Unadjusted Market Shares (1)	DTZ Adjusted Market Shares (2)			
Ipswich Town Centre	46.6%	45.0%	45.0%	45.0%	45.0%
District/local centres (Other Ipswich & local shops in the survey)	12.1%	11.6%	11.6%	11.6%	11.6%
Other non-food shopping facilities in core area	28.5%	27.5%	27.5%	27.5%	27.5%
Shops outside the core area					
- Colchester	2.8%	2.5%	2.5%	2.5%	2.5%
- Bury	0.1%	0.1%	0.1%	0.1%	0.1%
- Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
- Norwich	1.4%	1.4%	1.4%	1.4%	1.4%
- Other	4.6%	4.4%	4.4%	4.4%	4.4%
Internet shopping / Mail Order / Special Forms of Trading (3)	4.0%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

SECONDARY CATCHMENT AREA					
	2005	2005	2011	2016	2021
	Unadjusted Market Shares (1)	DTZ Adjusted Market Shares (2)			
Ipswich Town Centre	39.1%	37.6%	37.6%	37.6%	37.6%
District/local centres (Other Ipswich & local shops in the survey)	1.7%	1.7%	1.7%	1.7%	1.7%
Other non-food shopping facilities in core area	24.3%	23.5%	23.5%	23.5%	23.5%
Shops outside the core area					
- Colchester	3.5%	3.4%	3.4%	3.4%	3.4%
- Bury	4.2%	4.1%	4.1%	4.1%	4.1%
- Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
- Norwich	0.8%	0.8%	0.8%	0.8%	0.8%
- Other	22.1%	21.4%	21.4%	21.4%	21.4%
Internet shopping / Mail Order / Special Forms of Trading (3)	4.3%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TERTIARY CATCHMENT AREA					
	2005	2005	2011	2016	2021
	Unadjusted Market Shares (1)	DTZ Adjusted Market Shares (2)			
Ipswich Town Centre	2.9%	2.9%	2.9%	2.9%	2.9%
District/local centres (Other Ipswich & local shops in the survey)	0.3%	0.3%	0.3%	0.3%	0.3%
Other non-food shopping facilities in core area	2.2%	2.2%	2.2%	2.2%	2.2%
Shops outside the core area					
- Colchester	45.6%	43.3%	43.3%	43.3%	43.3%
- Bury	12.6%	12.2%	12.2%	12.2%	12.2%
- Cambridge	1.1%	1.1%	1.1%	1.1%	1.1%
- Norwich	5.4%	5.2%	5.2%	5.2%	5.2%
- Other	26.4%	25.2%	25.2%	25.2%	25.2%
Internet shopping / Mail Order / Special Forms of Trading (3)	3.2%	7.6%	7.6%	7.6%	7.6%
TOTAL ESTIMATED MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

NOTES: (1) Unadjusted market shares are derived directly from the results of the household survey.

(2) Market shares have been revised upwards or downwards based on DTZ's assessment of the robustness of the average sales density outputs in Stage 6. See also Note 3 below

(3) Market share of internet shopping / SFT from the survey separated out from floorspace- related market shares. Adjusted by DTZ Pieda to reflect national 7.6% for comparison SFT



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 4: TRADE DRAW ESTIMATES (% of comparison goods turnover derived from the core, secondary and tertiary areas)

	2005 % of respondents living outside the 'core' , 'secondary' & tertiary areas (1)	2005 DTZ Adjusted Market Share & Trade Draw Levels (2)	2011	2016	2021
Ipswich Town Centre					
Turnover from Core Area		41%	40%	40%	40%
Turnover from Secondary Area		45%	46%	46%	46%
Turnover from Tertiary Area		11%	11%	11%	11%
Turnover from elsewhere	3%	3%	3%	3%	3%
TOTAL TURNOVER		100%	100%	100%	100%
District/Local centres					
Turnover from Core Area		77%	77%	76%	76%
Turnover from Secondary Area		15%	15%	16%	16%
Turnover from Tertiary Area		8%	8%	8%	8%
Turnover from elsewhere	0%	0%	0%	0%	0%
TOTAL TURNOVER		100%	100%	100%	100%
Other Shopping Facilities in Ipswich Borough:					
Turnover from Core Area		41%	40%	40%	39%
Turnover from Secondary Area		46%	47%	47%	47%
Turnover from Tertiary Area		13%	13%	13%	14%
Turnover from elsewhere	0%	0%	0%	0%	0%
TOTAL TURNOVER		100%	100%	100%	100%

NOTES: (1) Represents proportion of respondents interviewed in the centre surveys who normally resided outside of the 'core' , 'secondary' & tertiary areas- 3% recorded in Ipswich TC and estimated negligible (0%) in district/ local centres and other Ipswich Shopping facilities

(2) DTZ's adjustments to draws from beyond the 'core', 'secondary' & tertiary areas to reflect the impact of potential year-round trading patterns.



		2005	2005	2011	2016	2021	CHANGE: 2005 - 2021	
		Unadjusted Market Shares	DTZ Adjusted Market Shares					
Ipswich Town Centre	Turnover from Core Area (£m)	£189.1	£182.5	£241.1	£305.2	£386.6		
	Turnover from Secondary Area (£m)	£210.0	£202.0	£274.0	£353.3	£454.4		
	Turnover from Tertiary Area (£m)	£47.8	£47.8	£64.8	£83.2	£107.3		
	Turnover from elsewhere	£13.8	£13.4	£17.9	£22.9	£29.3		
	TOTAL TURNOVER (£m)	£460.7	£445.7	£597.8	£764.6	£977.5	£531.9	119.3%
District/Local centres	Turnover from Core Area (£m)	£48.9	£47.0	£62.1	£78.7	£99.6		
	Turnover from Secondary Area (£m)	£9.3	£9.2	£12.5	£16.2	£20.8		
	Turnover from Tertiary Area (£m)	£4.8	£4.8	£6.5	£8.4	£10.8		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£63.0	£61.1	£81.2	£103.2	£131.2	£70.1	114.8%
Other Shopping Facilities in Ipswich Borough:	Turnover from Core Area (£m)	£115.6	£111.5	£147.2	£186.4	£236.1		
	Turnover from Secondary Area (£m)	£130.7	£126.0	£170.9	£220.4	£283.5		
	Turnover from Tertiary Area (£m)	£36.3	£36.3	£49.2	£63.2	£81.5		
	Turnover from elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0		
	TOTAL TURNOVER (£m)	£282.7	£273.8	£367.4	£470.0	£601.1	£327.3	119.5%
TOTAL TURNOVER OF IPSWICH SHOPS(£ million)								
	- Core Area	£353.6	£341.0	£450.4	£570.3	£722.3	£381.3	111.8%
	- Secondary Area	£350.0	£337.3	£457.4	£589.9	£758.7	£421.4	125.0%
	- Tertiary Area	£89.0	£89.0	£120.6	£154.7	£199.5	£110.6	124.3%
	TOTAL TURNOVER (£m)	£792.6	£767.2	£1,028.4	£1,314.9	£1,680.6	£913.3	119.0%
		DTZ Adjusted Market Shares	2005	2011	2016	2021		
Other Centres and Shops Outside Ipswich Borough:	Turnover from Core Area (£m)	8.3%	£33.9	£44.7	£56.6	£71.7		
	Turnover from Secondary Area (£m)	29.7%	£159.4	£216.2	£278.7	£358.5		
	Turnover from Tertiary Area (£m)	87.1%	£1,447.5	£1,961.9	£2,517.2	£3,247.2		
	Internet shopping / Mail Order / Special Forms of Trading	7.6%	£198.0	£267.4	£342.8	£440.7		
	TOTAL TURNOVER (£m)		£1,838.8	£2,490.2	£3,195.3	£4,118.1		
TOTAL AVAILABLE SPEND (£ million)			£2,606.0	£3,518.6	£4,510.2	£5,798.6		



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS (£ per square metre):

	2005	2005	2005	2011	2016	2021
	(1) Unadjusted Market Share & Trade Draw Levels	(2) DTZ broad assessment of average sales densities	DTZ Adjusted Market Shares			
IPSWICH TOWN CENTRE:						
£ per square metre	£6,527	£6,500	£6,314	£8,469	£10,832	£13,849
£ per square foot	£606	£604	£587	£787	£1,006	£1,287
DISTRICT & LOCAL CENTRES:						
£ per square metre	£4,316	£3,900	£4,185	£5,562	£7,070	£8,989
£ per square foot	£401	£362	£389	£517	£657	£835
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH						
£ per square metre	£3,957	£2,468	£3,832	£5,142	£6,578	£8,413
£ per square foot	£368	£229	£356	£478	£611	£782

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).
(2) Average turnover/floorspace ratios estimated by DTZ Pleda.



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 7: RESIDUAL COMPARISON GOODS EXPENDITURE (£ million):

Assumes an annual growth 'efficiency' of:

2.5%

for town centre and other floorspace

	2005	2011	2016	2021
	DTZ Adjusted Market Shares			
IPSWICH TOWN CENTRE:				
1 Derived Average Sales Density (sq.metres): at 2005 projected with efficiency growth	£6,314	£7,322	£8,284	£9,373
2 Derived Comparison Goods Turnover (£ million):	£445.7	£516.9	£584.8	£661.6
3 Residual Expenditure (£ million) :	£0.0	£80.9	£179.8	£315.9
DISTRICT & LOCAL CENTRES:				
1 Derived Average Sales Density (sq.metres):	£4,185	£4,854	£5,491	£6,213
2 Derived Comparison Goods Turnover (£ million):	£61.1	£70.9	£80.2	£90.7
3 Residual Expenditure (£ million) :	£0.0	£10.3	£23.0	£40.5
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Derived Average Sales Density (sq.metres):	£3,832	£4,444	£5,028	£5,689
2 Derived Comparison Goods Turnover (£ million):	£273.8	£317.6	£359.3	£406.5
3 Residual Expenditure (£ million) :	£0.0	£49.9	£110.7	£194.6
TOTAL 'GLOBAL' RESIDUAL SPEND (£ million)	£0.0	£141.1	£313.6	£551.1

NOTES: (1) Calculated in the base year by dividing potential comparison goods turnover (Stage 4) by comparison goods sales area (Stage 5). Growth over forecast period is based on the annual 'efficiency' growth rate.
(2) Turnover derived by multiplying the derived average sales density (step 1 above) by the net floorspace (Stage 2)
(3) Residual spend is derived from the potential turnover (Stage 5) minus the derived turnover (Stage 7: Step 2 above).



Ipswich: Comparison Goods Retail Capacity Assessment (2005 - 2021)

Scenario 2a Higher 'Productivity' Growth & ONS Population Projections (market shares held constant between 2005-2021)

STAGE 8: RETAIL COMMITMENTS - REVISED RESIDUAL SPEND AND FLOORSPACE CAPACITY

Assumes an annual growth 'efficiency' of:

2.5%

for town centre and other floorspace

STAGE 8a: PLANNED NEW RETAIL FLOORSPACE ⁽¹⁾

	2005	2011	2016	2021
IPSWICH TOWN CENTRE:	0	0	0	0
DISTRICT & LOCAL CENTRES:	0	0	0	0
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH				
1 Sales area (net square metres):	0	4,493	4,493	4,493
2 Potential average sales density (£ per square metre)- from Stage 7:	£5,000	£5,798	£6,560	£7,423
3 Potential turnover (£ million)	£0.0	£26.1	£29.5	£33.4

STAGE 8b: REVISED RESIDUAL COMPARISON GOODS EXPENDITURE - MINUS NEW COMMITMENTS (£ million)

	2005	2011	2016	2021
IPSWICH TOWN CENTRE:	£0.0	£80.9	£179.8	£315.9
DISTRICT & LOCAL CENTRES:	£0.0	£10.3	£23.0	£40.5
OTHER SHOPPING FACILITIES IN IPSWICH BOROUGH	£0.0	£23.8	£81.3	£161.3
TOTAL REVISED RESIDUAL SPEND (£ million):	£0.0	£115.0	£284.1	£517.7

STAGE 8c: 'GLOBAL' FORECAST FLOORSPACE CAPACITY - MINUS NEW COMMITMENTS (net square metres)

	2005	2011	2016	2021
Net floorspace equivalent derived from testing at the two sales densities shown below				
Assumed sales density of new floorspace at £6,000 per sq m:	£6,000	£6,958	£7,873	£8,907
Supportable new floorspace (net sq m) ⁽²⁾ :	0	16,500	36,100	58,100
Assumed sales density of new floorspace at £4,000 per sq m:	£4,000	£4,639	£5,248	£5,938
Supportable new floorspace (net sq m) ⁽²⁾ :	0	24,800	54,100	87,200

Notes:

(1) Assume all planning commitments will be completed and trading by 2011

(2) Revised residual expenditure divided by the assumed sales density