



# Ipswich Borough & Suffolk Coastal District

## Retail and Commercial Leisure Town Centre Study

October 2017

Volume 2 of 3 – Appendices A-K



WYG, 90 Victoria Street, Bristol, BS1 6DP  
Tel: +44 (0)117 9254393  
Email: [bristol.planning@wyg.com](mailto:bristol.planning@wyg.com) [www.wyg.com](http://www.wyg.com)



---

# Appendices

Appendix A:	NEMS Household Telephone Survey Results
Appendix B:	Hotel Managers Questionnaire
Appendix C:	Summary of Key Feedback from Stakeholder Workshop
Appendix D:	Summary of Stakeholder Telephone Discussions
Appendix E:	Experian Mosaic Summary
Appendix F:	Plan Showing location of District & Local Centres in Ipswich Borough
Appendix G:	Health Check assessment of District Centres in Ipswich Borough
Appendix H:	Household Telephone Survey Zone Plan
Appendix I:	Statistical Retail Tables – Population and Expenditure
Appendix J:	Statistical Retail Tables – Convenience Goods Capacity
Appendix K:	Statistical Retail Tables – Comparison Goods Capacity
Appendix L:	Comparison Goods Catchment Areas – Ipswich ICA, Woodbridge and Felixstowe
Appendix M:	Experian Goad Land Use Plan – Ipswich Town Centre
Appendix N:	Ipswich Town Centre Pedestrian Footfall Count Survey – August 2013
Appendix O:	Ipswich Bus Network Map
Appendix P:	Experian Goad Lane Use Plans – Suffolk Coastal District Town Centres
Appendix Q:	Statistical Tables – Restaurant and Café/Coffee Shop Capacity
Appendix R:	Plan Showing Location of Hotel Provision in Ipswich & Suffolk Coastal Areas
Appendix S:	List of Hotels in Ipswich & Suffolk Coastal Areas
Appendix T:	Plan Showing Location of Potential Development Sites in Ipswich Borough
Appendix U:	Assessment of Potential Development Sites in Ipswich Borough
Appendix V:	Ipswich Town Centre - Shopping Frontage and Boundaries Plans
Appendix W:	Suffolk Coastal District - Shopping Frontages and Boundaries Plans

---

# **Appendix A**

## NEMS Household Telephone Survey Results



NEMS market research  
22 Manor Way  
Belasis Hall Technology Park  
Billingham  
TS23 4HN  
Tel 01642 37 33 55  
[www.nemsmr.co.uk](http://www.nemsmr.co.uk)

**Ipswich & Suffolk Coastal  
Household Survey  
for  
WYG**

February 2017

Job Ref: 200117

This market research and the design of material used to obtain this survey information have been originated by and belong to NEMS market research, and may not be used or reproduced in whole or part without the company's written consent, or that of the Client.

# Table of Contents

## Introduction:

Research Background & Objectives	3
Research Methodology	3
Sampling	4
Weightings	6
Statistical Accuracy	8
Data Tables	9

## Appendices:

Data Tabulations -	
By Zone – Part One (Filtered & Weighted)	11-93
By Zone – Part Two (Filtered & Weighted)	95-177
Sample Questionnaire	

# Introduction

---

## 1.1 Research Background & Objectives

To conduct a survey amongst residents in the Ipswich and Suffolk area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities. Respondents were also asked for their opinions on the town centre that they visit the most.

## 1.2 Research Methodology

A total of 1,602 telephone interviews were conducted between Tuesday 24th January 2017 and Wednesday 15th February 2017. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

## 1.3 Sampling

### 1.3.1 Survey Area

The survey area was segmented into 16 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	IP1 1, IP1 2, IP2 0, IP2 8, IP2 9	100
2	IP1 3, IP1 4, IP1 5, IP1 6	100
3	IP4 2, IP4 3, IP4 4, IP5 1, IP5 2, IP5 3	100
4	IP3 0, IP3 8, IP3 9, IP4 1	100
5	CO4 5, CO6 4, CO6 5, CO7 6, CO10 0, CO10 5, CO11 1, CO11 2, IP7 5, IP7 6, IP8 3, IP9 1, IP9 2	100
6	IP6 8, IP7 7, IP8 4, IP14 1, IP14 2, IP14 3, IP30 0, IP30 9, IP31 3	100
7	IP14 4, IP14 5, IP14 6, IP23 7, IP23 8	100
8	IP6 0, IP6 9, IP12 1, IP13 6	100
9	IP10 0, IP12 4	100
10	IP11 0, IP11 2, IP11 3, IP11 4, IP11 7, IP11 9	100
11	IP12 2, IP12 3	102
12	IP13 0, IP13 7	100
13	IP13 8, IP13 9	100
14	IP17 1, IP17 2, IP17 3	100
15	IP15 5, IP16 4	100
16	IP18 6, IP19 0, IP19 8, IP19 9	100
<b>Total</b>		<b>1,602</b>

### **1.3.2 Telephone Numbers**

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

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

### **1.3.3 Sample Profile**

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

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

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

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

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

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

#### **1.3.4 Time of Interviewing**

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

#### **1.3.5 Monitoring of Calls**

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

### **1.4 Weightings**

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

<b>Age</b>	<b>Main Shopper Profile (%)</b>	<b>Interviews Achieved</b>	<b>Age Weightings</b>
18-34	19.1%	50	5.9379
35-44	16.9%	130	2.0182
45-54	18.2%	395	0.7158
55-64	18.9%	320	0.9137
65+	26.9%	656	0.6352
(Refused)	n/a	51	1.0000
<b>Total</b>		<b>1,602</b>	

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

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	30,549	100	98	1.3673
2	26,882	100	100	1.1784
3	41,731	100	86	2.1211
4	30,378	100	94	1.4265
5	68,773	100	95	3.1748
6	46,370	100	111	1.8318
7	20,554	100	99	0.9081
8	17,608	100	100	0.7706
9	8,679	100	102	0.3730
10	24,403	100	100	1.0737
11	8,486	102	97	0.3854
12	5,821	100	106	0.2421
13	5,196	100	99	0.2307
14	9,099	100	104	0.3858
15	7,603	100	113	0.2970
16	12,339	100	97	0.5578
<b>Total</b>	<b>364,471</b>	<b>1,602</b>		

\* Source: Census 2011

## 1.5 Statistical Accuracy

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

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

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

*For example, if 50% of a sample of 1,602 answers “Yes” to a question, we can be 95% sure that between 47.5% and 52.5% of the population holds the same opinion (i.e. +/- 2.5%).* The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.5%
20%	±2.0%
30%	±2.3%
40%	±2.4%
50%	±2.5%

## 1.6 Data Tables

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

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

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

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

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

## **Appendix 1:**

Data Tabulations

By Zone – Part One

(Filtered & Weighted)

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q01 Where did you last undertake your main food and grocery shopping?																	
B&M, Eastgate Shopping Centre, Ipswich, IP4 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Tower Ramparts, Tavern Street, Ipswich, IP1 3BB	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Westgate Street, Ipswich, IP1 3EF	0.2%	4	0.0%	0	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Upper Brook Street, Ipswich, IP4 1DR	0.9%	13	0.7%	1	1.3%	1	2.6%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose (Little), Corn Exchange, Princes Street, Ipswich, IP1 1AS	0.4%	6	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%
Ipswich out-of-centre																	
Aldi, Donald Mackintosh Way, Ipswich	0.6%	9	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%
Asda, Stoke Park Drive, Ipswich, IP2 9TH	3.0%	47	26.2%	35	0.0%	0	0.0%	0	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.0%
Asda, Whitehouse Industrial Estate (adj Anglia Retail Park), Goddard Road, Ipswich, IP1 5PD	4.7%	72	3.3%	4	35.8%	42	0.0%	0	2.9%	4	0.8%	2	1.8%	4	3.4%	3	9.3%
Lidl, London Road, Ipswich IP1 2EH	1.3%	19	2.7%	4	1.6%	2	0.8%	1	0.7%	1	2.3%	7	0.0%	0	0.0%	0	2.0%
M&S Simply Food, Martlesham Health Retail Park, Beardmore Park, Ipswich, IP5 3RX	0.3%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Morrisons, Sproughton Road, Ipswich, IP1 5AF	4.1%	64	5.6%	7	15.6%	18	4.3%	8	5.7%	7	3.1%	9	2.3%	5	0.8%	1	6.3%
Sainsbury's, Felixstowe Road, Warren Heath, Ipswich	8.0%	124	2.8%	4	0.6%	1	29.7%	52	32.0%	42	0.8%	2	0.0%	0	0.0%	0	4.8%
Sainsbury's, Hadleigh Road, Ipswich, IP2 0BX	5.3%	81	22.8%	30	11.6%	14	4.1%	7	10.8%	14	5.2%	15	0.0%	0	0.0%	0	0.0%
Tesco Express, Foxhall Road, Ipswich, IP3 8LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Anson Road, Martlesham, Ipswich, IP5 3RU	8.9%	138	0.0%	0	0.7%	1	26.4%	46	2.6%	3	0.8%	2	0.0%	0	0.0%	0	30.9%
Tesco Extra, Copdock Interchange, Ipswich IP8 3TS	6.6%	102	22.6%	30	9.9%	12	0.0%	0	8.3%	11	16.3%	47	0.0%	0	2.4%	2	0.0%
Waitrose, Futura Park, Crane Boulevard, Warren Heath, Ipswich, IP3 9SQ	2.4%	38	0.0%	0	0.9%	1	9.1%	16	3.5%	5	2.6%	7	0.7%	1	0.0%	0	3.7%
Meredith Road District Centre																	
Aldi, Meredith Road, Ipswich, IP1 6EB	1.6%	25	0.0%	0	8.3%	10	1.6%	3	2.9%	4	0.0%	0	1.9%	4	0.0%	0	4.4%
Felixstowe Road District Centre																	
Aldi, Felixstowe Road / Hines Road, Ipswich, IP3 9BG	3.9%	60	1.4%	2	7.9%	9	10.5%	18	13.3%	17	0.0%	0	0.7%	1	0.0%	0	9.3%
Co-op, Hines Road, Ipswich, IP3 9BG	0.2%	3	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenswood District Centre																	
Co-op, Witney Close, Ipswich, IP3 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Hening Avenue, Ipswich, IP3 9QJ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%
Norwich Road / Bramford Road District Centre																	
Co-op, Bramford Lane, Ipswich, IP1 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Norwich Road, Ipswich, IP1 4BP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%
Hawthorn Drive District Centre																	
Co-op, Hawthorne Drive, Ipswich, IP2 0QG	0.5%	8	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Wherstead Road District Centre</b>																		
Co-op, Austin Street, Ipswich, IP2 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Cauldwell Hall Road / Woodbridge Road Centre</b>																		
Co-op, Cauldwell Hall Road, Ipswich, IP4 5BN	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodbridge Road East, Ipswich, IP4 5QN	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Woodbridge Road, Ipswich, IP4 4EN	0.5%	8	0.0%	0	2.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	5
<b>Nacton Road District Centre</b>																		
Tesco Express, Nacton Road, Ipswich, IP3 9NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Woodbridge Road / Heath Road District Centre</b>																		
Premier Off Licence - Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodbridge Road, Ipswich, IP4 4AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Duke Street District Centre</b>																		
Tesco Express, Duke Street, Ipswich, IP3 0BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Ipswich local centres</b>																		
Co-op, Clapgate Lane, Ipswich, IP3 0RF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fircroft Road, Ipswich, IP1 6PT	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Garrick Way, Ipswich, IP1 6NF	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Way, Ipswich, IP3 9EX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Woodbridge</b>																		
Co-op, Hasketon Road, Woodbridge, IP12 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Barrack Road, Woodbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Hamblin Road, Woodbridge Town Centre, IP12 1DE	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5
<b>Felixstowe</b>																		
Co-op, Hamilton Road, Felixstowe Town Centre, IP11 7DT	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street (221, next to Co-op funeral services), Felixstowe, IP11 9BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wadgate Road, Felixstowe, IP11 2LY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hamilton Road, Felixstowe Town Centre, IP11 7AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Langer Road, Felixstowe, IP11 2BU	1.4%	22	0.0%	0	0.6%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	2.9%	2	1.4%	1
Marks & Spencer, Hamilton Road, Felixstowe Town Centre, IP11 7BE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Grange Farm Avenue, Felixstowe, IP11 2XD	2.6%	40	0.9%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, Hamilton Road, Felixstowe Town Centre, IP11 7AD	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Saxmundham</b>																		
Tesco, Church Street, Saxmundham Town Centre, IP17 1EP	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Saxmundham Town	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, IP17 1EP																	
<b>Aldeburgh</b>																	
Co-op, High Street, Adleburgh Town Centre, IP15 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Saxmundham Road, Aldeburgh, IP15 5JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Saxmundham Road, Adleburgh, IP15 5JA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Framlingham</b>																	
Co-op, Market Hill, Framlingham, Woodbridge, IP13 9AN	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.8%
<b>Leiston</b>																	
Co-op, Sizewell Road, Leiston, IP16 4AE	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Wickham Market</b>																	
Co-op, High Street, Wickham Market, Woodbridge, IP13 0RA	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%
<b>Kesgrave / Grange Farm</b>																	
Tesco Metro, Ropes Drive, Kesgrave, Ipswich IP5 2FU	0.6%	10	0.0%	0	0.0%	0	5.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
<b>Other Suffolk Coastal Area</b>																	
Local shops, Trimley St. Mary / Trimley St Martin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Alderton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Bredfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Local shops, Peasenhall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Yoxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Health District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%
<b>Diss</b>																	
Aldi, Mere Street, Diss	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%
Morrisons, Victoria Road, Diss	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	12	0.0%
Tesco, Victoria Road, Diss	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%
<b>Colchester</b>																	
Aldi, Colne View Retail Park, Cowdray Avenue, Colchester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	8	0.0%	0	0.0%	0	0.0%
Asda, Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%
Sainsbury's, Tollgate West, Colchester, CO3 8AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%
Sainsbury's, Priory Walk, Colchester, CO1 1LG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%
Tesco, Greenstead Road, Colchester, CO1 2TE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	7	0.0%	0	0.0%	0	0.0%
Waitrose, St Andrews Avenue, Colchester, CO4 3BE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%
Colchester centre	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	22	0.0%	0	0.0%	0	0.0%
<b>Bury St Edmunds</b>																	
Farmfoods, Barton Road, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Dettingen Way, Bury St Edmunds, IP33 3TU	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	16	0.0%	0	0.0%
Asda, Western Way, Bury St Edmunds, IP33 3SP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Sainsbury's, Bedingfeld Way, Bury St Edmunds, IP32 7EJ	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	18	0.8%	1	0.0%
Tesco, St Saviours	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	9	0.0%	0	0.0%

Column % ges.

Ipswich & Suffolk Coastal Household Survey  
for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Interchange, Bury St Edmunds, IP32 7JS																		
Waitrose, Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds, IP33 3DH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Marks & Spencer, Butter Market, Bury St Edmunds	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	1.0%	1	0.0%	0
Stowmarket																		
Co-op, Combs Lane, Combsford, Stowmarket	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.8%	1	0.0%	0
Asda, 8-9 Wilkes Way, Stowmarket, IP14 1DE	3.7%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	50	7.3%	6	0.0%	0
Lidl, Bury Road, Stowmarket, IP14 3QQ	3.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	41	6.5%	6	0.0%	0
Tesco, Cedars Link Road, Stowmarket, IP14 5BE	4.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	37	27.7%	24	0.0%	0
Stowmarket centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	6.7%	6	0.0%	0
Sudbury																		
Co-op, The Drift, Great Cornard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, Sudbury, CO10 1NB	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 66 Cornard Road, Sudbury, CO10 2XB	2.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	39	0.0%	0	0.0%	0	0.0%	0
Tesco, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	2.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	41	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury, CO10 2SS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Sudbury centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Lowestoft																		
Tesco Express, Beccles Road, Oulton Broad, Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft, NR33 0PX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 4 North Quay Retail Park, Peto Way, Lowestoft, NR32 2ED	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 18 Tower Road, Lowestoft, NR33 7NG	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich																		
Aldi, 174-178 Plumstead Road, Norwich, NR1 4JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 125 Copenhagen Way, Norwich, NR3 2RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth																		
Aldi, North Quay, Great Yarmouth, NR30 1JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh																		
Morrisons, Calais Street, Hadleigh, Ipswich, IP7 5EF	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	7	0.0%	0	0.0%	0	0.0%	0
Harwich																		
Asda, Main Road, Harwich, CO12 3HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Harwich Gateway Retail Park, Garland Road, Harwich, CO12 4PB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Thetford																		
Aldi, Lime Kiln Lane, Thetford, IP24 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Forest Retail Park, London Road, Thetford, IP24 3QL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Thetford centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenham																		
Co-Op, 1 Chancery Lane, Debenham, IP14 6RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Other towns outside Ipswich and Suffolk Coastal boundaries</b>																	
Claydon centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harleston centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Needham Market centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																	
Co-op, Broad Street, Eye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%
Co-op, Church Street, Eye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%
Co-op, High Street, Hadleigh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Laxfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Riverside Avenue East, Lawford, Manningtree	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	15	0.0%	0	0.0%	0	0.0%
Co-op, Saxons Way, Halesworth	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%
Local shops, Halesworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, George Westwood Way, Beccles	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, Manningtree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%
Tesco, George Westwood Way, Beccles	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Outside Ipswich and Suffolk Coastal boundaries	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	5	0.6%	1	0.7%	1	0.0%
<b>Others:</b>																	
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	1546			133		118		176		130		291		198		86	
Sample:	1524			98		100		96		97		95		96		93	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
<b>Q02 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE MENTIONED AT Q01) was it the same place, or different, and if so, please specify?</b>																		
<b>Ipswich Town Centre</b>																		
B&M, Eastgate Shopping Centre, Ipswich, IP4 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tower Ramparts, Tavern Street, Ipswich, IP1 3BB	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westgate Street, Ipswich, IP1 3EF	0.5%	7	0.7%	1	0.6%	1	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Upper Brook Street, Ipswich, IP4 1DR	1.0%	16	2.1%	3	5.2%	6	0.8%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Waitrose (Little), Corn Exchange, Princes Street, Ipswich, IP1 1AS	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.7%	1	3.2%	2
<b>Ipswich out-of-centre</b>																		
Aldi, Donald Mackintosh Way, Ipswich	0.7%	10	3.8%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich, IP2 9TH	2.4%	36	19.3%	24	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.9%	2	0.0%	0	0.0%	0
Asda, Whitehouse Industrial Estate (adj Anglia Retail Park), Goddard Road, Ipswich, IP1 5PD	3.6%	54	4.8%	6	18.3%	22	0.0%	0	2.9%	4	0.8%	2	2.4%	5	4.1%	3	11.0%	8
Lidl, London Road, Ipswich IP1 2EH	1.9%	29	9.7%	12	1.6%	2	2.5%	4	1.0%	1	2.2%	6	0.0%	0	1.0%	1	1.0%	1
M&S Simply Food, Martlesham Health Retail Park, Beardmore Park, Ipswich, IP5 3RX	1.1%	16	0.0%	0	0.0%	0	3.7%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Morrisons, Sproughton Road, Ipswich, IP1 5AF	3.6%	55	7.1%	9	12.3%	15	0.9%	2	4.6%	6	1.7%	5	3.9%	7	1.6%	1	7.1%	5
Sainsbury's, Felixstowe Road, Warren Heath, Ipswich	8.3%	125	1.8%	2	1.5%	2	25.8%	44	35.6%	46	1.0%	3	0.0%	0	0.0%	0	6.3%	4
Sainsbury's, Hadleigh Road, Ipswich, IP2 0BX	5.7%	86	16.7%	21	18.5%	22	3.7%	6	7.2%	9	8.9%	25	0.6%	1	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham, Ipswich, IP5 3RU	7.4%	111	0.0%	0	1.6%	2	18.3%	31	2.3%	3	0.0%	0	0.0%	0	0.7%	1	17.8%	13
Tesco Extra, Copdock Interchange, Ipswich IP8 3TS	7.1%	106	27.5%	34	10.2%	12	3.3%	6	10.6%	14	13.5%	38	0.0%	0	1.7%	1	0.0%	0
Waitrose, Futura Park, Crane Boulevard, Warren Heath, Ipswich, IP3 9SQ	2.5%	38	1.4%	2	2.5%	3	7.3%	12	4.5%	6	0.0%	0	1.3%	2	0.0%	0	10.5%	7
<b>Meredith Road District Centre</b>																		
Aldi, Meredith Road, Ipswich, IP1 6EB	2.4%	37	2.9%	4	15.3%	18	4.0%	7	0.7%	1	0.0%	0	2.0%	4	0.0%	0	2.5%	2
<b>Felixstowe Road District Centre</b>																		
Aldi, Felixstowe Road / Hines Road, Ipswich, IP3 9BG	3.5%	53	1.5%	2	7.9%	9	11.0%	19	8.2%	11	0.0%	0	0.0%	0	0.0%	0	9.5%	7
Co-op, Hines Road, Ipswich, IP3 9BG	0.1%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Ravenswood District Centre</b>																		
Co-op, Witney Close, Ipswich, IP3 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hening Avenue, Ipswich, IP3 9QJ	0.4%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	2
<b>Norwich Road / Bramford Road District Centre</b>																		
Co-op, Bramford Lane, Ipswich, IP1 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Norwich Road, Ipswich, IP1 4BP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Sainsbury's, Brazen Gate, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Hawthorn Drive District Centre</b>																		
Co-op, Hawthorne Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Ipswich, IP2 0QG <b>Wherstead Road District Centre</b>																		
Co-op, Austin Street, Ipswich, IP2 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Cauldwell Hall Road / Woodbridge Road Centre</b>																		
Co-op, Cauldwell Hall Road, Ipswich, IP4 5BN	0.2%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodbridge Road East, Ipswich, IP4 5QN	0.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Woodbridge Road, Ipswich, IP4 4EN	0.6%	9	0.0%	0	2.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	5
<b>Nacton Road District Centre</b>																		
Tesco Express, Nacton Road, Ipswich, IP3 9NA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Woodbridge Road / Heath Road District Centre</b>																		
Premier Off Licence - Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodbridge Road, Ipswich, IP4 4AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Duke Street District Centre</b>																		
Tesco Express, Duke Street, Ipswich, IP3 0BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Ipswich local centres</b>																		
Co-op, Clapgate Lane, Ipswich, IP3 0RF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Foxhall Road, Ipswich, IP3 8HL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Garrick Way, Ipswich, IP1 6NF	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Way, Ipswich, IP3 9EX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Selkirk Road, Ipswich, IP4 3HX	0.1%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Woodbridge</b>																		
Co-op, Hasketon Road, Woodbridge, IP12 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Barrack Road, Woodbridge	0.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op, Hamblin Road, Woodbridge Town Centre, IP12 1DE	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
<b>Felixstowe</b>																		
Co-op, Hamilton Road, Felixstowe Town Centre, IP11 7DT	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street (221, next to Co-op funeral services), Felixstowe, IP11 9BQ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street (281, opposite The Falcon pub), Felixstowe, IP11 9DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hamilton Road, Felixstowe Town Centre, IP11 7AJ	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Langer Road, Felixstowe, IP11 2BU	1.4%	21	0.0%	0	0.0%	0	0.9%	2	1.4%	2	0.0%	0	0.0%	0	0.8%	1	2.5%	2
Marks & Spencer, Hamilton Road, Felixstowe Town Centre, IP11 7BE	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Grange Farm Avenue, Felixstowe, IP11 2XD	2.4%	36	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, Hamilton Road, Felixstowe Town Centre, IP11 7AD	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	3	0.0%	0	0.0%	0	0.0%	0
<b>Saxmundham</b>																		
Tesco, Church Street,	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Saxmundham Town Centre, IP17 1EP																		
Waitrose, Church Street, Saxmundham Town Centre, IP17 1EP	2.0%	30	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.2%	2	2.0%	1
<b>Aldeburgh</b>																		
Co-op, High Street, Adleburgh Town Centre, IP15 5AR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Saxmundham Road, Aldeburgh, IP15 5JD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Saxmundham Road, Adleburgh, IP15 5JA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Framlingham</b>																		
Co-op, Market Hill, Framlingham, Woodbridge, IP13 9AN	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
<b>Leiston</b>																		
Co-op, Sizewell Road, Leiston, IP16 4AE	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Wickham Market</b>																		
Co-op, High Street, Wickham Market, Woodbridge, IP13 0RA	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
<b>Kesgrave / Grange Farm</b>																		
Tesco Metro, Ropes Drive, Kesgrave, Ipswich IP5 2FU	0.9%	14	0.0%	0	0.7%	1	7.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
<b>Other Suffolk Coastal Area</b>																		
Local shops, Trimley St. Mary / Trimley St Martin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alderton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Peasehall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Yoxford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
<b>Diss</b>																		
Aldi, Mere Street, Diss	0.4%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0
Morrisons, Victoria Road, Diss	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	10	0.0%	0
Tesco, Victoria Road, Diss	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	10	0.0%	0
Local shops, Diss Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Colchester</b>																		
Aldi, Colne View Retail Park, Cowdray Avenue, Colchester	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	11	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tollgate West, Colchester, CO3 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, Colchester, CO1 2TE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Andrews Avenue, Colchester, CO4 3BE	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lion Walk Shopping Centre, High Street, Colchester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Colchester centre	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	19	0.0%	0	0.0%	0	0.0%	0
<b>Bury St Edmunds</b>																		
Farmfoods, Barton Road, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dettingen Way, Bury St Edmunds, IP33 3TU	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	16	0.0%	0	0.0%	0
Asda, Western Way, Bury St	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0

Column %ges.

Ipswich & Suffolk Coastal Household Survey  
for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Edmunds, IP33 3SP																		
Sainsbury's, Bedingfeld Way, Bury St Edmunds, IP32 7EJ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.8%	1	0.0%	0
Tesco, St Saviours Interchange, Bury St Edmunds, IP32 7JS	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	18	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds, IP33 3DH	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	7	0.0%	0	0.0%	0
Marks & Spencer, Butter Market, Bury St Edmunds	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	2.0%	4	0.0%	0	0.0%	0
Bury St Edmunds centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8	1.7%	1	0.0%	0
Stowmarket																		
Co-op, Combs Lane, Combsford, Stowmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 8-9 Wilkes Way, Stowmarket, IP14 1DE	3.6%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	47	8.0%	7	0.0%	0
Lidl, Bury Road, Stowmarket, IP14 3QQ	1.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	23	6.4%	5	0.0%	0
Tesco, Cedars Link Road, Stowmarket, IP14 5BE	3.5%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	32	24.9%	21	0.0%	0
Stowmarket centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.6%	6	0.0%	0
Sudbury																		
Co-op, The Drift, Great Cornard	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, Sudbury, CO10 1NB	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	18	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 66 Cornard Road, Sudbury, CO10 2XB	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	22	0.0%	0	0.0%	0	0.0%	0
Tesco, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	36	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury, CO10 2SS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Sudbury centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Lowestoft																		
Tesco Express, Beccles Road, Oulton Broad, Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft, NR33 0PX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 4 North Quay Retail Park, Peto Way, Lowestoft, NR32 2ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 18 Tower Road, Lowestoft, NR33 7NG	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich																		
Aldi, 174-178 Plumstead Road, Norwich, NR1 4JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 125 Copenhagen Way, Norwich, NR3 2RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth																		
Aldi, North Quay, Great Yarmouth, NR30 1JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh																		
Morrisons, Calais Street, Hadleigh, Ipswich, IP7 5EF	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	13	0.0%	0	0.0%	0	0.0%	0
Hadleigh centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Harwich																		
Asda, Main Road, Harwich, CO12 3HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkeston Road, Harwich, CO12 4NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Harwich Gateway Retail Park, Garland Road, Harwich, CO12 4PB	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	9	0.0%	0	0.0%	0	0.0%	0
Thetford																		

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Aldi, Lime Kiln Lane, Thetford, IP24 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Debenham</b>																		
Co-Op, 1 Chancery Lane, Debenham, IP14 6RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
<b>Other towns outside Ipswich and Suffolk Coastal boundariess</b>																		
Claydon centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needham Market centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Co-op, Broad Street, Eye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Co-op, Church Street, Eye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Co-op, High Street, Hadleigh	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Laxfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Riverside Avenue East, Lawford, Manningtree	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, Saxons Way, Halesworth	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beccles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halesworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, Beccles	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, George Westwood Way, Beccles	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, King William Street, Needham Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, Market Place, Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	7	0.6%	1	0.0%	0	0.0%	0
<b>Others:</b>																		
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1505			124		118		170		130		285		186		83		71
Sample:	1502			97		100		92		97		92		94		91		90

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Mean score [£]:																	
Q03 How much would you estimate you typically spend on a weekly basis on main food shopping?																	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
£11 - £15	0.8%	13	6.7%	9	0.6%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.9%
£16 - £20	0.8%	13	1.6%	2	0.6%	1	0.0%	0	2.6%	4	0.0%	0	1.7%	3	0.0%	0	0.0%
£21 - £25	1.2%	19	0.6%	1	1.3%	2	0.0%	0	3.8%	5	0.7%	2	0.6%	1	1.4%	1	0.0%
£26 - £30	4.6%	74	4.5%	6	3.5%	4	3.3%	6	12.5%	17	2.4%	7	7.3%	15	2.6%	2	8.9%
£31 - £35	1.7%	26	6.9%	9	3.1%	4	1.9%	3	1.0%	1	1.3%	4	0.0%	0	0.6%	1	0.0%
£36 - £40	4.5%	72	4.6%	6	10.6%	13	8.6%	16	6.4%	9	2.7%	8	1.3%	3	1.3%	1	4.8%
£41 - £45	2.3%	36	4.4%	6	2.0%	2	2.3%	4	3.5%	5	1.3%	4	1.8%	4	1.6%	1	3.8%
£46 - £50	8.8%	141	17.2%	23	6.9%	8	10.6%	20	6.1%	8	11.6%	35	5.3%	11	10.0%	9	2.9%
£51 - £55	1.9%	30	2.5%	3	1.9%	2	1.5%	3	0.0%	0	3.0%	9	0.0%	0	2.0%	2	2.6%
£56 - £60	6.4%	102	7.3%	10	8.5%	10	7.5%	14	5.9%	8	5.0%	15	3.9%	8	5.7%	5	4.1%
£61 - £65	3.5%	55	4.8%	6	1.6%	2	0.7%	1	2.2%	3	9.6%	29	2.6%	5	2.6%	2	0.0%
£66 - £70	6.6%	106	7.0%	9	8.4%	10	6.4%	12	9.4%	13	5.0%	15	7.6%	15	10.3%	9	4.9%
£71 - £75	3.0%	48	0.6%	1	3.6%	4	1.8%	3	7.0%	9	0.0%	0	8.4%	17	0.0%	0	0.6%
£76 - £80	7.5%	121	6.6%	9	9.4%	11	6.4%	12	2.1%	3	7.2%	22	13.9%	28	8.2%	7	3.8%
£81 - £85	1.5%	25	1.3%	2	6.8%	8	1.7%	3	2.2%	3	0.0%	0	0.8%	2	1.6%	1	3.8%
£86 - £90	4.5%	72	1.6%	2	3.2%	4	3.4%	6	3.2%	4	10.6%	32	2.5%	5	3.7%	3	4.2%
£91 - £95	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%
£96 - £100	13.2%	212	8.4%	11	4.6%	5	12.7%	23	8.7%	12	13.9%	42	12.9%	26	19.8%	18	24.0%
£101 - £120	5.6%	89	1.7%	2	8.1%	10	4.2%	8	0.7%	1	6.6%	20	9.2%	19	2.2%	2	5.9%
£121 - £140	1.2%	19	2.1%	3	0.7%	1	0.8%	2	0.0%	0	0.8%	2	0.0%	0	1.7%	2	0.7%
£141 - £160	4.7%	76	0.0%	0	2.9%	3	12.5%	23	6.3%	8	3.5%	11	6.1%	12	1.6%	1	3.9%
£161 - £180	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
£181 - £200	0.7%	12	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	2.3%	2	2.9%
£201 - £250	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
£251+	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
(Don't know / varies)	12.4%	199	8.8%	12	8.8%	10	9.8%	18	12.7%	17	12.5%	38	12.3%	25	17.8%	16	13.2%
(Refused)	1.7%	27	0.0%	0	2.6%	3	3.8%	7	0.0%	0	1.6%	5	0.0%	0	2.0%	2	2.8%
Mean:	77.29		58.16		70.79		81.45		70.40		77.50		81.40		81.68		88.82
Weighted base:	1602		134		118		183		134		302		204		90		77
Sample:	1602		100		100		100		100		100		100		100		100
Q04 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?																	
Yes	69.5%	1114	74.3%	100	80.9%	96	56.1%	103	71.9%	96	80.6%	244	67.0%	137	56.6%	51	68.9%
No	30.5%	488	25.7%	35	19.1%	23	43.9%	81	28.1%	38	19.4%	59	33.0%	67	43.4%	39	31.1%
Weighted base:	1602		134		118		183		134		302		204		90		77
Sample:	1602		100		100		100		100		100		100		100		100

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q05 Where did you last undertake this 'top-up' food shopping?</b>																	
<i>Those who do top-up shopping at Q04 AND Excl. Nulls &amp; SFT</i>																	
<b>Ipswich Town Centre</b>																	
B&M, Eastgate Shopping Centre, Ipswich, IP4 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Tower Ramparts, Tavern Street, Ipswich, IP1 3BB	0.3%	4	0.9%	1	0.9%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Westgate Street, Ipswich, IP1 3EF	0.9%	10	0.9%	1	1.7%	1	4.4%	4	1.0%	1	0.9%	2	0.0%	0	0.0%	0	0.0%
Sainsbury's, Upper Brook Street, Ipswich, IP4 1DR	1.1%	11	4.6%	4	3.7%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Tesco Express, Matthews Street, Ipswich, IP1 3EW	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose (Little), Corn Exchange, Princes Street, Ipswich, IP1 1AS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Ipswich out-of-centre</b>																	
Aldi, Donald Mackintosh Way, Ipswich	0.4%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Stoke Park Drive, Ipswich, IP2 9TH	4.8%	52	43.9%	43	0.0%	0	0.0%	0	0.0%	0	3.6%	9	0.0%	0	0.0%	0	0.0%
Asda, Whitehouse Industrial Estate (adj Anglia Retail Park), Goddard Road, Ipswich, IP1 5PD	2.5%	27	1.3%	1	23.9%	21	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	3.1%
Lidl, London Road, Ipswich IP1 2EH	1.5%	17	9.6%	9	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Martlesham Health Retail Park, Beardmore Park, Ipswich, IP5 3RX	0.9%	9	0.0%	0	1.2%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Morrisons, Sproughton Road, Ipswich, IP1 5AF	0.5%	6	0.9%	1	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Sainsbury's, Felixstowe Road, Warren Heath, Ipswich	3.3%	36	0.0%	0	0.0%	0	2.9%	3	33.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Hadleigh Road, Ipswich, IP2 0BX	3.0%	32	5.7%	6	7.0%	6	4.3%	4	13.3%	12	0.9%	2	0.0%	0	0.0%	0	1.1%
Tesco Express, Foxhall Road, Ipswich, IP3 8LH	1.5%	16	0.0%	0	0.0%	0	12.6%	13	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Anson Road, Martlesham, Ipswich, IP5 3RU	2.9%	32	0.0%	0	0.0%	0	7.1%	7	2.9%	3	0.0%	0	0.0%	0	0.0%	0	14.4%
Tesco Extra, Copdock Interchange, Ipswich IP8 3TS	1.4%	15	3.0%	3	0.9%	1	0.0%	0	0.0%	0	4.8%	11	0.0%	0	0.0%	0	0.0%
Waitrose, Futura Park, Crane Boulevard, Warren Heath, Ipswich, IP3 9SQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Meredith Road District Centre</b>																	
Aldi, Meredith Road, Ipswich, IP1 6EB	1.3%	14	0.0%	0	13.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
<b>Felixstowe Road District Centre</b>																	
Aldi, Felixstowe Road / Hines Road, Ipswich, IP3 9BG	1.6%	17	0.0%	0	0.0%	0	3.5%	3	14.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hines Road, Ipswich, IP3 9BG	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	2	0.0%	0	0.0%	0	0.0%
Spar, High Road East, Felixstowe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Ravenswood District Centre</b>																	
Co-op, Witney Close, Ipswich, IP3 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Hening Avenue, Ipswich, IP3 9QJ	0.7%	8	0.0%	0	1.9%	2	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Norwich Road / Bramford Road District Centre</b>																	
Co-op, Bramford Lane, Ipswich, IP1 4DS	0.3%	4	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Farmfoods, Bramford Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Ipswich, IP1 2LL																		
Tesco Express, Bramford Road, Ipswich, IP1 5BD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, Norwich Road, Ipswich, IP1 4BP	1.0%	11	1.3%	1	9.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
<b>Hawthorn Drive District Centre</b>																		
Co-op, Hawthorne Drive, Ipswich, IP2 0QG	1.7%	19	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Wherstead Road District Centre</b>																		
Co-op, Austin Street, Ipswich, IP2 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Cauldwell Hall Road / Woodbridge Road Centre</b>																		
Co-op, Cauldwell Hall Road, Ipswich, IP4 5BN	0.5%	6	0.0%	0	0.0%	0	4.4%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodbridge Road East, Ipswich, IP4 5QN	0.5%	6	0.0%	0	0.0%	0	2.9%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Woodbridge Road, Ipswich, IP4 4EN	2.1%	23	0.0%	0	5.4%	5	17.0%	17	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Nacton Road District Centre</b>																		
Tesco Express, Nacton Road, Ipswich, IP3 9NA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0
<b>Woodbridge Road / Heath Road District Centre</b>																		
Premier Off Licence - Woodbridge Road / Heath Road District Centre	0.2%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodbridge Road, Ipswich, IP4 4AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Duke Street District Centre</b>																		
Tesco Express, Duke Street, Ipswich, IP3 0BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Ipswich local centres</b>																		
Co-op, Clapgate Lane, Ipswich, IP3 0RF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Colchester Road, Ipswich, IP4 4ST	0.2%	3	0.0%	0	1.2%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dales Road, Ipswich, IP1 4JY	0.4%	5	0.0%	0	3.0%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fircroft Road, Ipswich, IP1 6PT	0.7%	8	0.0%	0	6.9%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Co-op, Foxhall Road, Ipswich, IP3 8HL	0.5%	5	0.0%	0	0.0%	0	1.4%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Garrick Way, Ipswich, IP1 6NF	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Penshurst Road, Ipswich, IP3 8QB	0.4%	5	0.0%	0	0.0%	0	1.4%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Way, Ipswich, IP3 9EX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Selkirk Road, Ipswich, IP4 3HX	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sheldrake Drive, Ipswich, IP2 9LF	0.7%	7	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Ulster Avenue, Ipswich, IP1 5JS	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Woodbridge</b>																		
Co-op, Hasketon Road, Woodbridge, IP12 4JT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Barrack Road, Woodbridge	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4
Co-op, Hamblin Road, Woodbridge Town Centre, IP12 1DE	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	9
<b>Felixstowe</b>																		
Co-op, Hamilton Road, Felixstowe Town Centre, IP11 7DT	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street (221, next to Co-op funeral services), Felixstowe, IP11	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
9BQ																		
Co-op, High Street (281, opposite The Falcon pub), Felixstowe, IP11 9DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wadgate Road, Felixstowe, IP11 2LY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hamilton Road, Felixstowe Town Centre, IP11 7AJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Langer Road, Felixstowe, IP11 2BU	1.0%	10	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Hamilton Road, Felixstowe Town Centre, IP11 7BE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Grange Farm Avenue, Felixstowe, IP11 2XD	2.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Hamilton Road, Felixstowe Town Centre, IP11 7AD	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
<b>Saxmundham</b>																		
Tesco, Church Street, Saxmundham Town Centre, IP17 1EP	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Saxmundham Town Centre, IP17 1EP	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Darsham Shop and Cafe), London Road, Saxmundham, IP17 3QR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Aldeburgh</b>																		
Co-op, High Street, Adleburgh Town Centre, IP15 5AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Saxmundham Road, Aldeburgh, IP15 5JD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Saxmundham Road, Adleburgh, IP15 5JA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Framlingham</b>																		
Co-op, Market Hill, Framlingham, Woodbridge, IP13 9AN	1.7%	18	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
<b>Leiston</b>																		
Co-op, Sizewell Road, Leiston, IP16 4AE	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Wickham Market</b>																		
Co-op, High Street, Wickham Market, Woodbridge, IP13 0RA	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	8
<b>Kesgrave / Grange Farm</b>																		
Tesco Metro, Ropes Drive, Kesgrave, Ipswich IP5 2FU	2.2%	23	0.0%	0	1.0%	1	21.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
<b>Other Suffolk Coastal Area</b>																		
Local shops, Trimley St. Mary / Trimley St Martin	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Walnut Tree Avenue, Rendlesham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alderton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bredfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Grundisburgh Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4
Local shops, Hacheston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hasketon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Local shops, Hollesley Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Orford Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Peasenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Village Centre																	
Local shops, Rendlesham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Rushmere St Andrew Village Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Snape Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Thorpeness Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Yoxford Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Melton Road, Melton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%
Martlesham Health District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Suffolk Coastal Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Diss</b>																	
Aldi, Mere Street, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%
Co-op, The Street, Rickinghall, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Morrisons, Victoria Road, Diss	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%
Tesco, Victoria Road, Diss	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%
<b>Colchester</b>																	
Aldi, Colne View Retail Park, Cowdray Avenue, Colchester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	6	0.0%	0	0.0%	0	0.0%
Co-op, Nayland Road, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%
Waitrose, St Andrews Avenue, Colchester, CO4 3BE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%
Colchester centre	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	22	0.0%	0	0.0%	0	0.0%
<b>Bury St Edmunds</b>																	
Farmfoods, Barton Road, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Sainsbury's, Bedingfeld Way, Bury St Edmunds, IP32 7EJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%
Tesco, St Saviours Interchange, Bury St Edmunds, IP32 7JS	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%
Waitrose, Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds, IP33 3DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Tesco Express, Lawson Place, Moreton Hall, Bury St Edmunds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%
Marks & Spencer, Butter Market, Bury St Edmunds	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	15	0.0%	0	0.0%
Bury St Edmunds centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%
<b>Stowmarket</b>																	
Co-op, Combs Lane, Combsford, Stowmarket	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%
Asda, 8-9 Wilkes Way, Stowmarket, IP14 1DE	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	9	3.6%	2	0.0%
Lidl, Bury Road, Stowmarket, IP14 3QQ	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	14	5.3%	3	0.0%
Tesco, Cedars Link Road, Stowmarket, IP14 5BE	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	17	17.0%	9	0.0%
Stowmarket centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	14.6%	7	0.0%
<b>Sudbury</b>																	
Co-op, The Drift, Great Cornard	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	14	0.0%	0	0.0%	0	0.0%
Aldi, Girling Street, Sudbury, CO10 1NB	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	9	0.0%	0	0.0%	0	0.0%
Sainsbury's, 66 Cornard Road, Sudbury, CO10 2XB	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	19	0.0%	0	0.0%	0	0.0%
Tesco, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	8	0.0%	0	0.0%	0	0.0%
Waitrose, Station Road, Sudbury, CO10 2SS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	1.0%	1	0.0%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sudbury centre	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	19	0.0%	0	0.0%	0	0.0%	0
<b>Lowestoft</b>																		
Tesco Express, Beccles Road, Oulton Broad, Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 18 Tower Road, Lowestoft, NR33 7NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
<b>Norwich</b>																		
Aldi, 174-178 Plumstead Road, Norwich, NR1 4JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Great Yarmouth</b>																		
Aldi, North Quay, Great Yarmouth, NR30 1JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Hadleigh</b>																		
Morrisons, Calais Street, Hadleigh, Ipswich, IP7 5EF	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0
Hadleigh centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	5	0.0%	0	0.0%	0	0.0%	0
<b>Harwich</b>																		
Asda, Main Road, Harwich, CO12 3HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Thetford</b>																		
Aldi, Lime Kiln Lane, Thetford, IP24 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Debenham</b>																		
Co-Op, 1 Chancery Lane, Debenham, IP14 6RN	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	5.2%	3	1.3%	1
<b>Other towns outside Ipswich and Suffolk Coastal boundaries</b>																		
Claydon centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Needham Market centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Southwold centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Co-op, Broad Street, Eye	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0
Co-op, Church Street, Eye	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	6	0.0%	0
Co-op, High Street, Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Laxfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Riverside Avenue East, Lawford, Manningtree	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	21	0.0%	0	0.0%	0	0.0%	0
Co-op, Saxons Way, Halesworth	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Halesworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halesworth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Manningtree Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	7	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, Beccles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Thoroughfare, Halesworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, King William Street, Needham Market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Co-op, Market Place, Southwold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	10.0%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	56	30.5%	41	11.5%	6	4.1%	2
<b>Others:</b>																		
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1076		98		88		100		91		242		135		50		53
Sample:		1002		66		71		52		62		73		63		55		71

Column % ges.

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Mean score [£]:																		
Q06 How much would you estimate you typically spend on a weekly basis on top up food shopping?																		
Those who do top-up shopping at Q04																		
£1 - £5	12.0%	134	17.6%	18	11.5%	11	6.9%	7	17.3%	17	11.3%	27	16.3%	22	10.3%	5	18.7%	10
£6 - £10	18.3%	204	26.4%	26	22.1%	21	21.4%	22	11.9%	11	17.8%	43	19.1%	26	13.3%	7	10.3%	6
£11 - £15	14.6%	163	9.4%	9	15.2%	15	6.0%	6	12.3%	12	25.1%	61	4.5%	6	8.9%	5	13.9%	7
£16 - £20	22.3%	248	16.4%	16	19.1%	18	37.8%	39	22.2%	21	21.4%	52	29.7%	41	23.1%	12	21.0%	11
£21 - £25	5.4%	60	17.5%	17	6.1%	6	3.2%	3	2.0%	2	3.0%	7	7.6%	10	1.1%	1	2.2%	1
£26 - £30	6.5%	72	3.2%	3	11.0%	11	6.3%	6	10.0%	10	4.5%	11	3.7%	5	4.9%	2	3.0%	2
£31 - £35	0.7%	8	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%	1
£36 - £40	2.4%	26	0.0%	0	3.4%	3	5.6%	6	5.4%	5	0.0%	0	2.9%	4	4.9%	2	2.6%	1
£41 - £45	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
£46 - £50	1.2%	14	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0	2.7%	4	2.9%	1	3.7%	2
£51 - £55	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%	1
£56 - £60	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
£76 - £80	0.4%	5	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	149	8.1%	8	7.2%	7	5.4%	6	15.9%	15	13.9%	34	12.6%	17	24.7%	13	13.0%	7
(Refused)	1.9%	21	0.0%	0	2.5%	2	5.5%	6	0.0%	0	3.2%	8	0.0%	0	1.3%	1	2.2%	1
Mean:	17.69		15.13		17.33		19.08		18.67		14.85		17.49		20.10		21.47	
Weighted base:	1114		100		96		103		96		244		137		51		53	
Sample:	1029		68		73		54		65		74		64		56		72	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q07 Where did you last buy clothing or footwear goods?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	1.3%	1
Felixstowe Road District Centre	1.5%	19	7.7%	9	0.0%	0	0.8%	1	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Felixstowe Town Centre	3.2%	42	2.2%	3	1.6%	1	1.6%	3	4.7%	6	0.0%	0	1.4%	2	0.0%	0	2.0%	1
Framlingham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ipswich Town Centre	47.2%	615	69.0%	81	82.9%	80	80.1%	132	76.6%	90	29.1%	76	20.2%	34	34.3%	24	30.4%	16
Leiston Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich Road / Bramford Road District Centre	0.1%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road / Heath Road District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Woodbridge Town Centre	2.8%	36	1.5%	2	0.0%	0	1.6%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	19.7%	10
Centres (Outside)																		
Bury St Edmunds Town Centre	13.0%	168	0.8%	1	0.8%	1	2.6%	4	0.0%	0	13.2%	34	58.5%	99	31.7%	22	9.1%	5
Claydon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	6.7%	87	2.1%	2	0.8%	1	0.9%	2	0.9%	1	30.4%	79	0.0%	0	0.0%	0	1.1%	1
Hadleigh Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Norwich City Centre	3.7%	48	1.1%	1	1.1%	1	0.0%	0	0.0%	0	2.7%	7	0.0%	0	10.7%	8	0.0%	0
Southwold Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Stowmarket Town Centre	1.7%	23	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.4%	14	10.4%	7	0.0%	0
Sudbury Town Centre	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	15	0.0%	0	0.0%	0	0.0%	0
Thetford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.3%	4	0.8%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	0.6%	7	1.2%	1	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	0.5%	7	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	0.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	4.1%	53	0.0%	0	4.8%	5	6.3%	10	3.9%	5	0.8%	2	0.0%	0	0.0%	0	9.3%	5
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	0.4%	6	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other Ipswich																		
Asda, Whitehouse Industrial Estate, Goddard Road,	0.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Ipswich																		
Sainsbury's, Hadleigh Road, Ipswich	0.2%	2	0.8%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Coastal Area																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Martlesham Health District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Colchester																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Lowestoft																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Great Yarmouth																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Ipswich and Suffolk Coastal boundaries																		
Beccles Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.7%	9	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.8%	2	1.5%	2	1.2%	1	0.0%	0
Central London	1.6%	21	0.0%	0	0.9%	1	0.8%	1	0.8%	1	1.7%	5	1.5%	3	0.0%	0	10.9%	6
Chelmsford City Centre	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	19	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0
Freeport Shopping Park, Charter Way, Chapel Hill, Braintree	0.4%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	2	1.0%	2	0.0%	0	0.0%	0
Halesworth Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Heron Way, West Thurrock	1.0%	13	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0
Manningtree Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	2.0%	26	7.8%	9	1.1%	1	0.9%	2	3.2%	4	1.6%	4	0.7%	1	0.0%	0	0.0%	0

Column % ges.

Ipswich & Suffolk Coastal Household Survey  
for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Others:																		
Abroad	0.7%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	2	2.6%	2	1.3%	1
Weighted base:		1301		117		96		164		117		261		169		71		52
Sample:		1224		85		84		88		86		84		82		74		73

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q08 Where did you last buy books, CDs or DVDs?																	
Centres (Inside)																	
Aldeburgh Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	13.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Town Centre	5.3%	30	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.9%
Framlingham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Town Centre	43.0%	243	68.9%	36	94.7%	44	69.0%	52	72.4%	34	23.5%	29	10.7%	6	17.4%	4	21.4%
Leiston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich Road / Bramford Road District Centre	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Road / Heath Road District Centre	0.6%	4	0.0%	0	0.0%	0	2.0%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%
Woodbridge Town Centre	5.6%	32	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.5%
Centres (Outside)																	
Bury St Edmunds Town Centre	11.4%	65	0.0%	0	0.0%	0	2.6%	2	0.0%	0	14.1%	17	65.6%	37	31.3%	7	4.3%
Claydon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Colchester Town Centre	6.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	36	0.0%	0	0.0%	0	0.0%
Hadleigh Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Needham Market Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.9%	1	0.0%
Norwich City Centre	2.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	11.6%	2	0.0%
Southwold Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Town Centre	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	11	11.7%	2	0.0%
Sudbury Town Centre	4.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	23	0.0%	0	0.0%	0	0.0%
Retail parks - Ipswich																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	2.1%	12	20.8%	11	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	3.5%	20	0.0%	0	0.0%	0	5.6%	4	1.9%	1	1.7%	2	0.0%	0	0.0%	0	2.9%
Other Ipswich																	
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.5%	3	2.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%
Sainsbury's, Hadleigh Road, Ipswich	0.9%	5	5.9%	3	1.6%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Anson Road, Martlesham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Stoke Park Drive, Ipswich	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%
Suffolk Coastal Area																	
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rope Drive West District Centre, Kesgrave	1.2%	7	0.0%	0	0.0%	0	9.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Main Retail Parks Outside LPA Boundaries - Colchester																	
Colchester Retail Park (InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																	

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																	
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																	
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																	
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																	
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																	
Beccles Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bungay Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.7%	4	0.0%	0	1.8%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%
Chelmsford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Diss Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	3	0.0%
Halesworth Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Heron Way, West Thurrock	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manningtree Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%
Other - Outside Ipswich and Suffolk Coastal boundaries	0.8%	5	1.9%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.9%	2	2.7%	1	0.0%
<b>Others:</b>																	
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%
Weighted base:	565			52		46		75		48		122		57		21	
Sample:	536			35		37		40		39		42		36		26	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q09 Where did you last buy furnishings and household textile goods?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Road District Centre	0.6%	6	0.0%	0	0.0%	0	2.6%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	2.7%	25	1.0%	1	1.0%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ipswich Town Centre	31.6%	297	23.8%	22	49.9%	38	40.9%	44	37.9%	29	34.6%	67	20.8%	27	15.1%	6	27.9%	11
Leiston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nacton Road District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Ravenswood District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	2.8%	26	0.0%	0	0.0%	0	6.6%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	25.4%	10
Centres (Outside)																		
Bury St Edmunds Town Centre	9.0%	85	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.5%	7	44.6%	58	45.5%	17	1.4%	1
Claydon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	3.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	31	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.8%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	7	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	1.4%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Norwich City Centre	2.0%	19	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	7.7%	3	0.0%	0
Southwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	19	13.7%	5	0.0%	0
Sudbury Town Centre	1.9%	18	0.0%	0	0.0%	0	1.2%	1	0.0%	0	8.6%	17	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	1.6%	15	2.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	11	0.0%	0	1.4%	1
Commercial Road Retail Park (Jolleys, Topps Tiles, Carpetright, Majestic Wine), Commercial Road, Ipswich, IP1 1UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	5.6%	52	3.8%	3	18.1%	14	5.4%	6	21.1%	16	0.0%	0	0.0%	0	0.0%	0	13.1%	5
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	5.3%	49	1.4%	1	5.4%	4	11.4%	12	6.4%	5	3.6%	7	0.0%	0	0.0%	0	9.6%	4
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	2.3%	22	16.2%	15	1.0%	1	0.0%	0	2.3%	2	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	4.4%	42	2.5%	2	3.9%	3	9.6%	10	7.8%	6	1.0%	2	2.8%	4	1.7%	1	2.6%	1
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	2.0%	19	7.0%	6	3.4%	3	4.0%	4	5.2%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	9.4%	88	35.5%	32	10.9%	8	12.2%	13	8.9%	7	3.4%	7	0.9%	1	1.7%	1	6.6%	3
Other Ipswich																		

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.5%	5	1.4%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Sainsbury's, Hadleigh Road, Ipswich	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Coastal Area																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snape Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Colchester																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park (DFS, Pets at Home, Halfords), Cowdray Avenue, Colchester, CO1 1YN	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping (Argos, Boots, Carpet Right, Next, SCS, Smyths), Tollgate West, Stanway, CO3 8RG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park (Bensons, Dunelm, Go Outdoors, Home Bargains, Jollies), Petrolia Close, Colchester, CO4 5TU	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	21	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.3%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	1.3%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.4%	7	3.7%	5	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Lowestoft																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park (Argos, Boots, Next, Pets at Home, Staples, The Range), Alex Moorhouse Way, Norwich, NR5 0JT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1
Sprowston Retail Park, Salhouse Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Retail Park (Argos, Home Bargains, Pets at Home, B&Q), Thamesfield Way, Great Yarmouth, NR31 0DH	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.6%	5	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0
Central London	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	0.0%	0
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Freeport Shopping Park, Charter Way, Chapel Hill, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Heron Way, West Thurrock	0.6%	5	0.0%	0	1.4%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Walton on the Naze Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6	0.0%	0	0.0%	0	1.7%	1
<b>Others:</b>																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	938			91		75		109		77		194		131		38		40
Sample:	856			67		58		62		57		62		62		40		58

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
<b>Q10 Where did you last buy small household goods such as glassware and utensils?</b>																	
<b>Centres (Inside)</b>																	
Aldeburgh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	1.9%	17	0.0%	0	1.2%	1	9.7%	11	5.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%
Felixstowe Town Centre	3.2%	27	0.0%	0	0.0%	0	1.2%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawthorn Drive District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Town Centre	39.7%	341	53.0%	37	67.1%	41	54.1%	59	71.7%	49	35.6%	61	17.1%	16	28.3%	13	36.6%
Leiston Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Meredith Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nacton Road District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Stoke Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%
Woodbridge Road / Heath Road District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	2.8%	24	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%
<b>Centres (Outside)</b>																	
Bury St Edmunds Town Centre	7.1%	61	4.0%	3	0.0%	0	0.0%	0	1.9%	1	3.0%	5	43.2%	41	20.8%	10	0.0%
Colchester Town Centre	4.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	37	0.0%	0	0.0%	0	0.0%
Hadleigh Town Centre	0.6%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%
Harleston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Lavenham Town Centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Needham Market Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%
Norwich City Centre	2.0%	17	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%
Southwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Town Centre	3.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	21	19.5%	9	0.0%
Sudbury Town Centre	5.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	43	0.0%	0	0.0%	0	0.0%
<b>Retail parks - Ipswich</b>																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	2.1%	18	1.2%	1	11.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	1.1%
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	2.9%	25	1.8%	1	4.4%	3	7.3%	8	5.7%	4	0.0%	0	0.0%	0	0.0%	0	5.6%
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	1.0%	9	7.5%	5	3.9%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	5.2%	45	1.4%	1	1.4%	1	9.3%	10	2.7%	2	2.5%	4	0.0%	0	0.0%	0	4.2%
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	0.4%	4	3.0%	2	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	3.0%	26	17.4%	12	4.0%	2	1.4%	2	1.5%	1	0.0%	0	1.8%	2	0.0%	0	1.6%
<b>Other Ipswich</b>																	

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.3%	1
Sainsbury's, Hadleigh Road, Ipswich	0.8%	7	3.0%	2	1.4%	1	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham	0.4%	3	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.7%	6	5.8%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Suffolk Coastal Area																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snape Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Village Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5
Rope Drive West District Centre, Kesgrave	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.3%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Colchester																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park (Bensons, Dunelm, Go Outdoors, Home Bargains, Jollies), Petrolia Close, Colchester, CO4 5TU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Lowestoft																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Great Yarmouth																		

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																	
Beccles Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge City Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	3.9%	4	0.0%	0	0.0%
Central London	1.1%	10	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	2	1.4%	1	0.0%	0	0.0%
Debenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Diss Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%
Eye Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%
Freeport Shopping Park, Charter Way, Chapel Hill, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halesworth Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Heron Way, West Thurrock	1.2%	10	0.0%	0	1.4%	1	1.4%	2	0.0%	0	0.0%	0	3.9%	4	0.0%	0	2.9%
Other - Outside Ipswich and Suffolk Coastal boundaries	0.8%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.8%	1	0.0%
<b>Others:</b>																	
Abroad	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.4%	1	0.0%	0	1.1%
Weighted base:		859		70		61		109		68		171		95		47	
Sample:		800		56		48		56		41		57		46		51	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
<b>Q11 Where did you last buy items such as clocks, jewellery, watches?</b>																	
<b>Centres (Inside)</b>																	
Aldeburgh Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	0.5%	4	0.0%	0	0.0%	0	1.4%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Town Centre	5.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Town Centre	44.7%	315	83.5%	49	84.7%	42	80.5%	77	82.0%	41	26.6%	28	6.4%	7	7.0%	3	36.8%
Leiston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich Road / Bramford Road District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%
Saxmundham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	6.1%	43	3.1%	2	0.0%	0	3.4%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	52.0%
<b>Centres (Outside)</b>																	
Bury St Edmunds Town Centre	12.4%	87	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	5	61.0%	64	34.7%	15	5.2%
Colchester Town Centre	5.5%	39	4.7%	3	2.1%	1	2.0%	2	0.0%	0	30.6%	32	1.2%	1	0.0%	0	0.0%
Hadleigh Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich City Centre	4.5%	32	0.0%	0	2.4%	1	1.6%	2	5.8%	3	0.0%	0	1.6%	2	8.8%	4	1.5%
Southwold Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Town Centre	4.8%	34	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	23.4%	25	19.4%	8	0.0%
Sudbury Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%
<b>Retail parks - Ipswich</b>																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	0.4%	3	0.0%	0	1.7%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	1.1%	8	0.0%	0	0.0%	0	5.4%	5	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.5%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	0.6%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Other Ipswich</b>																	
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Suffolk Coastal Area</b>																	
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																	
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																	
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																	
North Quay Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
(Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32																		
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Retail Park (Argos, Home Bargains, Pets at Home, B&Q), Thamesfield Way, Great Yarmouth, NR31 0DH	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.6%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.2%	1	0.0%	0	0.0%	0
Central London	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	7.2%	3	0.0%	0
Diss Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	6	0.0%	0
Freeport Shopping Park, Charter Way, Chapel Hill, Braintree	2.9%	21	0.0%	0	0.0%	0	2.0%	2	0.0%	0	18.1%	19	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	1.2%	8	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.2%	2	2.8%	3	1.5%	1	1.9%	1
<b>Others:</b>																		
Abroad	1.8%	13	0.0%	0	3.8%	2	1.6%	2	0.0%	0	2.2%	2	1.2%	1	4.3%	2	1.3%	0
Weighted base:		706		59		50		96		50		104		105		43		38
Sample:		640		40		41		50		32		36		44		46		41

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
<b>Q12 Where did you last buy toys, games, bicycles and other recreational / sports goods?</b>																	
<b>Centres (Inside)</b>																	
Aldeburgh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	0.6%	4	0.0%	0	0.0%	0	2.0%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Town Centre	2.2%	14	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%
Hawthorn Drive District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Town Centre	40.4%	254	43.7%	32	71.5%	38	43.7%	34	73.8%	45	10.7%	9	30.7%	30	37.1%	11	47.6%
Leiston Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nacton Road District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%
<b>Centres (Outside)</b>																	
Bury St Edmunds Town Centre	7.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.2%	42	13.5%	4	0.0%
Colchester Town Centre	8.4%	53	11.0%	8	0.0%	0	2.7%	2	0.0%	0	33.6%	28	11.0%	11	6.3%	2	0.0%
Hadleigh Town Centre	0.6%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%
Harleston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich City Centre	2.3%	14	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.2%	1	0.0%
Southwold Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Town Centre	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	22.8%	7	0.0%
Sudbury Town Centre	2.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	13	1.3%	1	0.0%	0	0.0%
<b>Retail parks - Ipswich</b>																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Commercial Road Retail Park (Jolleys, Topps Tiles, Carpetright, Majestic Wine), Commercial Road, Ipswich, IP1 1UZ	0.3%	2	1.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	7.2%	45	1.9%	1	16.3%	9	27.3%	21	7.1%	4	0.0%	0	0.0%	0	0.0%	0	2.6%
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	7.7%	49	28.0%	21	9.0%	5	3.7%	3	7.3%	4	2.7%	2	2.5%	2	6.7%	2	4.7%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	2.1%	13	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	0.3%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	1.0%	6	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%
<b>Other Ipswich</b>																	
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.4%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sainsbury's, Hadleigh Road, Ipswich	1.0%	7	3.0%	2	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham	0.7%	5	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Coastal Area																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snape Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Martlesham Health District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Suffolk Coastal Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Colchester																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Mattressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Turner Rise Retail Park (Bensons, Dunelm, Go Outdoors, Home Bargains, Jollyes), Petrolia Close, Colchester, CO4 5TU	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Lowestoft																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Great Yarmouth																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Ipswich and Suffolk Coastal boundaries																		
Beccles Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Diss Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Freeport Shopping Park, Charter Way, Chapel Hill,	3.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	19	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Ipswich & Suffolk Coastal Household Survey  
for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Braintree																		
Halesworth Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	1.7%	11	0.0%	0	0.0%	0	0.0%	0	3.6%	2	7.7%	6	0.0%	0	2.0%	1	0.0%	0
Others:																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		630		74		53		78		61		83		99		29		27
Sample:		533		42		31		40		44		25		39		30		30

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
<b>Q13 Where did you last buy pets / pet related products?</b>																	
<b>Centres (Inside)</b>																	
Aldeburgh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	8.7%	5	0.0%	0	0.0%	0	0.0%	0	1.1%
Felixstowe Town Centre	5.4%	44	0.0%	0	0.0%	0	3.4%	3	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.9%
Ipswich Town Centre	22.2%	184	26.3%	19	62.9%	37	16.9%	13	58.7%	34	27.9%	52	8.6%	10	7.5%	3	17.0%
Leiston Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nacton Road District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Stoke Park District Centre	0.5%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	1.6%	14	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%
Woodbridge Road / Heath Road District Centre	0.3%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	2.8%	23	0.0%	0	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	27.1%
<b>Centres (Outside)</b>																	
Bury St Edmunds Town Centre	6.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.1%	52	5.6%	2	0.0%
Colchester Town Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	17	0.0%	0	0.0%	0	0.0%
Hadleigh Town Centre	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	12	0.0%	0	0.0%	0	0.0%
Harleston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Harwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Needham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Southwold Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Town Centre	7.7%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	38.7%	44	38.4%	17	0.0%
Sudbury Town Centre	7.7%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	64	0.0%	0	0.0%	0	0.0%
<b>Retail parks - Ipswich</b>																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.2%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Commercial Road Retail Park (Jolleys, Topps Tiles, Carpetright, Majestic Wine), Commercial Road, Ipswich, IP1 1UZ	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	1.6%	13	11.5%	8	2.9%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	2.5%	21	7.4%	5	1.3%	1	0.0%	0	0.0%	0	6.4%	12	1.1%	1	0.0%	0	3.3%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	13.2%	110	0.0%	0	4.0%	2	60.5%	47	11.2%	7	1.1%	2	0.0%	0	2.9%	1	30.2%
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	3.8%	32	21.6%	15	20.1%	12	2.5%	2	3.5%	2	0.0%	0	0.0%	0	1.5%	1	0.0%
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	1.5%	12	13.4%	9	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%
<b>Other Ipswich</b>																	

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.5%	4	0.0%	0	2.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sainsbury's, Hadleigh Road, Ipswich	0.8%	6	6.0%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda, Stoke Park Drive, Ipswich	0.8%	7	6.5%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Suffolk Coastal Area																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theberton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Melton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Notcutts Garden Centre, Ipswich Road, Woodbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rope Drive West District Centre, Kesgrave	0.3%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.5%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Colchester																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park (DFS, Pets at Home, Halfords), Cowdray Avenue, Colchester, CO1 1YN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Mattressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Lowestoft																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Cathedral Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ																	
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																	
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																	
Beccles Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bungay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Diss Town Centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	12	0.0%
East Bergholt Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%
Elmswell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Halesworth Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holton Road Garden Centre, Holton Road, Halesworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manningtree Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	9	0.0%	0	0.0%	0	0.0%
Other - Outside Ipswich and Suffolk Coastal boundaries	1.1%	9	0.0%	0	1.5%	1	2.5%	2	0.0%	0	1.2%	2	0.0%	0	6.3%	3	1.1%
<b>Others:</b>																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		829		71		58		78		58		187		115		44	
Sample:		747		42		38		38		41		57		50		48	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q14 Where did you last buy chemist goods (including health and beauty products)?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Road District Centre	1.9%	26	0.0%	0	0.0%	0	3.8%	7	8.8%	11	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Felixstowe Town Centre	6.9%	95	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Hawthorn Drive District Centre	0.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	33.9%	468	74.6%	79	97.3%	85	58.6%	106	79.4%	99	21.6%	54	4.4%	8	9.0%	6	20.6%	14
Leiston Town Centre	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nacton Road District Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenswood District Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Park District Centre	1.0%	14	12.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Market Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Woodbridge Road / Heath Road District Centre	0.8%	11	0.0%	0	0.0%	0	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Woodbridge Town Centre	7.6%	105	0.0%	0	0.0%	0	4.5%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	63.1%	43
Centres (Outside)																		
Bury St Edmunds Town Centre	4.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	51	6.5%	4	0.0%	0
Colchester Town Centre	2.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	35	0.0%	0	0.0%	0	0.8%	1
Hadleigh Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	18	0.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needham Market Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Norwich City Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0
Southwold Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	7.0%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	39.1%	71	37.8%	23	0.0%	0
Sudbury Town Centre	7.0%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	95	0.7%	1	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	0.4%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	1.0%	14	6.6%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	2.7%	38	0.0%	0	0.0%	0	11.8%	21	3.3%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Other Ipswich																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.2%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hadleigh Road, Ipswich	0.3%	4	1.9%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham	0.4%	5	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Asda, Stoke Park Drive, Ipswich	0.1%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinewood Local Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Suffolk Coastal Area</b>																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rendlesham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rope Drive West District Centre, Kesgrave	1.1%	16	0.0%	0	0.0%	0	8.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.5%	7	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenham Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0
Diss Town Centre	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	14	0.0%	0
East Bergholt Village Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0
Elmswell Village Centre	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	26	0.0%	0	0.0%	0
Eye Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	6	0.0%	0
Halesworth Town Centre	2.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Heron Way, West Thurrock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Manningtree Town Centre	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	17	0.0%	0	0.0%	0	0.0%	0
Walton on the Naze Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal	2.2%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	11	9.6%	18	0.9%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
boundaries																		
Others:																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1381		105		88		180		125		251		182		61		69
Sample:		1405		86		79		98		92		85		86		76		84

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
<b>Q15 Where did you last buy a large household electrical item (white goods)?</b>																	
<b>Centres (Inside)</b>																	
Aldeburgh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	1.9%	14	1.8%	1	3.3%	1	0.0%	0	14.5%	11	0.0%	0	0.0%	0	0.0%	0	1.2%
Felixstowe Town Centre	3.0%	23	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawthorn Drive District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Town Centre	23.7%	179	26.1%	18	43.9%	20	35.6%	28	35.1%	26	28.1%	35	10.6%	10	20.8%	6	14.1%
Leiston Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Meredith Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
<b>Centres (Outside)</b>																	
Bury St Edmunds Town Centre	4.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	9	22.1%	22	2.0%	1	0.0%
Colchester Town Centre	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	13	0.0%	0	0.0%	0	0.0%
Great Yarmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%
Harleston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harwich Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich City Centre	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	10.6%	3	0.0%
Southwold Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Stowmarket Town Centre	4.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	26.6%	26	24.4%	7	0.0%
Sudbury Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	11	0.0%	0	0.0%	0	0.0%
<b>Retail parks - Ipswich</b>																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.3%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	4.6%	35	3.8%	3	10.7%	5	5.2%	4	16.3%	12	5.2%	7	0.0%	0	0.0%	0	3.0%
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	5.2%	39	3.6%	2	7.5%	3	13.5%	11	9.6%	7	5.7%	7	2.4%	2	0.0%	0	7.1%
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	14.0%	106	46.5%	32	19.9%	9	4.2%	3	15.1%	11	12.7%	16	1.2%	1	11.1%	3	17.9%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	15.7%	119	2.8%	2	9.6%	4	36.3%	28	7.5%	6	1.6%	2	1.2%	1	7.0%	2	48.9%
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	1.2%	9	7.6%	5	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	1.1%	8	6.5%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%
<b>Other Ipswich</b>																	
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Suffolk Coastal Area</b>																	

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.7%	5	1.3%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Mattressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping (Argos, Boots, Carpet Right, Next, SCS, Smyths), Tollgate West, Stanway, CO3 8RG	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	11	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	4.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	31.4%	31	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Diss Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	4	1.7%	1
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Halesworth Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others:</b>																		

Column % ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		755		69		46		78		74		126		98		29		42
Sample:		817		60		50		47		52		52		45		39		53

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q16 Where did you last buy small electrical goods (cameras, tablets, hairdryers, blenders)?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Road District Centre	1.6%	12	0.0%	0	1.9%	1	2.0%	2	8.9%	7	0.0%	0	0.0%	0	4.4%	2	1.4%	0
Felixstowe Town Centre	4.0%	31	0.0%	0	0.0%	0	2.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	27.8%	217	35.4%	28	62.7%	25	43.8%	42	42.7%	32	27.0%	33	10.9%	13	35.7%	14	16.1%	6
Leiston Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Park District Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Centres (Outside)																		
Bury St Edmunds Town Centre	4.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	32	2.9%	1	0.0%	0
Colchester Town Centre	3.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	24	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	4.5%	2	0.0%	0
Southwold Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	3.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	24	13.8%	6	2.0%	1
Sudbury Town Centre	3.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	28	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.3%	2	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	3.9%	30	13.3%	11	2.1%	1	1.6%	2	14.6%	11	0.0%	0	1.0%	1	4.6%	2	1.6%	1
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	5.0%	39	2.6%	2	9.8%	4	12.0%	12	7.7%	6	4.1%	5	0.0%	0	1.6%	1	9.0%	3
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	11.4%	89	30.9%	25	6.9%	3	9.0%	9	12.5%	9	14.4%	17	2.0%	2	1.6%	1	5.4%	2
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	11.1%	87	0.0%	0	8.5%	3	26.5%	25	6.7%	5	1.7%	2	0.0%	0	3.7%	1	55.3%	19
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	2.1%	17	10.2%	8	2.1%	1	1.6%	2	3.8%	3	0.0%	0	1.4%	2	1.6%	1	0.0%	0
Other Ipswich																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.4%	3	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.6%	1
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Suffolk Coastal Area																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Colchester																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Matressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.6%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping (Argos, Boots, Carpet Right, Next, SCS, Smyths), Tollgate West, Stanway, CO3 8RG	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	4.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	36	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Lowestoft																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Norwich																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Great Yarmouth																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Retail Park (Argos, Home Bargains, Pets at Home, B&Q), Thamesfield Way, Great Yarmouth, NR31 0DH	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Central London	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Diss Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	8	0.0%	0
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Halesworth Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others:</b>																		
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Weighted base:	781		81		40		96		76		121		116		40		35	
Sample:	803		56		46		52		54		50		53		50		48	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q17 Where did you last buy furniture, carpets and floor coverings?																	
Centres (Inside)																	
Aldeburgh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%
Felixstowe Town Centre	3.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.7%
Ipswich Town Centre	26.9%	238	38.7%	25	56.5%	33	39.1%	40	37.9%	26	29.5%	52	8.9%	12	13.4%	7	17.4%
Leiston Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nacton Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenswood District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	3.4%	30	1.9%	1	0.0%	0	8.0%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	26.2%
Centres (Outside)																	
Bury St Edmunds Town Centre	7.9%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	38.3%	49	30.2%	15	1.5%
Colchester Town Centre	2.7%	24	4.2%	3	0.0%	0	0.0%	0	12.3%	8	6.8%	12	0.0%	0	1.3%	1	0.0%
Hadleigh Town Centre	0.8%	7	2.1%	1	0.0%	0	0.0%	0	1.9%	1	2.4%	4	0.0%	0	0.0%	0	0.0%
Harwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Needham Market Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.3%	1	1.8%
Norwich City Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Southwold Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Town Centre	3.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	22	15.5%	8	0.0%
Sudbury Town Centre	3.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	32	0.0%	0	0.0%	0	0.0%
Thetford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Retail parks - Ipswich																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	2.0%	18	16.7%	11	5.1%	3	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Commercial Road Retail Park (Jolleys, Topps Tiles, Carpetright, Majestic Wine), Commercial Road, Ipswich, IP1 1UZ	1.1%	9	10.7%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	9.4%	83	10.8%	7	23.1%	14	14.4%	15	27.4%	19	1.1%	2	2.0%	3	1.7%	1	16.8%
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	5.8%	51	2.8%	2	1.8%	1	9.0%	9	11.7%	8	2.3%	4	0.0%	0	0.0%	0	11.2%
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	1.1%	9	3.2%	2	4.1%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.3%	1	0.0%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	3.3%	29	0.0%	0	0.0%	0	15.1%	15	0.0%	0	0.0%	0	0.9%	1	1.2%	1	3.3%
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	2.4%	22	5.9%	4	6.4%	4	1.5%	2	2.8%	2	4.2%	7	0.0%	0	0.0%	0	4.0%
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Other Ipswich</b>																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Suffolk Coastal Area</b>																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Rope Drive West District Centre, Kesgrave	0.5%	5	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Martlesham Health District Centre	0.5%	5	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Suffolk Coastal Area	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park (DFS, Pets at Home, Halfords), Cowdray Avenue, Colchester, CO1 1YN	0.7%	6	0.0%	0	1.4%	1	1.5%	2	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Mattressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping (Argos, Boots, Carpet Right, Next, SCS, Smyths), Tollgate West, Stanway, CO3 8RG	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	3.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	30	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	19	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park (Argos, Boots, Next, Pets at Home, Staples, The Range), Alex Moorhouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Way, Norwich, NR5 0JT																	
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sweet Briar Retail Park (M&S, Currys, Ikea, Carpet Right, Jollies), Norwich, NR6 5DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																	
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																	
Beccles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bungay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%
Central London	1.0%	9	0.0%	0	0.0%	0	1.9%	2	0.0%	0	2.4%	4	0.0%	0	1.3%	1	1.5%
Diss Town Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	10	0.0%
Eye Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%
Halesworth Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Heron Way, West Thurrock	1.1%	10	1.5%	1	1.4%	1	1.3%	1	1.9%	1	0.0%	0	2.9%	4	0.0%	0	2.9%
Manningtree Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%
Other - Outside Ipswich and Suffolk Coastal boundaries	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	1.0%	1	2.6%	1	1.5%
<b>Others:</b>																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		885		65		58		103		69		178		129		50	
Sample:		836		50		41		59		45		55		57		59	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
<b>Q18 Where did you last buy DIY (including gardening) goods?</b>																	
<b>Centres (Inside)</b>																	
Aldeburgh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cauldwell Hall Road / Woodbridge Road Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	2.1%	25	4.0%	4	0.0%	0	6.1%	9	2.4%	2	0.9%	2	0.0%	0	0.0%	0	0.0%
Felixstowe Town Centre	4.8%	57	1.0%	1	0.0%	0	1.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%
Ipswich Town Centre	13.7%	163	17.1%	16	27.7%	19	17.3%	27	21.2%	21	14.3%	34	3.8%	6	20.1%	12	9.6%
Leiston Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nacton Road District Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenswood District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wherstead Road District Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Road / Heath Road District Centre	0.9%	11	0.0%	0	0.0%	0	0.0%	0	9.6%	9	0.0%	0	0.0%	0	0.0%	0	1.3%
Woodbridge Town Centre	3.1%	37	3.3%	3	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%
<b>Centres (Outside)</b>																	
Bury St Edmunds Town Centre	5.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.8%	59	7.5%	4	1.0%
Colchester Town Centre	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	23	0.0%	0	0.0%	0	0.0%
Great Yarmouth Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh Town Centre	1.6%	19	0.0%	0	0.0%	0	1.3%	2	0.0%	0	7.1%	17	0.0%	0	0.0%	0	0.0%
Harwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Needham Market Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	1.4%	1	0.0%
Norwich City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Southwold Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Town Centre	4.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	39	31.6%	18	0.0%
Sudbury Town Centre	5.7%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	68	0.0%	0	0.0%	0	0.0%
<b>Retail parks - Ipswich</b>																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.5%	6	1.1%	1	3.8%	3	1.0%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Commercial Road Retail Park (Jolleys, Topps Tiles, Carpetright, Majestic Wine), Commercial Road, Ipswich, IP1 1UZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.3%
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	28.4%	338	33.5%	31	61.6%	43	53.9%	83	58.4%	57	13.7%	33	3.0%	5	7.2%	4	33.1%
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	1.3%	15	2.7%	2	1.5%	1	2.4%	4	2.3%	2	0.0%	0	0.0%	0	1.1%	1	5.5%
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	1.5%	18	4.6%	4	0.0%	0	2.8%	4	0.0%	0	1.8%	4	1.0%	2	1.1%	1	0.0%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	1.3%	16	1.0%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.9%
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich,	1.8%	22	20.4%	19	0.0%	0	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
IP2 0AQ																		
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	0.6%	7	2.0%	2	1.1%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ipswich																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.2%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.2%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Coastal Area																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snape Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.7%	8	0.0%	0	2.1%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Notcutts Garden Centre, Ipswich Road, Woodbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Rope Drive West District Centre, Kesgrave	1.1%	13	0.0%	0	0.0%	0	6.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Martlesham Health District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Suffolk Coastal Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Colchester																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park (DFS, Pets at Home, Halfords), Cowdray Avenue, Colchester, CO1 1YN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Matressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	8	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping (Argos, Boots, Carpet Right, Next, SCS, Smyths), Tollgate West, Stanway, CO3 8RG	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	7	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	3.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	40	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Lowestoft																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside																		

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	15	0.7%	1	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park (Pets at Home, Aldiss, Hughes Plus), Hall Road, Norwich, NR4 6DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston Retail Park, Salhouse Road, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Retail Park (Argos, Home Bargains, Pets at Home, B&Q), Thamesfield Way, Great Yarmouth, NR31 0DH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0
Eye Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Halesworth Town Centre	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holton Road Garden Centre, Holton Road, Halesworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	2.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	19	3.8%	6	13.7%	8	1.3%	1
<b>Others:</b>																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1191		91		70		153		98		240		163		58		53
Sample:		1127		72		57		82		69		74		75		66		75

**Q19 Which of these leisure activities do you participate in? [MR/PR]**

Outdoor Health & fitness	23.1%	369	6.9%	9	17.6%	21	23.7%	44	14.3%	19	35.6%	108	19.2%	39	32.1%	29	30.9%	24
Indoor gym / sports facility	13.0%	208	8.4%	11	9.8%	12	13.5%	25	12.1%	16	9.5%	29	17.7%	36	13.0%	12	17.7%	14
Cinema	35.4%	568	25.0%	34	25.2%	30	29.9%	55	25.4%	34	43.5%	132	47.3%	96	36.0%	33	39.4%	31
Restaurant	60.0%	962	58.8%	79	41.1%	49	68.0%	125	46.7%	62	64.2%	194	64.4%	131	58.5%	53	51.4%	40
Café / coffee shop	40.3%	645	35.4%	48	25.3%	30	37.2%	68	40.4%	54	41.8%	127	40.9%	83	37.4%	34	42.5%	33
Pub / bars	38.3%	614	26.2%	35	27.4%	32	41.9%	77	18.6%	25	51.0%	154	34.2%	70	39.8%	36	39.8%	31
Nightclub	2.5%	40	0.0%	0	0.0%	0	0.0%	0	2.2%	3	5.5%	17	3.7%	7	2.0%	2	5.9%	5
Social club	4.6%	74	6.8%	9	2.8%	3	2.4%	4	5.6%	7	5.2%	16	1.9%	4	3.6%	3	1.5%	1
Ten pin bowling	9.4%	151	14.2%	19	1.6%	2	1.7%	3	6.0%	8	17.1%	52	9.1%	19	10.1%	9	3.6%	3
Bingo	3.3%	53	5.3%	7	2.3%	3	0.8%	2	2.1%	3	8.3%	25	0.0%	0	4.5%	4	0.0%	0
Theatre / concert hall	35.1%	563	25.3%	34	21.9%	26	38.5%	71	34.1%	46	48.7%	147	34.9%	71	29.5%	27	33.2%	26
Museum / art galleries	19.9%	318	11.2%	15	8.5%	10	24.8%	46	9.4%	13	26.9%	81	16.8%	34	25.2%	23	25.4%	20
(None of these)	14.0%	225	21.9%	29	26.4%	31	13.7%	25	21.3%	28	4.7%	14	7.8%	16	16.0%	14	19.6%	15
Weighted base:	1602		134		118		184		134		303		204		90		77	
Sample:	1602		101		101		102		101		101		103		102		103	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q20 Which centre / facility did you last visit for indoor sports or health and fitness activity?</b>																	
<i>Those who use indoor sports or health and fitness facilities at Q19 AND Excl. Nulls &amp; SFT</i>																	
<b>Ipswich</b>																	
Anytime Fitness, Regatta Quay, Ipswich, IP4 1FH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crown Pools, Crown Street, Ipswich, IP1 3JA	2.4%	4	20.3%	2	0.0%	0	0.0%	0	18.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
David Lloyd, Ransomes Europark, The Havens, Ipswich, IP3 9SJ	3.7%	7	0.0%	0	9.9%	1	6.5%	2	17.9%	2	0.0%	0	0.0%	0	0.0%	0	12.3%
DW Fitness Club, Ranelagh Road, Ipswich, IP2 0AQ	2.7%	5	28.6%	3	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0	0.0%	0	5.6%
Fitness First, Russell Road, Ipswich, IP1 2BX	5.8%	11	13.1%	1	64.6%	7	5.8%	1	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fore Street Pool, Fore Street, Ipswich, IP4 1JZ	0.8%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gainsborough Sports and Community Centre, Braziers Wood Road, Ipswich, IP3 0SP	2.5%	5	0.0%	0	0.0%	0	0.0%	0	38.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Gymphobics, Princes Street, Ipswich, IP1 1RJ	0.6%	1	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Sports Club, Henley Road, Ipswich, IP1 4NJ	2.3%	4	0.0%	0	0.0%	0	18.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Leisure, Gloster Road, Martlesham Heath, Ipswich, IP5 3RJ	6.2%	12	0.0%	0	0.0%	0	29.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%
Northgate Sports Centre, Sidegate Lane West, Ipswich, IP4 3DJ	1.0%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
River Hills Health Club, Clarice House, Bramford, Ipswich, IP8 4AZ	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%
Spirit Health Clubs, Holiday Inn Ipswich, London Road, Ipswich, IP2 0UA	0.5%	1	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gym, St Matthews Court, Civic Drive, Ipswich, IP1 2QA	0.9%	2	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Sports Centre, Whitton Church Lane, Ipswich, IP1 6LW	1.0%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brittania Table Tennis Club, Defoe Road, Ipswich	0.7%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich & District Indoor Bowling Club, Rushmere Road, Ipswich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich School of Dancing, Bond Street, Ipswich	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Town Centre	3.4%	6	20.3%	2	7.8%	1	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%
Letts Swimming Pool, Union Hill, Semer, Ipswich	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%
Sidegate Lane Community Centre, Sidegate Lane, Ipswich	1.2%	2	0.0%	0	0.0%	0	5.8%	1	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Suffolk Coastal Area</b>																	
Abs Toning, The Old Forge, Top Street, Martlesham, IP12 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Deben Swimming Pool, Station Road, Woodbridge, IP12 4AU	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%
Felixstowe Leisure Centre, Undercliff Road West, Felixstowe, IP11 2AE	6.8%	13	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham College, College Road, Framlingham, Woodbridge, IP13 9EY	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gymphobics, Hamilton Road, Felixstowe, IP11 7AR	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%
Gymphobics, The	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Roundhouse, St Johns Street, Woodbridge, IP12 1EB																		
Leiston Leisure Centre, Red House Lane, Leiston, IP16 4LS	5.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mint Fitness, Moat Park, Earl Soham, IP13 7SR	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4	0.0%	0	0.0%	0
Suffolk Swimming, Rams Rest, School Lane, Martlesham, Woodbridge, IP12 4RS	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Woodbridge Complementary Health Centre, Sandy Lane, Martlesham, Woodbridge, IP12 4SD	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	4.4%	1
Newbourne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pettistree Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rendham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rendlesham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ufford Park Woodbridge Hotel, Golf & Spa, Yarmouth Road, Melton	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	2
Felixstowe Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Sports Centre, Saxtead Road, Woodbridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Market centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Bury St Edmunds centre	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	9	0.0%	0	0.0%	0
Colchester centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	5	0.0%	0	0.0%	0	0.0%	0
Diss centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0
Eye centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Lowestoft centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket centre	12.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.1%	17	55.0%	6	0.0%	0
Central London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holton Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rifle Hall, London Road, Halesworth	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside Ipswich/Suffolk Coastal Boundaries	11.3%	21	0.0%	0	0.0%	0	8.3%	2	0.0%	0	51.4%	11	0.0%	0	30.2%	4	9.4%	1
<b>Others:</b>																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		187		10		11		23		12		22		32		12		13
Sample:		217		10		5		13		10		10		17		14		20

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q21 Which centre / facility did you last visit to go the cinema?</b>																		
<i>Those who go the cinema at Q19 AND Excl. Nulls &amp; SFT</i>																		
<b>Ipswich</b>																		
Cineworld, Cardinal Park, Grafton Way, Ipswich, IP1 1AX	37.7%	209	89.6%	29	88.5%	26	58.5%	32	93.1%	30	23.3%	29	15.6%	15	24.4%	8	19.2%	6
Ipswich Film Theatre Trust, Basement of The Corn Exchange, King Street, Ipswich, IP1 1DH	3.8%	21	6.5%	2	9.0%	3	9.8%	5	0.0%	0	6.7%	8	0.0%	0	2.6%	1	1.6%	0
<b>Suffolk Coastal Area</b>																		
Aldeburgh Cinema, High Street, Aldeburgh, IP15 5AU	2.1%	12	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston Film Theatre, High Street, Leiston, IP16 4BZ	4.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palace Cinema, Crescent Road, Felixstowe IP11 7BG	3.8%	21	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Riverside Restaurant & Theatre, QuaySide, Woodbridge, IP12 1BH	10.5%	58	0.0%	0	2.5%	1	23.9%	13	6.9%	2	0.0%	0	0.0%	0	0.0%	0	75.1%	23
<b>Other</b>																		
Abbeygate Cinema, Hatter Street, Bury St Edmunds, IP33 1NZ	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	9.3%	9	2.0%	1	1.8%	1
Cinema City, St Andrews Street, Norwich, NR2 4AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Park Road, Bury St Edmunds, IP33 3BA	13.6%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	17	48.0%	46	35.5%	11	0.0%	0
East Coast Cinema, London Road South, Lowestoft, NR33 0AS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Picture Palace, Blackmill Road, Southwold, IP18 6AN	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Hollywood Screen, Anglia Square, Norwich, NR3 1DZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon IMAX, Wherry Road, Norwich, NR1 1XA	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Odeon, Head Street, Colchester, CO1 1NH	5.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	33	0.0%	0	0.0%	0	0.0%	0
Regal Theatre, Ipswich Street, Stowmarket, IP14 1AY	6.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	27.1%	26	29.5%	9	0.0%	0
Vue Cinema, Castle Mall, Golden Ball Street, Norwich, NR1 3DD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Cineworld, Festival Leisure Park, Basildon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Charter Way, Braintree	4.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	24	0.0%	0	0.0%	0	0.0%	0
The Cut, New Cut, Halesworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.8%	1	2.3%	1
Weighted base:		553		32		30		55		32		124		96		32		31
Sample:		547		21		22		30		22		35		42		37		43

Column %ges.

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q22 Which centre / facility did you last visit to go to a restaurant?</b>																	
<i>Those who go to restaurants at Q19 AND Excl. Nulls &amp; SFT</i>																	
<b>Ipswich</b>																	
Beefeater Oyster Reach, Bourne Hill, Wherstead, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardinal Leisure Park, Grafton Way, Ipswich	1.2%	11	7.6%	5	1.8%	1	1.1%	1	5.8%	4	0.0%	0	0.0%	0	1.3%	1	0.0%
Ipswich - Waterfront	3.6%	33	11.2%	7	9.1%	4	5.3%	7	6.6%	4	0.8%	1	5.0%	7	0.0%	0	3.3%
Ipswich Town Centre	17.7%	163	34.4%	21	61.2%	29	39.4%	49	40.3%	25	8.6%	16	4.7%	6	8.1%	4	8.1%
The Brewery Tap, Cliff Road Dock Estate, Cliff Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Mermaid, Yarmouth Road, Ipswich	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Inside Ipswich/Suffolk Coastal Boundaries</b>																	
Aldeburgh Town Centre	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Badingham Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Brandeston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Bromeswell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bucklesham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Chillesford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dennington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street District Centre	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Falkenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe - seafront / waterfront	0.7%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	0.5%	4	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Felixstowe Town Centre	6.3%	58	10.4%	7	1.6%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%
Framlingham Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
Great Glemham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hacheston Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hasketon Village Centre	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%
Hollesley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kettleburgh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knodishall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leiston Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Health District Centre	0.5%	4	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Melton Village Centre	0.8%	8	0.0%	0	1.6%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%
Nacton Road District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbourne Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Orford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pettistree Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenswood District Centre	1.4%	13	0.0%	0	1.5%	1	1.8%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Rope Drive West District Centre, Kesgrave	1.5%	14	1.6%	1	1.6%	1	9.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Snapes	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorpeness Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ufford Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%
Waldringfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Walton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerfield Village Centre	2.1%	20	0.0%	0	2.3%	1	14.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Westleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wherstead Road District Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Road / Heath Road District Centre	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	8.9%	82	0.0%	0	3.3%	2	13.5%	17	2.1%	1	1.5%	3	0.0%	0	0.0%	0	51.3%
Yoxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Ipswich/Suffolk Coastal Boundaries</b>																	
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Aldringham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beccles Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bramfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brantham Village Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%
Bungay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bury St Edmunds Town Centre	9.6%	88	0.0%	0	2.4%	1	1.2%	2	0.0%	0	2.3%	4	53.7%	70	15.2%	8	1.1%	0
Cambridge City Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	2	0.9%	1	0.0%	0	0.0%	0
Central London	2.0%	19	1.6%	1	0.0%	0	2.2%	3	0.0%	0	4.7%	9	0.0%	0	4.6%	2	1.8%	1
Clacton-on-Sea Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	0.0%	0	0.0%	0	0.0%	0
Claydon Town Centre	0.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Colchester Town Centre	3.9%	36	13.0%	8	0.0%	0	0.0%	0	0.0%	0	13.8%	26	0.0%	0	3.7%	2	0.0%	0
Cotton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Dedham Village Centre	0.6%	5	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Dunwich Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Hadleigh Town Centre	2.8%	26	0.0%	0	1.6%	1	0.0%	0	0.0%	0	13.4%	25	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavenham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Long Melford Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.2%	1	0.0%	0
Lowestoft Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree Town Centre	1.0%	10	0.0%	0	2.3%	1	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0
Needham Market Town Centre	0.3%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.7%	1	0.0%	0
Norwich City Centre	1.3%	12	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0
Southwold Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Stowmarket Town Centre	5.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	28	36.2%	18	0.0%	0
Sudbury Town Centre	4.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	40	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich/Suffolk Coastal Boundaries	7.5%	69	10.2%	6	7.3%	3	1.8%	2	9.2%	6	13.2%	25	11.2%	15	5.8%	3	5.1%	2
<b>Retail parks - Ipswich</b>																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	2.4%	22	0.7%	0	0.0%	0	0.6%	1	18.6%	12	3.4%	6	0.0%	0	3.7%	2	1.5%	1
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32																	
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																	
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Sudbury</b>																	
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Others:</b>																	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	920			62		47		124		62		188		131		50	
Sample:	896			55		51		65		47		59		61		51	

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q23 Which centre / facility did you last visit to go to a café / coffee shop?</b>																	
<i>Those who go to a cafés / coffee shops at Q19 AND Excl. Nulls &amp; SFT</i>																	
<b>Ipswich</b>																	
Beefeater Oyster Reach, Bourne Hill, Wherstead, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardinal Leisure Park, Grafton Way, Ipswich	1.4%	9	0.0%	0	0.0%	0	12.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich - Waterfront	1.1%	7	1.9%	1	0.0%	0	7.0%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%
Ipswich Town Centre	25.0%	158	84.0%	39	78.9%	23	40.3%	28	64.2%	34	15.7%	20	5.8%	5	10.7%	3	3.2%
<b>Inside Ipswich/Suffolk Coastal Boundaries</b>																	
Aldeburgh Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Brandeston Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%
Bromeswell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Felixstowe - seafront / waterfront	1.2%	8	0.0%	0	2.9%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Town Centre	6.8%	43	9.4%	4	0.0%	0	2.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%
Framlingham Town Centre	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.1%
Hasketon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Leiston Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Marlesford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Health District Centre	0.5%	3	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nacton Road District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenswood District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rope Drive West District Centre, Kesgrave	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	2.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Snape	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorpeness Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trimley St Martin Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wherstead Road District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	12.1%	77	0.0%	0	5.3%	2	18.2%	12	4.2%	2	0.0%	0	0.0%	0	0.0%	0	68.1%
Yoxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Ipswich/Suffolk Coastal Boundaries</b>																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beccles Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Bury St Edmunds Town Centre	9.1%	58	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.8%	2	57.5%	48	14.1%	4	1.7%
Central London	1.6%	10	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.5%	7	0.0%	0	3.2%	1	0.0%
Claydon Town Centre	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester Town Centre	4.7%	30	0.0%	0	0.0%	0	2.8%	2	0.0%	0	22.4%	28	0.0%	0	0.0%	0	0.0%
Cotton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Darsham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dedham Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%
Diss Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	4	0.0%
Dunwich Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eye Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%
Great Yarmouth Town Centre	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halesworth Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harleston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manningtree Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%	0	0.0%
Needham Market Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%
Norwich City Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%
Southwold Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Town Centre	5.0%	32	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	22	27.7%	8	0.0%
Sudbury Town Centre	6.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	40	0.0%	0	0.0%	0	0.0%
Other - Outside Ipswich/Suffolk Coastal Boundaries	4.3%	27	0.0%	0	2.5%	1	3.9%	3	5.4%	3	7.4%	9	4.6%	4	8.6%	3	5.1%

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Retail parks - Ipswich</b>																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	1.6%	10	0.0%	0	0.0%	0	0.0%	0	17.9%	9	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	1.5%	10	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.7%	5	4.4%	4	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	1.1%	7	0.0%	0	4.0%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Sudbury</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others:</b>																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	633			47		29		68		53		125		83		30		33
Sample:	655			30		32		37		36		41		36		36		50

Column %ges.

Weighted:

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
-------	--------	--------	--------	--------	--------	--------	--------	--------

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q24 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?</b>																		
<i>Those who go to bars, pubs or night / social clubs at Q19 AND Excl. Nulls &amp; SFT</i>																		
<b>Ipswich</b>																		
Beefeater Oyster Reach, Bourne Hill, Wherstead, Ipswich	0.5%	3	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Waterfront	3.1%	19	40.3%	15	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Rowing Club, New Cut West, Ipswich	0.1%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	17.0%	105	32.0%	12	72.3%	24	34.5%	26	49.6%	13	15.8%	24	0.0%	0	0.0%	0	4.8%	2
Station Hotel, Burrell Road, Ipswich	0.1%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Brewery Tap, Cliff Road Dock Estate, Cliff Road, Ipswich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gardeners Arms, Fore Hamlet, Ipswich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Inside Ipswich/Suffolk Coastal Boundaries</b>																		
Aldeburgh Town Centre	0.8%	5	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alderton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Badingham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaxhall Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bruisyard Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsea Ashe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charsfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cretingham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dennington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Soham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbridge Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe - seafront / waterfront	0.7%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Felixstowe Road District Centre	0.7%	4	0.0%	0	2.4%	1	0.0%	0	11.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	3.6%	22	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0
Friston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glemham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grundisburgh Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Hacheston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollesley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettleburgh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knodishall Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laxfield Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Levington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.7%	5	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Village Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Newbourne Village Centre	1.1%	7	0.0%	0	2.3%	1	1.0%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Old Felixstowe	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pettistree Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsholt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenswood District Centre	0.4%	2	0.0%	0	2.3%	1	1.0%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rope Drive West District Centre, Kesgrave	1.4%	8	2.3%	1	0.0%	0	9.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shottisham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sibton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snape	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Theberton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpeness Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trimley St. Mary Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ufford Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Waldringfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wenhaston Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerfield Village Centre	3.5%	22	0.0%	0	3.2%	1	27.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Westleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Wherstead Road District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Market Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Woodbridge Road / Heath Road District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Woodbridge Town Centre	8.7%	53	1.1%	0	0.0%	0	12.1%	9	10.1%	3	0.0%	0	0.0%	0	0.0%	0	61.1%	21
Yoxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich/Suffolk Coastal Boundaries</b>																		
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Aldringham Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccles Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bramfield Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Brantham Village Centre	0.8%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Brundish Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	4.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	28.9%	21	5.0%	2	0.0%	0
Cambridge City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.5%	9	2.6%	1	2.4%	1	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0
Claydon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Colchester Town Centre	3.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	18	0.0%	0	0.0%	0	0.0%	0
Cotton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Debenham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Dedham Village Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	3.5%	1	0.0%	0
Eye Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	0.0%	0
Hadleigh Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Lavenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	1.7%	1	0.0%	0
Lowestoft Town Centre	0.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Needham Market Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Norwich City Centre	0.9%	5	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.6%	1	1.9%	1	0.0%	0
Southwold Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	6.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.7%	28	25.5%	9	0.0%	0
Sudbury Town Centre	7.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	48	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich/Suffolk Coastal Boundaries	12.9%	79	7.7%	3	8.2%	3	4.1%	3	0.0%	0	19.7%	30	21.8%	16	42.5%	14	6.9%	2
<b>Retail parks - Ipswich</b>																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	0.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park (InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Sudbury</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others:</b>																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	614		38		33		74		26		150		73		33		35	
Sample:	640		24		36		41		20		54		36		38		54	

**Q25 Which centre / facility did you last visit to go ten-pin bowling?***Those who go ten-pin bowling at Q19 AND Excl. Nulls & SFT*

<b>Ipswich</b>																		
Tenpin, Gloster Road, Martlesham Heath, Ipswich, IP5 3RJ	38.4%	57	26.2%	5	56.1%	1	100.0%	3	71.1%	6	4.6%	2	43.0%	8	22.0%	2	100.0%	3
Tenpin, Namco Funscape, Sproughton Road, Ipswich, IP1 5AQ	17.5%	26	73.8%	14	44.0%	1	0.0%	0	16.2%	1	4.6%	2	16.0%	3	52.4%	4	0.0%	0
<b>Other</b>																		
Bury Bowl, The Autopark, Eastgate Street, Bury St Edmunds, IP33 1YQ	6.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	41.0%	8	0.0%	0	0.0%	0
Hollywood Bowl, Wherry Road, Norwich, NR1 1WZ	4.9%	7	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	25.6%	2	0.0%	0
Richardsons Family Entertainment Centre, Capital Trading Estate, Whapload Road, Lowestoft, NR32 1TY	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strikes, Byford Road, Sudbury, CO10 2YG	16.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.6%	24	0.0%	0	0.0%	0	0.0%	0
Wellington Bowl, Marine Parade, Great Yarmouth, NR30 3JF	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Namco Funscape, Freeport Leisure Village, Charter Way, Braintree	12.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.1%	19	0.0%	0	0.0%	0	0.0%	0
Weighted base:	148		19		2		3		8		49		19		8		3	
Sample:	105		8		2		2		6		11		10		9		5	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q26 Which centre / facility did you last visit for bingo?</b>																		
<i>Those who play bingo at Q19 AND Excl. Nulls &amp; SFT</i>																		
<b>Ipswich</b>																		
Gala Bingo, Orwell Retail Park, Ranelagh Road, Ipswich IP2 0AQ	29.1%	13	73.8%	5	69.5%	2	0.0%	0	32.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Mecca Bingo, Lloyds Avenue, Ipswich, IP1 3HT	13.1%	6	12.3%	1	30.5%	1	0.0%	0	68.0%	2	9.8%	2	0.0%	0	0.0%	0	0.0%	0
<b>Suffolk Coastal Area</b>																		
Palace Bingo, The Felixstowe Palace, Crescent Road, Felixstowe, IP11 7BG	7.7%	3	13.9%	1	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
Beacon Bingo, Battery Green Road, Lowestoft, NR32 1DE	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Osborne Street, Colchester, CO2 7DP	46.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	90.2%	21	0.0%	0	0.0%	0	0.0%	0
Weighted base:		45		7		3		2		3		23		0		1		0
Sample:		30		7		3		1		3		3		0		2		0

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q27 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums / arts event)?</b>																	
<i>Those who participate in art / culture activities at Q19 AND Excl. Nulls &amp; SFT</i>																	
<b>Ipswich</b>																	
Avenue Theatre, Gippeswyk, Ipswich, IP2 9AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardinal Leisure Park, Grafton Way, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Christchurch Mansion, Soane Street, Ipswich, IP4 2BE	0.7%	4	0.0%	0	6.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Corn Exchange, King Street, Ipswich, IP1 1DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Art School, Upper High Street, Ipswich, IP1 3NE	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Museum, High Street, Ipswich, IP1 3QH	1.3%	8	5.1%	2	0.0%	0	3.4%	3	4.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%
Ipswich Regent, St Helen's Street, Ipswich, IP4 1HE	9.2%	55	15.0%	5	28.8%	8	11.4%	9	29.6%	13	1.9%	3	6.8%	5	7.8%	3	1.6%
New Wolsey Studio, St George's Street, IP1 3NF	2.0%	12	3.6%	1	4.1%	1	0.0%	0	16.6%	7	0.0%	0	2.8%	2	0.0%	0	0.0%
Sir John Mills Theatre, Gatacre Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Freudian Sheep Art Gallery, St. Helen's Street, Ipswich	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The New Wolsey Theatre, Civic Drive, Ipswich, IP1 2AS	18.6%	111	51.8%	18	33.6%	9	37.4%	29	39.0%	17	5.1%	8	6.8%	5	8.0%	3	12.7%
<b>Inside Ipswich/Suffolk Coastal Boundaries</b>																	
Aldeburgh Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Felixstowe Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leiston Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Health District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rope Drive West District Centre, Kesgrave	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Snape	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%
<b>Suffolk Coastal area</b>																	
Aldeburgh Cinema, High Street, Aldeburgh, IP15 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bawdsey Radar Museum, The Transmitter Block, Bawdsey IP12 3AT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Snape Maltings Concert Hall, Snape, Saxmundham, IP17 1SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spa Pavilion Theatre, Undercliff Road West, Felixstowe, IP11 2DX	1.3%	8	0.0%	0	5.9%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Suffolk Punch Trust, Sink Farm, St Davids Lane, Hollesley, Woodbridge, IP12 3JR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
The Aldeburgh Gallery, High Street, Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Riverside Restaurant & Theatre, QuaySide, Woodbridge, IP12 1BH	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Seckford Theatre, Woodbridge, Burkitt Road, Woodbridge, IP12 4JH	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Museum, Market Hill, Woodbridge, IP12 4LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Outside Ipswich/Suffolk Coastal Boundaries																		
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Beccles Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	5.4%	32	4.0%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	28.5%	22	18.3%	6	2.6%	1
Cambridge City Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	2.5%	1	2.0%	1
Central London	28.9%	173	18.0%	6	8.4%	2	17.8%	14	3.0%	1	44.5%	68	23.5%	19	28.0%	9	56.3%	15
Chelmsford City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	7.6%	46	0.0%	0	0.0%	0	2.5%	2	0.0%	0	27.9%	43	0.0%	0	0.0%	0	0.0%	0
Corn Exchange, Wheeler Street, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Halesworth Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Holbrook Academy, Ipswich Road, Holbrook	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	8.4%	50	0.0%	0	6.1%	2	4.4%	3	0.0%	0	2.6%	4	19.9%	16	29.3%	10	0.0%	0
Princes Theatre, Station Road, Clacton-on-Sea	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	9	0.0%	0	0.0%	0	0.0%	0
Quay Theatre, Quay Lane, Sudbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	10	0.0%	0	0.0%	0	0.0%	0
Southwold Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sudbury Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
The Cut, New Cut, Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich/Suffolk Coastal Boundaries	3.6%	22	0.0%	0	0.0%	0	16.3%	13	0.0%	0	0.0%	0	2.9%	2	4.4%	1	4.6%	1
Weighted base:	599			34		26		79		43		153		79		33		27
Sample:	581			33		29		44		37		50		43		37		41

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q28 Which leisure facilities would you like to see more of in your area? [MR]																		
Bars / pubs	1.3%	21	0.9%	1	1.5%	2	1.1%	2	2.0%	3	0.8%	2	2.5%	5	0.9%	1	0.9%	1
Better shopping facilities	2.2%	35	1.4%	2	6.6%	8	3.2%	6	0.7%	1	2.9%	9	1.8%	4	0.7%	1	1.3%	1
Bowling alley	1.3%	21	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	9	4.3%	9	0.0%	0	0.0%	0
Cinema	5.7%	91	0.6%	1	0.0%	0	1.7%	3	4.3%	6	22.6%	68	0.0%	0	2.2%	2	0.0%	0
Concert hall / venue	0.5%	8	0.7%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle paths / area	1.7%	27	1.6%	2	0.0%	0	0.0%	0	7.1%	9	2.4%	7	1.8%	4	0.0%	0	0.9%	1
Dance facilities	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	11	0.0%	0	0.0%	0
Skate park	0.5%	7	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.7%	2	0.0%	0	0.7%	1	0.9%	1
Health & fitness (gym)	2.3%	37	0.0%	0	0.0%	0	1.2%	2	0.7%	1	2.4%	7	2.5%	5	2.7%	2	3.4%	3
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	2.0%	32	0.9%	1	5.9%	7	1.5%	3	9.0%	12	0.8%	2	0.0%	0	0.7%	1	0.9%	1
Karting	0.5%	8	0.0%	0	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Leisure centre	2.8%	45	0.6%	1	0.0%	0	1.2%	2	0.7%	1	3.8%	11	7.8%	16	0.6%	1	2.0%	2
More children / teen facilities / activities	4.0%	64	3.4%	5	2.0%	2	2.5%	5	12.2%	16	1.0%	3	0.6%	1	5.1%	5	8.9%	7
More sports facilities (football pitches, tennis courts)	2.2%	36	0.0%	0	4.2%	5	0.0%	0	0.7%	1	1.4%	4	2.5%	5	2.2%	2	1.8%	1
Museum / art galleries	0.3%	5	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.4%	1
Outdoor play areas / park facilities	2.4%	39	0.7%	1	0.9%	1	0.0%	0	1.0%	1	0.7%	2	12.8%	26	2.1%	2	1.8%	1
Paintballing	0.5%	9	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Restaurants / café	1.0%	17	0.9%	1	0.9%	1	3.1%	6	0.0%	0	0.0%	0	0.6%	1	1.6%	1	0.7%	1
Swimming pool	7.3%	117	8.8%	12	3.7%	4	6.6%	12	5.5%	7	8.2%	25	6.6%	13	4.9%	4	4.0%	3
Theatre	0.9%	15	0.6%	1	0.0%	0	1.6%	3	0.0%	0	2.1%	6	0.6%	1	1.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better community facilities	0.3%	5	0.6%	1	0.0%	0	1.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Indoor ski centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.5%	5	0.7%	1	0.0%	0
More for older people to do	0.5%	8	0.0%	0	0.6%	1	0.0%	0	1.0%	1	1.3%	4	0.0%	0	0.6%	1	0.0%	0
Skate park	1.1%	18	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	7.2%	15	0.0%	0	0.0%	0
Spa facilities	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Squash courts	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Badminton facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Casino	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	58.1%	930	67.7%	91	69.7%	82	64.1%	118	50.2%	67	46.6%	141	48.3%	98	70.2%	63	66.1%	51
(Don't know)	7.9%	127	5.9%	8	6.0%	7	12.8%	24	9.3%	12	10.5%	32	4.4%	9	9.8%	9	9.5%	7
Weighted base:		1602		134		118		183		134		302		204		90		77
Sample:		1602		100		100		100		100		100		100		100		100

**Q29 Do you ever visit any of the following centres? [MR/PR]**

Ipswich Town Centre	78.3%	1254	96.4%	129	96.1%	114	97.0%	178	91.1%	122	77.6%	235	53.3%	109	73.1%	66	79.2%	61
Felixstowe Town Centre	50.0%	801	52.8%	71	62.6%	74	67.5%	124	76.7%	102	27.0%	82	36.8%	75	30.0%	27	62.9%	49
Woodbridge Town Centre	48.0%	768	44.1%	59	46.7%	55	71.0%	130	46.3%	62	27.3%	83	20.5%	42	23.8%	21	92.1%	71
Aldeburgh Town Centre	40.3%	645	25.8%	35	45.0%	53	48.0%	88	24.3%	32	32.1%	97	30.1%	61	38.2%	35	69.7%	54
Saxmundham Town Centre	14.2%	228	4.9%	7	4.0%	5	8.5%	16	10.5%	14	6.4%	19	4.9%	10	7.9%	7	17.2%	13
Leiston Town Centre	9.9%	158	3.2%	4	1.3%	1	6.2%	11	7.7%	10	4.8%	15	3.3%	7	3.3%	3	11.5%	9
Framlingham Town Centre	22.1%	354	15.5%	21	11.6%	14	23.4%	43	18.8%	25	12.3%	37	19.0%	39	47.0%	42	35.4%	27
Wickham Market Town Centre	13.8%	222	6.2%	8	4.2%	5	13.2%	24	9.5%	13	4.8%	14	2.7%	5	9.9%	9	55.3%	43
(None of these)	10.5%	167	0.0%	0	3.2%	4	1.9%	3	5.5%	7	14.2%	43	28.7%	59	18.2%	16	2.9%	2
Weighted base:	1602		134		118		183		134		302		204		90		77	
Sample:	1602		100		100		100		100		100		100		100		100	

**Q30 Which of those do you visit the most? [PR]***Those who visit a centre mentioned at Q29*

Ipswich Town Centre	55.7%	799	82.5%	111	83.8%	96	66.0%	119	65.7%	83	75.7%	196	60.3%	88	68.0%	50	21.4%	16
Felixstowe Town Centre	16.9%	243	10.7%	14	7.6%	9	11.8%	21	30.8%	39	10.4%	27	20.1%	29	7.3%	5	7.1%	5
Woodbridge Town Centre	12.9%	185	4.7%	6	2.5%	3	18.9%	34	3.5%	4	6.1%	16	5.4%	8	2.4%	2	57.5%	43
Aldeburgh Town Centre	4.1%	59	1.3%	2	6.1%	7	3.3%	6	0.0%	0	4.6%	12	7.5%	11	7.0%	5	0.7%	0
Saxmundham Town Centre	3.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Leiston Town Centre	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Framlingham Town Centre	4.1%	59	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	6	6.0%	9	14.4%	11	1.7%	1
Wickham Market Town Centre	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.8%	1	10.7%	8
Weighted base:	1435		134		114		180		126		259		145		74		75	
Sample:	1462		100		95		98		93		82		72		82		96	

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q30A Why don't you visit Ipswich town centre? [MR]</b>																		
<i>Those who do not visit Ipswich town centre at Q29</i>																		
Lack of choice and range of shops	13.8%	48	35.9%	2	34.7%	2	0.0%	0	0.0%	0	12.5%	8	21.7%	21	0.0%	0	16.3%	3
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	16.8%	58	25.8%	1	16.3%	1	0.0%	0	0.0%	0	7.3%	5	32.8%	31	10.4%	3	17.7%	3
Too far away from home or work	16.6%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	11	4.9%	5	38.2%	9	37.5%	6
Not accessible by public transport	2.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0
Inconveniently located car parking	9.7%	34	18.0%	1	16.3%	1	0.0%	0	0.0%	0	14.9%	10	12.6%	12	2.4%	1	13.7%	2
Expensive car parking	7.9%	28	0.0%	0	16.3%	1	62.0%	3	30.5%	4	13.6%	9	3.0%	3	0.0%	0	6.5%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to	1.8%	6	0.0%	0	32.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.4%	1	0.0%	0
Not safe	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1
Don't visit larger towns	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Health issues	1.3%	5	0.0%	0	0.0%	0	0.0%	0	7.6%	1	3.0%	2	0.0%	0	0.0%	0	3.0%	0
Too busy	2.3%	8	25.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	25.1%	87	0.0%	0	32.6%	1	37.9%	2	38.0%	5	37.7%	25	16.8%	16	17.5%	4	15.9%	3
(Don't know / no particular reason)	12.3%	43	20.3%	1	0.0%	0	0.0%	0	23.9%	3	9.0%	6	8.6%	8	29.2%	7	9.1%	1
Weighted base:		348		5		5		6		12		68		95		24		16
Sample:		431		5		6		3		11		29		49		26		21

**Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 24, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1.5, Have only visited once = 1**

**Q31 How often do you visit (CENTRE MENTIONED AT Q30)?***Those who visit a centre mentioned at Q29*

Daily	5.5%	78	6.3%	9	7.5%	9	2.5%	5	1.0%	1	1.8%	5	0.9%	1	2.9%	2	4.7%	4
At least two times a week	17.1%	246	17.0%	23	11.4%	13	22.9%	41	20.2%	25	2.0%	5	1.2%	2	9.4%	7	33.9%	25
At least once a week	20.4%	293	17.5%	24	34.1%	39	20.5%	37	23.3%	29	16.3%	42	5.4%	8	3.3%	2	23.8%	18
At least once a fortnight	14.7%	211	21.4%	29	21.3%	24	15.0%	27	20.1%	25	14.4%	37	11.6%	17	3.8%	3	11.9%	9
At least once a month	16.7%	240	20.2%	27	14.8%	17	25.4%	46	21.5%	27	9.8%	25	27.9%	41	36.0%	27	11.0%	8
At least every two months	8.1%	116	4.6%	6	3.7%	4	5.7%	10	6.2%	8	20.5%	53	14.3%	21	7.0%	5	3.5%	3
At least every 3 months	6.4%	92	4.8%	6	3.3%	4	3.5%	6	1.4%	2	10.4%	27	19.4%	28	18.2%	13	0.7%	1
At least every 6 months	6.1%	87	7.0%	9	0.9%	1	0.0%	0	2.5%	3	17.7%	46	8.6%	13	8.1%	6	6.1%	5
Less often than once every 6 months	2.8%	40	1.3%	2	0.7%	1	0.7%	1	0.0%	0	4.3%	11	9.0%	13	10.1%	7	2.7%	2
Have only visited once	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	30	0.0%	0	2.3%	3	3.7%	7	3.8%	5	2.8%	7	0.9%	1	1.1%	1	1.7%	1
Mean:		55.98		58.03		65.83		52.78		46.53		24.31		15.53		29.09		70.62
Weighted base:		1435		134		114		180		126		259		145		74		75
Sample:		1462		100		95		98		93		82		72		82		96

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q32 How do you usually travel to (CENTRE MENTIONED AT Q30) (main part of journey)?</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
Car / van (as driver)	65.7%	942	54.6%	73	51.2%	59	57.2%	103	53.2%	67	81.1%	211	77.5%	113	85.7%	63	82.1%	62
Car / van (as passenger)	8.0%	115	6.5%	9	8.3%	10	10.2%	18	8.7%	11	7.3%	19	10.9%	16	6.0%	4	2.0%	1
Bus	9.6%	138	19.1%	26	25.3%	29	11.1%	20	22.2%	28	5.9%	15	2.1%	3	3.1%	2	2.9%	2
Minibus or coach	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.0%	0
Walk	12.2%	175	17.4%	23	12.8%	15	21.5%	39	10.6%	13	1.1%	3	0.0%	0	0.0%	0	10.2%	8
Taxi	0.3%	4	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Park & ride	1.5%	22	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	4	9.5%	14	1.9%	1	0.0%	0
Bicycle	0.7%	10	0.0%	0	0.7%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	14	1.9%	2	0.7%	1	0.0%	0	2.2%	3	1.2%	3	0.0%	0	0.8%	1	1.0%	1
Weighted base:		1435		134		114		180		126		259		145		74		75
Sample:		1462		100		95		98		93		82		72		82		96

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q33AWhat is your main reason for visiting (CENTRE MENTIONED AT Q30)? (e.g. what is the main activitiy you carry out there?) First mention:</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
For food shopping	19.6%	282	12.4%	17	11.7%	13	15.8%	28	14.2%	18	11.2%	29	6.0%	9	8.5%	6	31.9%	24
For non-food shopping	40.7%	584	38.1%	51	35.1%	40	44.9%	81	43.6%	55	50.5%	131	48.7%	71	53.7%	40	32.5%	24
To shop at the market(s)	0.5%	7	0.6%	1	1.6%	2	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1
To visit bars / pubs	1.0%	15	0.6%	1	6.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.9%	1
To visit cafés / restaurants	2.9%	41	1.6%	2	2.3%	3	2.6%	5	1.4%	2	2.9%	7	3.4%	5	2.3%	2	1.9%	1
To visit St Johns Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets (e.g. farmers' markets)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.8%	27	7.4%	10	0.9%	1	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.9%	1	1.3%	1
To visit financial services such as banks and other financial institutions	4.5%	65	8.9%	12	11.1%	13	6.9%	12	4.7%	6	2.4%	6	0.0%	0	0.9%	1	3.5%	3
To visit other service providers (e.g. travel agent, estate agent etc.)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	1.5%	22	1.3%	2	7.1%	8	1.9%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.8%	2
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.5%	21	0.0%	0	0.0%	0	7.0%	13	0.0%	0	2.7%	7	0.0%	0	0.9%	1	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.5%	8	0.0%	0	0.0%	0	1.9%	3	2.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.4%	5	0.0%	0	0.7%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
To visit museums / art gallery	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit late night time venues e.g. nightclub	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
For other leisure activities	3.1%	45	0.9%	1	2.3%	3	2.4%	4	1.8%	2	2.0%	5	12.1%	18	6.6%	5	3.5%	3
To meet family	3.8%	55	1.7%	2	7.4%	8	3.3%	6	7.5%	9	4.0%	10	5.7%	8	3.3%	2	3.5%	3
To meet friends	4.1%	59	6.3%	8	1.6%	2	2.3%	4	1.0%	1	9.0%	23	5.1%	7	1.1%	1	6.1%	5
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	3.2%	46	3.0%	4	2.6%	3	1.6%	3	9.2%	12	2.6%	7	3.0%	4	2.5%	2	3.1%	2
For education as a student (e.g. student at college, university, or other third level education)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out / window shop / walk about	6.9%	99	6.8%	9	6.7%	8	6.4%	11	8.3%	11	7.6%	20	12.7%	18	9.1%	7	3.0%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing further)	2.5%	36	9.0%	12	1.3%	1	0.8%	2	3.6%	5	3.1%	8	0.0%	0	4.0%	3	2.8%	2
Weighted base:		1435		134		114		180		126		259		145		74		75
Sample:		1462		100		95		98		93		82		72		82		96

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q33BWhat is your main reason for visiting (CENTRE MENTIONED AT Q30)? (e.g. what is the main activity you carry out there?) Second mention:</b>																		
<i>Those who gave a reason at Q33A</i>																		
For food shopping	6.9%	96	6.7%	8	6.3%	7	9.2%	16	8.1%	10	3.8%	9	1.2%	2	3.8%	3	2.8%	2
For non-food shopping	16.4%	230	20.5%	25	17.5%	20	26.3%	47	17.7%	22	7.4%	19	5.1%	7	7.8%	6	18.2%	13
To shop at the market(s)	0.3%	5	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.8%	1	0.0%	0
To visit bars / pubs	0.6%	8	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.4%	1
To visit cafés / restaurants	7.6%	107	7.4%	9	8.2%	9	10.4%	19	0.7%	1	3.4%	9	11.1%	16	3.5%	2	12.0%	9
To visit St Johns Market	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets (e.g. farmers' markets)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.9%	13	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.8%	39	4.1%	5	3.4%	4	2.8%	5	6.7%	8	0.8%	2	0.0%	0	0.9%	1	3.8%	3
To visit other service providers (e.g. travel agent, estate agent etc.)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
To visit a medical service (hospital, doctors, dentists, opticians)	2.0%	27	0.7%	1	1.4%	2	1.9%	3	1.2%	1	0.0%	0	4.1%	6	2.1%	1	2.2%	2
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	2.6%	36	0.0%	0	1.0%	1	1.1%	2	0.0%	0	8.3%	21	3.4%	5	2.6%	2	1.7%	1
To visit a park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.7%	9	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
To visit the library	0.4%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
To visit museums / art gallery	0.2%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
To visit the pub	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
To visit late night time venues e.g. nightclub	0.3%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
For other leisure activities	2.2%	31	0.0%	0	3.3%	4	1.6%	3	3.4%	4	1.7%	4	3.4%	5	0.0%	0	1.0%	1
To meet family	1.1%	16	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.5%	4	0.9%	1	0.7%	0
To meet friends	3.0%	41	2.1%	3	3.1%	4	12.8%	23	1.6%	2	0.0%	0	0.0%	0	2.9%	2	1.7%	1
To visit the theatre	0.5%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	0.9%	12	1.5%	2	6.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
For a day out / window shop / walk about	5.3%	75	12.7%	16	4.1%	5	2.4%	4	15.5%	19	4.6%	11	5.5%	8	2.5%	2	2.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing further)	44.2%	618	40.5%	50	43.3%	49	24.8%	44	42.0%	51	63.9%	160	63.6%	92	67.9%	48	46.7%	34
Weighted base:		1398		122		113		178		122		251		145		71		73
Sample:		1428		95		93		97		89		79		72		78		93

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q33CWhat is your main reason for visiting (CENTRE MENTIONED AT Q30)? (e.g. what is the main activity you carry out there?) Third mention:</b>																		
<i>Those who gave a reason at Q33B</i>																		
For food shopping	2.7%	21	4.6%	3	1.2%	1	3.7%	5	1.8%	1	3.2%	3	7.0%	4	2.9%	1	1.3%	0
For non-food shopping	5.8%	46	8.9%	6	4.7%	3	1.0%	1	5.5%	4	5.4%	5	8.5%	5	8.1%	2	4.5%	2
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.5%	12	0.0%	0	1.2%	1	1.1%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
To visit cafés / restaurants	8.3%	65	2.9%	2	3.8%	2	12.0%	16	10.1%	7	6.9%	6	9.5%	5	7.9%	2	9.7%	4
To visit St Johns Market	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets (e.g. farmers' markets)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.9%	7	0.0%	0	1.2%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.6%	28	2.4%	2	1.2%	1	5.8%	8	3.9%	3	2.5%	2	0.0%	0	3.6%	1	3.1%	1
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	3.6%	1	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	1.2%	9	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	2.3%	18	3.8%	3	2.6%	2	5.6%	8	0.0%	0	2.2%	2	0.0%	0	2.9%	1	2.8%	1
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.4%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
To visit late night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
For other leisure activities	0.5%	4	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
To meet family	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.0%	15	6.9%	5	0.0%	0	1.4%	2	0.0%	0	0.0%	0	7.0%	4	0.0%	0	3.1%	1
To visit the theatre	1.0%	8	0.0%	0	1.7%	1	2.6%	3	0.0%	0	2.2%	2	0.0%	0	3.6%	1	1.3%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	0.5%	4	1.2%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out / window shop / walk about	1.7%	13	1.3%	1	1.2%	1	1.4%	2	1.3%	1	0.0%	0	0.0%	0	5.1%	1	5.9%	2
Other (Don't know / nothing further)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	65.4%	510	64.2%	47	80.0%	51	59.6%	80	74.2%	52	72.1%	66	68.0%	36	56.6%	13	63.0%	25
Weighted base:	780		73		64		134		71		91		53		23		39	
Sample:	899		59		53		68		50		31		27		29		59	

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q33XWhat is your main reason for visiting (CENTRE MENTIONED AT Q30)? Any mention: [MR]</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
For food shopping	27.8%	399	21.1%	28	18.5%	21	27.6%	50	23.0%	29	15.9%	41	9.7%	14	13.0%	10	35.3%	27
For non-food shopping	59.9%	859	61.6%	83	55.0%	63	71.8%	129	63.7%	80	59.6%	155	56.8%	83	63.7%	47	52.5%	39
To shop at the market(s)	0.8%	12	1.3%	2	2.3%	3	0.0%	0	2.3%	3	0.9%	2	0.0%	0	0.8%	1	0.7%	1
To visit bars / pubs	2.4%	35	0.6%	1	7.5%	9	1.9%	3	1.0%	1	0.0%	0	0.0%	0	5.5%	4	3.3%	2
To visit cafés / restaurants	14.9%	213	9.9%	13	12.5%	14	21.8%	39	7.8%	10	8.6%	22	18.0%	26	8.1%	6	18.5%	14
To visit St Johns Market	0.3%	4	0.0%	0	0.0%	0	0.7%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets (e.g. farmers' markets)	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	3.2%	46	8.2%	11	1.6%	2	1.6%	3	0.0%	0	2.9%	7	0.0%	0	0.9%	1	1.3%	1
To visit financial services such as banks and other financial institutions	9.2%	132	13.9%	19	15.2%	17	13.9%	25	13.3%	17	4.1%	11	0.0%	0	2.9%	2	8.8%	7
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.1%	1	0.7%	1
To visit a medical service (hospital, doctors, dentists, opticians)	4.1%	59	1.9%	3	9.2%	11	3.8%	7	1.1%	1	0.0%	0	4.1%	6	4.8%	4	5.8%	4
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	5.2%	75	2.1%	3	2.4%	3	12.3%	22	0.0%	0	11.5%	30	3.4%	5	4.2%	3	3.1%	2
To visit a park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	1.2%	18	0.0%	0	0.7%	1	1.9%	3	3.3%	4	0.9%	2	0.9%	1	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.4%	5	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
To visit the library	1.0%	14	0.6%	1	0.7%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
To visit museums / art gallery	0.5%	7	0.6%	1	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
To visit the pub	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
To visit late night time venues e.g. nightclub	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.3%	2
For other leisure activities	5.6%	80	1.6%	2	5.5%	6	4.0%	7	5.9%	7	3.6%	9	15.5%	23	7.5%	6	4.5%	3
To meet family	5.0%	72	1.7%	2	7.4%	8	4.1%	7	7.5%	9	4.0%	10	8.2%	12	4.1%	3	4.1%	3
To meet friends	8.1%	116	12.0%	16	4.7%	5	16.1%	29	2.6%	3	9.0%	23	7.6%	11	3.9%	3	9.3%	7
To visit the theatre	1.1%	16	0.6%	1	0.9%	1	1.9%	3	0.0%	0	3.2%	8	0.0%	0	1.1%	1	0.7%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	4.3%	62	5.0%	7	9.5%	11	2.4%	4	9.2%	12	2.6%	7	3.0%	4	3.4%	2	3.1%	2
For education as a student (e.g. student at college, university, or other third level education)	0.4%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.2%	3	0.6%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
For a day out / window shop / walk about	13.1%	187	19.1%	26	11.4%	13	9.8%	18	24.0%	30	12.0%	31	18.2%	26	13.1%	10	8.3%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1435		134		114		180		126		259		145		74		75
Sample:		1462		100		95		98		93		82		72		82		96

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q34AWhat do you most like about (CENTRE MENTIONED AT Q30)? First mention:</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
Choice / range of shops	19.2%	275	9.9%	13	21.6%	25	11.7%	21	10.3%	13	23.2%	60	28.5%	41	24.5%	18	25.9%	19
Choice / range of foodstores	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Choice / range of cinema facilities	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice / range of banks / services	1.1%	16	1.4%	2	0.7%	1	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.7%	1
Number / choice / location of car parks	2.4%	35	1.3%	2	0.0%	0	1.5%	3	2.5%	3	5.4%	14	0.9%	1	2.2%	2	3.3%	3
Price of car parks	1.4%	21	2.0%	3	0.7%	1	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	0.7%	10	0.6%	1	1.6%	2	1.6%	3	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.7%	1
Environmental quality	9.9%	142	7.4%	10	6.9%	8	7.9%	14	7.5%	9	4.2%	11	12.1%	18	8.6%	6	18.9%	14
Choice / range of restaurants	1.8%	26	2.1%	3	0.0%	0	10.1%	18	0.0%	0	0.0%	0	1.7%	2	1.1%	1	0.0%	0
Choice / range of cafés	0.6%	9	0.9%	1	0.0%	0	0.0%	0	1.5%	2	0.9%	2	0.0%	0	0.0%	0	0.9%	1
Choice / range of health and fitness facilities (gyms)	0.5%	7	0.0%	0	2.1%	2	1.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.4%	1
Choice / range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity to seafront, marina or estuary waterfront	5.0%	72	1.3%	2	3.9%	4	3.9%	7	3.2%	4	5.2%	13	7.3%	11	6.6%	5	0.7%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / easy to get to	13.7%	196	6.5%	9	9.9%	11	12.9%	23	23.4%	29	17.2%	45	12.6%	18	4.4%	3	21.1%	16
Compact centre	6.0%	87	9.7%	13	1.6%	2	6.9%	12	9.8%	12	6.9%	18	2.0%	3	5.6%	4	6.3%	5
Friendly people / nice atmosphere	1.7%	24	2.9%	4	0.7%	1	2.2%	4	1.1%	1	1.7%	4	0.0%	0	0.8%	1	1.6%	1
Good range of independent shops	1.2%	18	1.3%	2	0.7%	1	1.1%	2	0.7%	1	0.8%	2	1.2%	2	3.4%	2	2.5%	2
Not too busy	2.0%	28	0.7%	1	0.9%	1	5.8%	10	0.8%	1	1.7%	4	0.0%	0	0.0%	0	3.4%	3
Pedestrianised areas	0.9%	12	0.0%	0	0.0%	0	0.8%	2	0.0%	0	3.1%	8	0.0%	0	0.0%	0	0.7%	1
Feels safe	0.4%	6	0.0%	0	0.9%	1	2.0%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.7%	11	0.6%	1	6.1%	7	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.9%	1	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	0.7%	11	0.0%	0	0.7%	1	0.0%	0	1.8%	2	2.3%	6	0.0%	0	0.0%	0	0.7%	0
(Don't know / nothing / nothing further)	28.9%	415	51.4%	69	41.1%	47	26.6%	48	36.5%	46	22.7%	59	32.9%	48	40.2%	30	11.1%	8
Weighted base:		1435		134		114		180		126		259		145		74		75
Sample:		1462		100		95		98		93		82		72		82		96

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q34BWhat do you most like about (CENTRE MENTIONED AT Q30)? Second mention:</b>																		
<i>Those who mentioned something they like at Q34A</i>																		
Choice / range of shops	6.4%	66	9.7%	6	3.3%	2	4.0%	5	2.8%	2	4.4%	9	0.0%	0	6.0%	3	8.4%	6
Choice / range of foodstores	1.4%	14	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.7%	2	2.9%	1	1.9%	1
Choice / range of cinema facilities	2.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	19	0.0%	0	0.0%	0	0.0%	0
Choice / range of banks / services	0.6%	6	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Number / choice / location of car parks	4.2%	43	1.9%	1	0.0%	0	1.1%	2	0.0%	0	10.4%	21	2.5%	2	0.0%	0	11.7%	8
Price of car parks	2.2%	23	0.0%	0	0.0%	0	2.0%	3	12.2%	10	3.7%	7	0.0%	0	0.0%	0	1.9%	1
Accessibility by public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality	5.2%	53	1.3%	1	3.5%	2	5.8%	8	4.5%	4	5.0%	10	1.3%	1	1.5%	1	4.5%	3
Choice / range of restaurants	1.5%	15	1.3%	1	4.6%	3	1.0%	1	0.0%	0	1.1%	2	3.1%	3	0.0%	0	0.8%	1
Choice / range of cafés	1.7%	17	0.0%	0	0.0%	0	9.5%	13	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0
Choice / range of health and fitness facilities (gyms)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice / range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity to seafront, marina or estuary waterfront	2.7%	28	1.3%	1	0.0%	0	2.2%	3	3.9%	3	3.3%	7	3.1%	3	1.3%	1	4.5%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / easy to get to	3.3%	33	1.3%	1	1.1%	1	2.6%	3	2.9%	2	0.0%	0	5.1%	5	6.1%	3	8.4%	6
Compact centre	1.0%	11	1.3%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.8%	1
Friendly people / nice atmosphere	1.2%	12	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	4.8%	3
Good range of independent shops	0.8%	8	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.8%	1
Not too busy	0.4%	4	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.5%	5	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Feels safe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.7%	7	1.3%	1	1.3%	1	1.5%	2	0.0%	0	1.1%	2	0.0%	0	1.9%	1	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(Don't know / nothing / nothing further)	63.8%	650	77.0%	50	85.1%	57	63.7%	84	73.7%	59	59.3%	119	76.8%	75	77.5%	34	49.3%	33
Weighted base:		1020		65		67		132		80		201		97		44		67
Sample:		1058		60		51		69		52		66		44		52		82

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q34CWhat do you most like about (CENTRE MENTIONED AT Q30)? Third mention:</b>																		
<i>Those who mentioned something they like at Q34B</i>																		
Choice / range of shops	4.0%	15	0.0%	0	7.5%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	7
Choice / range of foodstores	1.7%	6	5.8%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	8.4%	1	0.0%	0
Choice / range of cinema facilities	1.1%	4	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Choice / range of banks / services	2.0%	7	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	7.1%	2
Number / choice / location of car parks	0.9%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0
Price of car parks	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Accessibility by public transport	0.6%	2	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Environmental quality	2.3%	8	5.8%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	5.1%	1	18.2%	2	1.6%	1
Choice / range of restaurants	0.9%	3	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Choice / range of cafés	2.1%	8	0.0%	0	7.5%	1	3.2%	2	0.0%	0	0.0%	0	7.4%	2	0.0%	0	2.1%	1
Choice / range of health and fitness facilities (gyms)	0.4%	2	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Choice / range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity to seafront, marina or estuary waterfront	2.6%	10	5.8%	1	0.0%	0	6.8%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / easy to get to	0.9%	3	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Compact centre	0.6%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	0.7%	3	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Pedestrianised areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Good market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing / nothing further)	76.0%	281	58.9%	9	77.7%	8	71.6%	34	95.7%	20	91.7%	75	87.5%	20	54.5%	5	53.0%	18
Weighted base:		370		15		10		48		21		82		23		10		34
Sample:		428		15		11		23		13		22		13		15		44

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q34XWhat do you most like about (CENTRE MENTIONED AT Q30)? Any mention: [MR]</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
Choice / range of shops	24.8%	355	14.6%	20	24.2%	28	16.1%	29	12.1%	15	26.6%	69	28.5%	41	28.1%	21	43.0%	32
Choice / range of foodstores	2.3%	33	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	5	1.2%	2	4.5%	3	1.7%	1
Choice / range of cinema facilities	1.9%	28	0.0%	0	0.0%	0	0.7%	1	0.0%	0	8.1%	21	0.0%	0	0.0%	0	0.0%	0
Choice / range of banks / services	2.0%	29	2.1%	3	0.7%	1	0.8%	2	0.0%	0	2.5%	6	0.0%	0	0.9%	1	4.8%	4
Number / choice / location of car parks	5.6%	81	2.2%	3	0.0%	0	2.3%	4	3.2%	4	13.4%	35	2.6%	4	3.1%	2	13.7%	10
Price of car parks	3.1%	44	2.0%	3	0.7%	1	5.3%	10	7.7%	10	2.9%	7	0.0%	0	0.0%	0	2.3%	2
Accessibility by public transport	1.0%	14	0.6%	1	2.3%	3	1.6%	3	0.0%	0	1.6%	4	0.0%	0	0.8%	1	0.7%	1
Environmental quality	14.2%	204	8.7%	12	9.0%	10	12.9%	23	10.4%	13	8.1%	21	13.8%	20	12.0%	9	23.6%	18
Choice / range of restaurants	3.1%	44	3.3%	4	2.7%	3	10.9%	20	0.0%	0	0.9%	2	3.8%	5	1.1%	1	1.5%	1
Choice / range of cafés	2.4%	34	0.9%	1	0.7%	1	7.8%	14	1.5%	2	0.9%	2	2.1%	3	0.8%	1	1.9%	1
Choice / range of health and fitness facilities (gyms)	0.6%	9	0.6%	1	2.1%	2	1.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	2
Choice / range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity to seafront, marina or estuary waterfront	7.6%	109	2.6%	3	3.9%	4	7.4%	13	5.7%	7	8.6%	22	9.4%	14	7.4%	5	4.6%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / easy to get to	16.2%	233	7.8%	10	10.6%	12	14.8%	27	25.2%	32	17.2%	45	16.1%	23	8.0%	6	29.2%	22
Compact centre	6.9%	99	10.4%	14	2.3%	3	8.4%	15	9.8%	12	6.9%	18	2.0%	3	6.5%	5	7.0%	5
Friendly people / nice atmosphere	3.0%	43	2.9%	4	0.7%	1	3.3%	6	1.1%	1	1.7%	4	0.8%	1	0.8%	1	5.9%	4
Good range of independent shops	2.0%	28	2.2%	3	0.7%	1	2.2%	4	0.7%	1	0.8%	2	3.7%	5	3.4%	2	3.3%	2
Not too busy	2.4%	34	0.7%	1	0.9%	1	6.9%	12	0.8%	1	1.7%	4	0.0%	0	0.0%	0	5.5%	4
Pedestrianised areas	1.2%	17	0.0%	0	0.0%	0	1.9%	3	0.0%	0	4.0%	10	0.0%	0	0.0%	0	0.7%	1
Feels safe	0.5%	8	0.0%	0	0.9%	1	2.0%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Good market	1.3%	19	1.3%	2	6.9%	8	1.1%	2	0.0%	0	1.7%	4	0.0%	0	2.0%	1	0.7%	1
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	0.9%	14	0.0%	0	0.7%	1	0.0%	0	1.8%	2	2.3%	6	0.0%	0	0.0%	0	1.6%	1
Weighted base:		1435		134		114		180		126		259		145		74		75
Sample:		1462		100		95		98		93		82		72		82		96

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q35A Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? First mention:</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
Increased choice and range of shops	16.6%	239	28.4%	38	30.1%	34	26.9%	48	14.2%	18	12.3%	32	10.3%	15	4.9%	4	7.8%	6
Discount foodstores within the town centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Improved non-food shops within the town centre	1.3%	18	7.0%	9	2.9%	3	0.8%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	2.9%	42	0.6%	1	0.0%	0	8.9%	16	0.8%	1	0.0%	0	0.0%	0	1.7%	1	6.1%	5
Improved quality of shops	2.2%	31	2.7%	4	1.5%	2	2.3%	4	5.1%	6	1.7%	4	2.0%	3	3.4%	2	1.5%	1
More parking	6.9%	99	0.0%	0	9.0%	10	5.1%	9	1.4%	2	8.7%	23	7.3%	11	17.8%	13	5.7%	4
Cheaper parking	3.4%	49	4.6%	6	3.0%	3	1.9%	3	11.2%	14	2.5%	7	0.9%	1	5.3%	4	6.3%	5
Improved street cleaning	1.1%	16	0.0%	0	6.1%	7	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.1%	5
Increased public transport	1.6%	23	0.0%	0	0.7%	1	0.0%	0	3.3%	4	1.7%	4	0.0%	0	3.1%	2	8.0%	6
Cheaper public transport	0.5%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.7%	53	2.2%	3	2.5%	3	2.3%	4	3.1%	4	10.6%	28	0.9%	1	4.2%	3	2.4%	2
Better security	0.3%	5	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.6%	9	0.0%	0	0.9%	1	0.0%	0	3.0%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Fewer empty shops	1.1%	15	0.0%	0	0.0%	0	3.5%	6	2.2%	3	1.7%	4	0.0%	0	0.0%	0	0.7%	1
Improve congestion / too busy	1.8%	26	2.0%	3	5.3%	6	1.8%	3	1.8%	2	0.0%	0	0.9%	1	1.1%	1	1.4%	1
More independent shops	0.8%	11	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.9%	2	0.9%	1	2.5%	2	0.9%	1
More / better public facilities (toilets / bins / benches etc.)	0.6%	9	2.9%	4	0.7%	1	0.0%	0	0.8%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Better range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.5%	8	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths / facilities	0.3%	4	0.0%	0	0.9%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	50.8%	728	45.9%	62	31.1%	36	42.6%	77	43.4%	55	56.4%	146	74.0%	107	48.1%	36	47.2%	35
(Don't know)	2.6%	37	2.0%	3	4.4%	5	0.0%	0	5.3%	7	2.1%	5	2.0%	3	4.6%	3	2.7%	2
Weighted base:		1435		134		114		180		126		259		145		74		75
Sample:		1462		100		95		98		93		82		72		82		96

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q35B</b> Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Second mention:																		
<i>Those who gave a measure at Q35A</i>																		
Increased choice and range of shops	5.1%	34	3.0%	2	4.1%	3	9.3%	10	7.0%	5	0.0%	0	3.7%	1	3.7%	1	5.6%	2
Discount foodstores within the town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.8%	19	1.4%	1	1.5%	1	2.9%	3	1.6%	1	6.4%	7	8.1%	3	0.0%	0	1.5%	1
Improved leisure facilities	2.0%	13	1.4%	1	1.5%	1	5.4%	6	1.4%	1	2.1%	2	0.0%	0	0.0%	0	1.9%	1
Improved quality of shops	9.3%	62	12.8%	9	23.9%	18	11.6%	12	15.3%	10	0.0%	0	3.3%	1	6.6%	2	1.5%	1
More parking	2.8%	19	1.2%	1	0.0%	0	0.0%	0	8.9%	6	2.1%	2	12.3%	4	3.3%	1	1.9%	1
Cheaper parking	5.7%	38	4.4%	3	4.4%	3	7.5%	8	1.6%	1	0.0%	0	13.3%	5	35.8%	13	2.8%	1
Improved street cleaning	0.5%	4	0.0%	0	0.0%	0	1.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Increased public transport	0.4%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.8%	25	3.6%	2	1.0%	1	4.1%	4	1.4%	1	5.9%	6	0.0%	0	5.2%	2	14.0%	5
Better security	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve congestion / too busy	0.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.5%	10	4.8%	3	1.0%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
More / better public facilities (toilets / bins / benches etc.)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of services	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More / better cycle paths / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	58.0%	388	59.5%	42	55.0%	41	53.6%	55	39.1%	25	75.3%	81	48.7%	17	41.6%	15	59.8%	23
(Don't know)	6.3%	42	5.3%	4	5.1%	4	1.5%	2	17.1%	11	8.1%	9	10.6%	4	0.0%	0	4.5%	2
Weighted base:		670		70		74		103		65		108		35		35		38
Sample:		672		52		56		51		51		33		22		34		42

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q35C</b> Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Third mention:																		
<i>Those who gave a measure at Q35B</i>																		
Increased choice and range of shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.8%	4	0.0%	0	2.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	6.4%	15	5.1%	1	0.0%	0	12.5%	6	8.6%	2	11.3%	2	0.0%	0	5.7%	1	0.0%	0
More parking	0.6%	2	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Cheaper parking	3.6%	9	0.0%	0	3.7%	1	0.0%	0	13.4%	4	16.2%	3	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.9%	2	0.0%	0	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.0%	5	0.0%	0	3.7%	1	2.9%	1	0.0%	0	0.0%	0	11.7%	2	3.2%	1	0.0%	0
Better security	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve congestion / too busy	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
More independent shops	0.3%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public facilities (toilets / bins / benches etc.)	0.8%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.8%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	75.8%	181	91.4%	23	85.1%	25	67.2%	31	65.2%	18	61.2%	11	69.9%	10	88.0%	18	82.5%	11
(Don't know)	4.4%	11	0.0%	0	2.5%	1	6.2%	3	6.4%	2	0.0%	0	9.2%	1	0.0%	0	8.2%	1
Weighted base:		239		25		29		46		28		18		14		20		13
Sample:		247		17		24		26		22		6		10		18		14

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
<b>Q35X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Any mention: [MR]</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
Increased choice and range of shops	19.1%	274	29.9%	40	32.7%	37	32.2%	58	17.8%	22	12.3%	32	11.2%	16	6.6%	5	11.3%	9
Discount foodstores within the town centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Improved non-food shops within the town centre	2.9%	42	7.7%	10	4.5%	5	2.5%	5	2.6%	3	2.7%	7	2.0%	3	0.0%	0	0.7%	1
Improved leisure facilities	3.9%	56	1.4%	2	0.9%	1	12.0%	22	1.5%	2	0.9%	2	0.0%	0	1.7%	1	7.0%	5
Improved quality of shops	7.6%	108	10.3%	14	16.9%	19	12.2%	22	14.9%	19	2.4%	6	2.8%	4	8.0%	6	2.2%	2
More parking	8.3%	119	1.3%	2	9.0%	10	5.1%	9	6.0%	8	9.6%	25	10.3%	15	20.3%	15	6.6%	5
Cheaper parking	6.7%	96	7.0%	9	6.8%	8	6.2%	11	15.0%	19	3.6%	9	4.1%	6	22.3%	16	7.7%	6
Improved street cleaning	1.5%	22	0.0%	0	6.1%	7	3.3%	6	1.8%	2	0.0%	0	0.0%	0	0.8%	1	7.0%	5
Increased public transport	1.8%	26	0.0%	0	1.6%	2	0.0%	0	3.3%	4	1.7%	4	0.9%	1	4.9%	4	8.0%	6
Cheaper public transport	0.5%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	5.8%	83	4.1%	5	4.1%	5	5.4%	10	3.8%	5	13.1%	34	2.1%	3	7.6%	6	9.4%	7
Better security	0.4%	6	0.6%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.8%	12	0.0%	0	0.9%	1	0.0%	0	3.0%	4	0.8%	2	0.9%	1	0.0%	0	0.0%	0
Fewer empty shops	1.3%	18	0.0%	0	0.0%	0	3.5%	6	4.4%	6	1.7%	4	0.0%	0	0.0%	0	0.7%	1
Improve congestion / too busy	2.1%	30	2.7%	4	5.3%	6	1.8%	3	1.8%	2	0.0%	0	0.9%	1	1.1%	1	2.3%	2
More independent shops	1.5%	22	3.2%	4	1.3%	1	2.3%	4	0.0%	0	0.9%	2	0.9%	1	2.5%	2	2.6%	2
More / better public facilities (toilets / bins / benches etc.)	0.8%	12	2.9%	4	1.4%	2	1.1%	2	0.8%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Better range of services	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.7%	10	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	2	0.0%	0	0.0%	0	0.7%	1
More / better cycle paths / facilities	0.3%	4	0.0%	0	0.9%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.4%	5	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1435		134		114		180		126		259		145		74		75
Sample:		1462		100		95		98		93		82		72		82		96

**GEN Gender of respondent.**

Male	40.5%	649	40.9%	55	52.4%	62	39.8%	73	37.3%	50	39.6%	120	37.1%	76	54.1%	49	32.1%	25
Female	59.5%	953	59.1%	79	47.6%	56	60.2%	110	62.7%	84	60.4%	183	62.9%	128	45.9%	41	67.9%	53
Weighted base:	1602		134		118		183		134		302		204		90		77	
Sample:	1602		100		100		100		100		100		100		100		100	

**AGE Could I ask, how old are you?**

18 – 24 years	3.3%	53	6.0%	8	5.9%	7	6.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5
25 – 34 years	14.2%	227	12.1%	16	17.8%	21	0.0%	0	12.7%	17	18.7%	57	21.3%	44	11.9%	11	17.7%	14
35 – 44 years	15.6%	250	14.4%	19	10.1%	12	14.0%	26	12.9%	17	12.7%	38	23.6%	48	24.3%	22	6.0%	5
45 – 54 years	20.5%	328	10.2%	14	15.7%	19	24.8%	46	10.7%	14	29.3%	89	22.5%	46	23.7%	21	22.8%	18
55 – 64 years	17.8%	285	24.2%	32	20.0%	24	22.2%	41	22.5%	30	12.5%	38	14.8%	30	16.5%	15	24.6%	19
65+ years	25.3%	406	31.0%	42	28.5%	34	28.6%	53	30.5%	41	24.7%	75	16.0%	33	20.4%	18	19.0%	15
(Refused)	3.3%	53	2.0%	3	2.0%	2	3.5%	6	10.7%	14	2.1%	6	1.8%	4	3.0%	3	4.0%	3
Weighted base:	1602		134		118		183		134		302		204		90		77	
Sample:	1602		100		100		100		100		100		100		100		100	

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

One	16.3%	262	32.0%	43	15.4%	18	16.3%	30	30.6%	41	10.2%	31	5.0%	10	12.4%	11	13.8%	11
Two	55.3%	887	44.0%	59	56.6%	67	46.4%	85	49.8%	66	59.4%	180	61.9%	126	57.1%	52	54.3%	42
Three	15.9%	255	19.3%	26	12.5%	15	20.3%	37	8.0%	11	17.7%	53	21.9%	45	21.3%	19	16.1%	12
Four or more	8.9%	142	2.4%	3	12.1%	14	14.0%	26	4.9%	7	10.7%	32	8.7%	18	3.5%	3	11.7%	9
(Refused)	3.5%	56	2.3%	3	3.3%	4	3.0%	6	6.8%	9	2.0%	6	2.6%	5	5.7%	5	4.0%	3
Weighted base:	1602		134		118		183		134		302		204		90		77	
Sample:	1602		100		100		100		100		100		100		100		100	

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
CHI How many children aged 15 years and under, live in your household?																		
None	68.3%	1095	78.2%	105	63.7%	75	80.4%	148	74.3%	99	66.5%	201	52.2%	106	62.6%	57	69.2%	54
One	9.1%	146	3.5%	5	16.1%	19	5.9%	11	7.1%	10	10.4%	31	11.6%	24	6.3%	6	5.0%	4
Two	14.1%	226	13.0%	17	14.9%	18	8.3%	15	11.0%	15	19.0%	57	23.4%	48	16.6%	15	9.7%	8
Three	4.0%	64	0.0%	0	2.0%	2	2.3%	4	0.8%	1	2.1%	6	9.6%	20	8.7%	8	5.4%	4
Four or more	0.8%	12	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5
(Refused)	3.7%	59	3.2%	4	3.3%	4	3.0%	6	6.8%	9	2.0%	6	3.3%	7	5.7%	5	4.0%	3
Weighted base:		1602		134		118		183		134		302		204		90		77
Sample:		1602		100		100		100		100		100		100		100		100

**EMP What is your employment status?**

Employed - works away from home	49.6%	795	54.7%	73	43.2%	51	47.6%	87	39.8%	53	52.7%	159	60.8%	124	35.5%	32	49.3%	38
Employed - works from home	4.3%	69	3.0%	4	2.1%	3	2.0%	4	3.9%	5	7.7%	23	5.1%	10	12.5%	11	0.0%	0
Self employed - works away from home	4.5%	72	4.0%	5	2.9%	3	4.4%	8	2.2%	3	8.7%	26	3.6%	7	8.4%	8	5.0%	4
Self employed - works from home	2.7%	43	0.6%	1	5.9%	7	2.5%	5	0.7%	1	0.8%	2	2.6%	5	5.0%	5	2.3%	2
Unemployed	3.0%	48	2.1%	3	6.8%	8	3.2%	6	3.5%	5	0.8%	2	2.1%	4	2.4%	2	3.8%	3
Student	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5
Retired	30.4%	487	33.0%	44	30.9%	36	37.4%	69	42.5%	57	27.3%	82	22.6%	46	24.9%	23	27.8%	21
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.9%	79	2.7%	4	8.2%	10	2.9%	5	7.5%	10	2.1%	6	3.3%	7	11.3%	10	6.0%	5
Weighted base:		1602		134		118		183		134		302		204		90		77
Sample:		1602		100		100		100		100		100		100		100		100

**ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?**

White	94.6%	1515	96.3%	129	95.8%	113	90.8%	167	90.9%	121	97.5%	295	94.8%	193	96.3%	87	94.7%	73
Indian	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.8%	13	0.6%	1	0.0%	0	5.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Black Caribbean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other black	0.2%	3	0.7%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.2%	67	2.3%	3	3.5%	4	3.8%	7	7.5%	10	2.5%	7	5.2%	11	3.7%	3	4.6%	4
Weighted base:		1602		134		118		183		134		302		204		90		77
Sample:		1602		100		100		100		100		100		100		100		100

**QUOTA Zone:**

Zone 1	8.4%	134	100.0%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.4%	118	0.0%	0	100.0%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.5%	183	0.0%	0	0.0%	0	100.0%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.3%	134	0.0%	0	0.0%	0	0.0%	0	100.0%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	18.9%	302	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	302	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.7%	204	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	204	0.0%	0	0.0%	0
Zone 7	5.6%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	90	0.0%	0
Zone 8	4.8%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	77
Zone 9	2.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	6.7%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	2.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	2.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	2.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16	3.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1602		134		118		183		134		302		204		90		77
Sample:		1602		100		100		100		100		100		100		100		100

Ipswich & Suffolk Coastal Household Survey  
for WYG

Weighted:

February 2017

		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
PC	Postcode sector:																		
		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO10 0		6.7%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	108	0.0%	0	0.0%	0	0.0%	0
CO10 5		1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	17	0.0%	0	0.0%	0	0.0%	0
CO11 1		1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	22	0.0%	0	0.0%	0	0.0%	0
CO11 2		1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	27	0.0%	0	0.0%	0	0.0%	0
CO4 5		1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	19	0.0%	0	0.0%	0	0.0%	0
CO6 4		0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4	0.0%	0	0.0%	0	0.0%	0
CO7 6		1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	16	0.0%	0	0.0%	0	0.0%	0
IP1 2		0.8%	13	9.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP1 3		1.0%	16	0.0%	0	13.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP1 4		0.6%	9	0.0%	0	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP1 5		1.0%	17	0.0%	0	14.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP1 6		4.7%	76	0.0%	0	64.3%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP10 0		0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP11 0		1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP11 2		1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP11 7		1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP11 9		2.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP12 1		1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	27
IP12 2		1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP12 3		1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP12 4		1.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP13 0		1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP13 6		2.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.9%	36
IP13 7		0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP13 8		0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP13 9		1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP14 1		1.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	28	0.0%	0	0.0%	0
IP14 2		2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	36	0.0%	0	0.0%	0
IP14 3		1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	20	0.0%	0	0.0%	0
IP14 4		1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	16	0.0%	0
IP14 5		1.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	30	0.0%	0
IP14 6		0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	11	0.0%	0
IP15 5		0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP16 4		1.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP17 1		1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP17 2		0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP17 3		0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP18 6		0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP19 0		0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP19 8		1.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP19 9		0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP2 0		2.6%	41	30.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP2 8		0.6%	10	7.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP2 9		4.4%	70	52.3%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP23 7		1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	16	0.0%	0
IP23 8		1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	17	0.0%	0
IP3 0		1.0%	16	0.0%	0	0.0%	0	0.0%	0	11.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP3 8		2.6%	41	0.0%	0	0.0%	0	0.0%	0	30.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP3 9		4.0%	65	0.0%	0	0.0%	0	0.0%	0	48.3%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP30 0		0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	9	0.0%	0	0.0%	0
IP30 9		3.9%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	63	0.0%	0	0.0%	0
IP31 3		1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	27	0.0%	0	0.0%	0
IP4 1		0.8%	12	0.0%	0	0.0%	0	0.0%	0	9.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP4 2		1.8%	29	0.0%	0	0.0%	0	15.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP4 3		1.0%	16	0.0%	0	0.0%	0	8.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP4 4		1.9%	31	0.0%	0	0.0%	0	16.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP4 5		3.3%	53	0.0%	0	0.0%	0	28.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP5 1		1.3%	20	0.0%	0	0.0%	0	10.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP5 2		1.2%	19	0.0%	0	0.0%	0	10.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP5 3		1.0%	17	0.0%	0	0.0%	0	9.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP6 0		0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	11
IP6 8		0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	12	0.0%	0	0.0%	0
IP6 9		0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
IP7 5		0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	15	0.0%	0	0.0%	0	0.0%	0
IP7 6		0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	9	0.0%	0	0.0%	0	0.0%	0
IP8 3		1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	27	0.0%	0	0.0%	0	0.0%	0
IP8 4		0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8	0.0%	0	0.0%	0
IP9 1		0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	13	0.0%	0	0.0%	0	0.0%	0
IP9 2		1.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	28	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1602		134		118		183		134		302		204		90		77	
Sample:		1602		100		100		100		100		100		100		100		100	

Column %ges.

## **Appendix 2:**

Data Tabulations

By Zone – Part Two

(Filtered & Weighted)

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Q01 Where did you last undertake your main food and grocery shopping?																	
Ipswich Town Centre																	
B&M, Eastgate Shopping Centre, Ipswich, IP4 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Tower Ramparts, Tavern Street, Ipswich, IP1 3BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Westgate Street, Ipswich, IP1 3EF	0.2%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Upper Brook Street, Ipswich, IP4 1DR	0.9%	13	0.6%	0	0.7%	1	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Waitrose (Little), Corn Exchange, Princes Street, Ipswich, IP1 1AS	0.4%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich out-of-centre																	
Aldi, Donald Mackintosh Way, Ipswich	0.6%	9	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Stoke Park Drive, Ipswich, IP2 9TH	3.0%	47	0.0%	0	6.0%	6	0.8%	0	1.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Whitehouse Industrial Estate (adj Anglia Retail Park), Goddard Road, Ipswich, IP1 5PD	4.7%	72	0.0%	0	3.4%	4	0.0%	0	7.6%	2	1.0%	0	2.8%	1	0.0%	0	0.0%
Lidl, London Road, Ipswich IP1 2EH	1.3%	19	0.0%	0	0.0%	0	8.0%	3	0.7%	0	0.0%	0	1.6%	1	0.0%	0	0.0%
M&S Simply Food, Martlesham Health Retail Park, Beardmore Park, Ipswich, IP5 3RX	0.3%	5	6.4%	2	0.0%	0	1.0%	0	1.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Sproughton Road, Ipswich, IP1 5AF	4.1%	64	0.6%	0	0.0%	0	1.0%	0	1.4%	0	0.7%	0	0.6%	0	0.0%	0	6.4%
Sainsbury's, Felixstowe Road, Warren Heath, Ipswich	8.0%	124	13.9%	5	10.0%	11	5.9%	2	0.7%	0	1.4%	0	3.5%	1	1.6%	0	0.0%
Sainsbury's, Hadleigh Road, Ipswich, IP2 0BX	5.3%	81	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.2%	0	0.7%	0	0.0%	0	0.0%
Tesco Express, Foxhall Road, Ipswich, IP3 8LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Anson Road, Martlesham, Ipswich, IP5 3RU	8.9%	138	39.6%	15	12.2%	13	53.1%	18	33.0%	7	21.4%	5	3.0%	1	10.2%	3	0.0%
Tesco Extra, Copdock Interchange, Ipswich IP8 3TS	6.6%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Futura Park, Crane Boulevard, Warren Heath, Ipswich, IP3 9SQ	2.4%	38	6.1%	2	1.9%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Meredith Road District Centre																	
Aldi, Meredith Road, Ipswich, IP1 6EB	1.6%	25	0.6%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%
Felixstowe Road District Centre																	
Aldi, Felixstowe Road / Hines Road, Ipswich, IP3 9BG	3.9%	60	1.6%	1	0.0%	0	3.6%	1	8.6%	2	1.7%	0	0.0%	0	2.8%	1	0.0%
Co-op, Hines Road, Ipswich, IP3 9BG	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenswood District Centre																	
Co-op, Witney Close, Ipswich, IP3 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Hening Avenue, Ipswich, IP3 9QJ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich Road / Bramford Road District Centre																	
Co-op, Bramford Lane, Ipswich, IP1 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Norwich Road, Ipswich, IP1 4BP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawthorn Drive District Centre																	
Co-op, Hawthorne Drive, Ipswich, IP2 0QG	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16			
<b>Wherstead Road District Centre</b>																			
Co-op, Austin Street, Ipswich, IP2 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Cauldwell Hall Road / Woodbridge Road Centre</b>																			
Co-op, Cauldwell Hall Road, Ipswich, IP4 5BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Woodbridge Road East, Ipswich, IP4 5QN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Local, Woodbridge Road, Ipswich, IP4 4EN	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Nacton Road District Centre</b>																			
Tesco Express, Nacton Road, Ipswich, IP3 9NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Woodbridge Road / Heath Road District Centre</b>																			
Premier Off Licence - Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Woodbridge Road, Ipswich, IP4 4AX	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Duke Street District Centre</b>																			
Tesco Express, Duke Street, Ipswich, IP3 0BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Ipswich local centres</b>																			
Co-op, Clapgate Lane, Ipswich, IP3 0RF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Fircroft Road, Ipswich, IP1 6PT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Garrick Way, Ipswich, IP1 6NF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Queens Way, Ipswich, IP3 9EX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Woodbridge</b>																			
Co-op, Hasketon Road, Woodbridge, IP12 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Old Barrack Road, Woodbridge	0.1%	2	2.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Hamblin Road, Woodbridge Town Centre, IP12 1DE	0.7%	11	9.8%	4	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Felixstowe</b>																			
Co-op, Hamilton Road, Felixstowe Town Centre, IP11 7DT	0.3%	4	2.0%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, High Street (221, next to Co-op funeral services), Felixstowe, IP11 9BQ	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Wadgate Road, Felixstowe, IP11 2LY	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Hamilton Road, Felixstowe Town Centre, IP11 7AJ	0.1%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Langer Road, Felixstowe, IP11 2BU	1.4%	22	5.7%	2	12.1%	13	0.8%	0	1.5%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	
Marks & Spencer, Hamilton Road, Felixstowe Town Centre, IP11 7BE	0.2%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Grange Farm Avenue, Felixstowe, IP11 2XD	2.6%	40	4.9%	2	32.1%	34	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Metro, Hamilton Road, Felixstowe Town Centre, IP11 7AD	0.7%	10	0.0%	0	9.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Saxmundham</b>																			
Tesco, Church Street, Saxmundham Town Centre, IP17 1EP	1.7%	27	0.0%	0	0.0%	0	1.8%	1	2.0%	0	9.1%	2	31.7%	13	22.7%	7	3.3%	2	
Waitrose, Church Street, Saxmundham Town	1.9%	30	0.7%	0	0.0%	0	6.0%	2	2.7%	1	13.0%	3	36.9%	15	15.8%	5	8.1%	4	

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Centre, IP17 1EP																		
<b>Aldeburgh</b>																		
Co-op, High Street, Adleburgh Town Centre, IP15 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Co-op, Saxmundham Road, Aldeburgh, IP15 5JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Tesco Express, Saxmundham Road, Adleburgh, IP15 5JA	0.1%	2	0.0%	0	0.0%	0	0.8%	0	1.7%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
<b>Framlingham</b>																		
Co-op, Market Hill, Framlingham, Woodbridge, IP13 9AN	0.8%	13	1.5%	1	0.0%	0	0.7%	0	10.6%	2	33.8%	7	0.0%	0	0.0%	0	0.0%	0
<b>Leiston</b>																		
Co-op, Sizewell Road, Leiston, IP16 4AE	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	23.9%	7	0.0%	0
<b>Wickham Market</b>																		
Co-op, High Street, Wickham Market, Woodbridge, IP13 0RA	0.7%	11	0.0%	0	0.0%	0	5.1%	2	17.5%	4	0.0%	0	2.8%	1	0.0%	0	0.0%	0
<b>Kesgrave / Grange Farm</b>																		
Tesco Metro, Ropes Drive, Kesgrave, Ipswich IP5 2FU	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other Suffolk Coastal Area</b>																		
Local shops, Trimley St. Mary / Trimley St Martin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alderton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bredfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Peasenhall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Local shops, Yoxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Martlesham Health District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Diss</b>																		
Aldi, Mere Street, Diss	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	0	0.0%	0	0.0%	0	0.8%	0
Morrisons, Victoria Road, Diss	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Victoria Road, Diss	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
<b>Colchester</b>																		
Aldi, Colne View Retail Park, Cowdray Avenue, Colchester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tollgate West, Colchester, CO3 8AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priory Walk, Colchester, CO1 1LG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, Colchester, CO1 2TE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Andrews Avenue, Colchester, CO4 3BE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester centre	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Bury St Edmunds</b>																		
Farmfoods, Barton Road, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dettingen Way, Bury St Edmunds, IP33 3TU	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds, IP33 3SP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bedingfeld Way, Bury St Edmunds, IP32 7EJ	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Interchange, Bury St Edmunds, IP32 7JS																		
Waitrose, Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds, IP33 3DH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Butter Market, Bury St Edmunds	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Stowmarket</b>																		
Co-op, Combs Lane, Combsford, Stowmarket	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 8-9 Wilkes Way, Stowmarket, IP14 1DE	3.7%	57	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bury Road, Stowmarket, IP14 3QQ	3.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Link Road, Stowmarket, IP14 5BE	4.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Sudbury</b>																		
Co-op, The Drift, Great Cornard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, Sudbury, CO10 1NB	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 66 Cornard Road, Sudbury, CO10 2XB	2.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	2.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury, CO10 2SS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Lowestoft</b>																		
Tesco Express, Beccles Road, Oulton Broad, Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Asda, Belvedere Road, Lowestoft, NR33 0PX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	4.1%	2
Lidl, 4 North Quay Retail Park, Peto Way, Lowestoft, NR32 2ED	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Morrisons, 18 Tower Road, Lowestoft, NR33 7NG	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	1.5%	1	12.2%	3	7.3%	4
Lowestoft centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	1
<b>Norwich</b>																		
Aldi, 174-178 Plumstead Road, Norwich, NR1 4JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 125 Copenhagen Way, Norwich, NR3 2RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
<b>Great Yarmouth</b>																		
Aldi, North Quay, Great Yarmouth, NR30 1JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Hadleigh</b>																		
Morrisons, Calais Street, Hadleigh, Ipswich, IP7 5EF	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Harwich</b>																		
Asda, Main Road, Harwich, CO12 3HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Harwich Gateway Retail Park, Garland Road, Harwich, CO12 4PB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Thetford</b>																		
Aldi, Lime Kiln Lane, Thetford, IP24 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Forest Retail Park, London Road, Thetford, IP24 3QL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
<b>Debenham</b>																		
Co-Op, 1 Chancery Lane, Debenham, IP14 6RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
<b>Other towns outside Ipswich and Suffolk Coastal boundaries</b>																		
Claydon centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Harleston centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	
Needham Market centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Co-op, Broad Street, Eye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Co-op, Church Street, Eye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Co-op, High Street, Hadleigh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Co-op, High Street, Laxfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	
Co-op, Riverside Avenue East, Lawford, Manningtree	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Co-op, Saxons Way, Halesworth	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	30.6%	
Local shops, Halesworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	
Morrisons, George Westwood Way, Beccles	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	0	19.8%	
Tesco Express, High Street, Manningtree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco, George Westwood Way, Beccles	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	
Other - Outside Ipswich and Suffolk Coastal boundaries	0.5%	8	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	
<b>Others:</b>																		
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Weighted base:	1546		38		106		35		22		21		40		29		52	
Sample:	1524		99		99		95		88		94		99		92		93	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
<b>Q02 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE MENTIONED AT Q01) was it the same place, or different, and if so, please specify?</b>																		
<b>Ipswich Town Centre</b>																		
B&M, Eastgate Shopping Centre, Ipswich, IP4 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tower Ramparts, Tavern Street, Ipswich, IP1 3BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westgate Street, Ipswich, IP1 3EF	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Upper Brook Street, Ipswich, IP4 1DR	1.0%	16	0.6%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose (Little), Corn Exchange, Princes Street, Ipswich, IP1 1AS	0.4%	6	0.6%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Ipswich out-of-centre</b>																		
Aldi, Donald Mackintosh Way, Ipswich	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich, IP2 9TH	2.4%	36	0.0%	0	6.7%	7	0.8%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitehouse Industrial Estate (adj Anglia Retail Park), Goddard Road, Ipswich, IP1 5PD	3.6%	54	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Lidl, London Road, Ipswich IP1 2EH	1.9%	29	0.6%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
M&S Simply Food, Martlesham Health Retail Park, Beardmore Park, Ipswich, IP5 3RX	1.1%	16	9.4%	4	0.0%	0	5.5%	2	2.2%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich, IP1 5AF	3.6%	55	0.6%	0	0.0%	0	0.0%	0	1.0%	0	0.7%	0	1.3%	0	0.7%	0	8.2%	4
Sainsbury's, Felixstowe Road, Warren Heath, Ipswich	8.3%	125	15.1%	6	13.2%	14	6.0%	2	3.6%	1	3.2%	1	0.7%	0	1.0%	0	0.0%	0
Sainsbury's, Hadleigh Road, Ipswich, IP2 0BX	5.7%	86	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	0	0.7%	0	0.0%	0	0.7%	0
Tesco Extra, Anson Road, Martlesham, Ipswich, IP5 3RU	7.4%	111	40.2%	15	10.1%	11	61.0%	21	36.6%	9	15.9%	3	5.5%	2	4.2%	1	0.0%	0
Tesco Extra, Copdock Interchange, Ipswich IP8 3TS	7.1%	106	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Futura Park, Crane Boulevard, Warren Heath, Ipswich, IP3 9SQ	2.5%	38	5.5%	2	2.0%	2	0.0%	0	1.3%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
<b>Meredith Road District Centre</b>																		
Aldi, Meredith Road, Ipswich, IP1 6EB	2.4%	37	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Felixstowe Road District Centre</b>																		
Aldi, Felixstowe Road / Hines Road, Ipswich, IP3 9BG	3.5%	53	5.2%	2	0.7%	1	2.9%	1	1.3%	0	1.0%	0	0.0%	0	4.1%	1	0.0%	0
Co-op, Hines Road, Ipswich, IP3 9BG	0.1%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Ravenswood District Centre</b>																		
Co-op, Witney Close, Ipswich, IP3 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hening Avenue, Ipswich, IP3 9QJ	0.4%	7	0.0%	0	0.0%	0	1.6%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Norwich Road / Bramford Road District Centre</b>																		
Co-op, Bramford Lane, Ipswich, IP1 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Norwich Road, Ipswich, IP1 4BP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Brazen Gate, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
<b>Hawthorn Drive District Centre</b>																		
Co-op, Hawthorne Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Ipswich, IP2 0QG																		
<b>Wherstead Road District Centre</b>																		
Co-op, Austin Street, Ipswich, IP2 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Cauldwell Hall Road / Woodbridge Road Centre</b>																		
Co-op, Cauldwell Hall Road, Ipswich, IP4 5BN	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodbridge Road East, Ipswich, IP4 5QN	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Woodbridge Road, Ipswich, IP4 4EN	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Nacton Road District Centre</b>																		
Tesco Express, Nacton Road, Ipswich, IP3 9NA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Woodbridge Road / Heath Road District Centre</b>																		
Premier Off Licence - Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodbridge Road, Ipswich, IP4 4AX	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Duke Street District Centre</b>																		
Tesco Express, Duke Street, Ipswich, IP3 0BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Ipswich local centres</b>																		
Co-op, Clapgate Lane, Ipswich, IP3 0RF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Foxhall Road, Ipswich, IP3 8HL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Garrick Way, Ipswich, IP1 6NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Way, Ipswich, IP3 9EX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Selkirk Road, Ipswich, IP4 3HX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Woodbridge</b>																		
Co-op, Hasketon Road, Woodbridge, IP12 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Barrack Road, Woodbridge	0.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hamblin Road, Woodbridge Town Centre, IP12 1DE	0.6%	9	8.9%	3	0.0%	0	2.9%	1	2.6%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
<b>Felixstowe</b>																		
Co-op, Hamilton Road, Felixstowe Town Centre, IP11 7DT	0.4%	5	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street (221, next to Co-op funeral services), Felixstowe, IP11 9BQ	0.2%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street (281, opposite The Falcon pub), Felixstowe, IP11 9DZ	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hamilton Road, Felixstowe Town Centre, IP11 7AJ	0.3%	5	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Langer Road, Felixstowe, IP11 2BU	1.4%	21	7.3%	3	11.0%	12	0.8%	0	0.0%	0	1.4%	0	0.0%	0	2.3%	1	0.0%	0
Marks & Spencer, Hamilton Road, Felixstowe Town Centre, IP11 7BE	0.4%	6	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Grange Farm Avenue, Felixstowe, IP11 2XD	2.4%	36	2.1%	1	27.4%	29	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Hamilton Road, Felixstowe Town Centre, IP11 7AD	0.8%	12	0.0%	0	7.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Saxmundham</b>																		
Tesco, Church Street,	1.7%	26	0.0%	0	0.0%	0	2.3%	1	2.6%	1	10.3%	2	31.2%	12	27.1%	7	1.7%	1

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Saxmundham Town Centre, IP17 1EP																		
Waitrose, Church Street, Saxmundham Town Centre, IP17 1EP	2.0%	30	0.0%	0	0.0%	0	5.1%	2	1.6%	0	17.9%	4	34.3%	13	12.6%	3	6.6%	3
<b>Aldeburgh</b>																		
Co-op, High Street, Adleburgh Town Centre, IP15 5AR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Co-op, Saxmundham Road, Aldeburgh, IP15 5JD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.8%	1	0.8%	0
Tesco Express, Saxmundham Road, Adleburgh, IP15 5JA	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.9%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
<b>Framlingham</b>																		
Co-op, Market Hill, Framlingham, Woodbridge, IP13 9AN	0.7%	11	0.9%	0	0.0%	0	0.0%	0	10.9%	3	28.6%	6	2.6%	1	0.0%	0	0.8%	0
<b>Leiston</b>																		
Co-op, Sizewell Road, Leiston, IP16 4AE	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	24.2%	6	0.0%	0
<b>Wickham Market</b>																		
Co-op, High Street, Wickham Market, Woodbridge, IP13 0RA	0.7%	11	0.0%	0	0.0%	0	7.2%	2	21.1%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0
<b>Kesgrave / Grange Farm</b>																		
Tesco Metro, Ropes Drive, Kesgrave, Ipswich IP5 2FU	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other Suffolk Coastal Area</b>																		
Local shops, Trimley St. Mary / Trimley St Martin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alderton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Peasenhall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Local shops, Yoxford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Diss</b>																		
Aldi, Mere Street, Diss	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Victoria Road, Diss	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Diss Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Colchester</b>																		
Aldi, Colne View Retail Park, Cowdray Avenue, Colchester	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tollgate West, Colchester, CO3 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, Colchester, CO1 2TE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Andrews Avenue, Colchester, CO4 3BE	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lion Walk Shopping Centre, High Street, Colchester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester centre	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Bury St Edmunds</b>																		
Farmfoods, Barton Road, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dettingen Way, Bury St Edmunds, IP33 3TU	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Edmunds, IP33 3SP																		
Sainsbury's, Bedingfeld Way, Bury St Edmunds, IP32 7EJ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours Interchange, Bury St Edmunds, IP32 7JS	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds, IP33 3DH	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Butter Market, Bury St Edmunds	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket																		
Co-op, Combs Lane, Combsford, Stowmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 8-9 Wilkes Way, Stowmarket, IP14 1DE	3.6%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bury Road, Stowmarket, IP14 3QQ	1.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Link Road, Stowmarket, IP14 5BE	3.5%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury																		
Co-op, The Drift, Great Cornard	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, Sudbury, CO10 1NB	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 66 Cornard Road, Sudbury, CO10 2XB	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury, CO10 2SS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft																		
Tesco Express, Beccles Road, Oulton Broad, Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft, NR33 0PX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	4.9%	2
Lidl, 4 North Quay Retail Park, Peto Way, Lowestoft, NR32 2ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, 18 Tower Road, Lowestoft, NR33 7NG	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	4.0%	2	5.2%	1	9.0%	4
Lowestoft centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	2.1%	1
Norwich																		
Aldi, 174-178 Plumstead Road, Norwich, NR1 4JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 125 Copenhagen Way, Norwich, NR3 2RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Norwich centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0
Great Yarmouth																		
Aldi, North Quay, Great Yarmouth, NR30 1JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh																		
Morrisons, Calais Street, Hadleigh, Ipswich, IP7 5EF	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich																		
Asda, Main Road, Harwich, CO12 3HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkeston Road, Harwich, CO12 4NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Morrisons, Harwich Gateway Retail Park, Garland Road, Harwich, CO12 4PB	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford																		

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aldi, Lime Kiln Lane, Thetford, IP24 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thetford centre <b>Debenham</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Co-Op, 1 Chancery Lane, Debenham, IP14 6RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Other towns outside Ipswich and Suffolk Coastal boundaries</b>																	
Claydon centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harleston centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Needham Market centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southwold centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																	
Co-op, Broad Street, Eye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Church Street, Eye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Hadleigh	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Laxfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%
Co-op, Riverside Avenue East, Lawford, Manningtree	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Saxons Way, Halesworth	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	28.2%
Local shops, Beccles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Local shops, Halesworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Morrisons, George Westwood Way, Beccles	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.7%	0	18.0%
Tesco, George Westwood Way, Beccles	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%
Co-op, King William Street, Needham Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Market Place, Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Other - Outside Ipswich and Suffolk Coastal boundaries	0.6%	9	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
<b>Others:</b>																	
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	1505			38		106		34		24		21		38		26	
Sample:	1502			98		99		93		92		93		96		89	

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Mean score [£]:																	
Q03 How much would you estimate you typically spend on a weekly basis on main food shopping?																	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.2%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£11 - £15	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.6%	0	0.0%	0	0.0%
£16 - £20	0.8%	13	1.9%	1	0.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%
£21 - £25	1.2%	19	1.8%	1	3.3%	4	0.7%	0	0.9%	0	1.3%	0	1.3%	1	0.6%	0	2.9%
£26 - £30	4.6%	74	4.7%	2	2.6%	3	5.0%	2	6.8%	2	3.2%	1	0.0%	0	1.9%	1	1.4%
£31 - £35	1.7%	26	0.6%	0	1.0%	1	1.7%	1	1.2%	0	1.6%	0	1.2%	0	2.3%	1	0.7%
£36 - £40	4.5%	72	3.9%	1	3.7%	4	9.4%	4	4.2%	1	1.6%	0	4.8%	2	1.4%	0	1.3%
£41 - £45	2.3%	36	2.6%	1	2.0%	2	0.9%	0	2.7%	1	0.6%	0	0.0%	0	2.8%	1	2.9%
£46 - £50	8.8%	141	1.9%	1	6.3%	7	6.3%	2	12.8%	3	8.2%	2	5.2%	2	14.2%	5	5.5%
£51 - £55	1.9%	30	7.3%	3	1.6%	2	3.1%	1	3.9%	1	4.2%	1	1.2%	0	0.6%	0	0.7%
£56 - £60	6.4%	102	5.2%	2	7.6%	8	4.7%	2	11.0%	3	8.9%	2	15.6%	6	10.9%	4	5.1%
£61 - £65	3.5%	55	2.9%	1	2.0%	2	3.4%	1	0.6%	0	1.3%	0	0.6%	0	0.6%	0	1.4%
£66 - £70	6.6%	106	9.4%	4	5.4%	6	3.6%	1	1.9%	0	5.0%	1	3.3%	1	7.2%	2	4.0%
£71 - £75	3.0%	48	2.5%	1	6.4%	7	0.7%	0	3.6%	1	1.9%	0	2.6%	1	1.8%	1	2.0%
£76 - £80	7.5%	121	10.7%	4	7.1%	8	10.5%	4	3.7%	1	11.0%	3	5.2%	2	2.2%	1	7.1%
£81 - £85	1.5%	25	0.9%	0	0.7%	1	1.4%	1	1.7%	0	0.0%	0	0.9%	0	0.8%	0	0.0%
£86 - £90	4.5%	72	1.6%	1	2.9%	3	2.4%	1	0.6%	0	0.6%	0	5.7%	2	1.2%	0	8.2%
£91 - £95	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.4%	1	0.0%
£96 - £100	13.2%	212	6.5%	2	15.0%	16	16.9%	6	14.3%	4	12.3%	3	25.6%	10	14.7%	5	16.1%
£101 - £120	5.6%	89	4.3%	2	9.7%	10	12.4%	5	4.1%	1	7.3%	2	1.4%	1	5.8%	2	3.4%
£121 - £140	1.2%	19	0.9%	0	0.7%	1	2.1%	1	1.9%	0	6.6%	2	0.9%	0	9.3%	3	3.8%
£141 - £160	4.7%	76	9.8%	4	0.0%	0	2.3%	1	2.6%	1	3.4%	1	6.4%	3	5.4%	2	5.5%
£161 - £180	0.2%	4	2.0%	1	0.0%	0	1.7%	1	0.9%	0	0.0%	0	0.0%	0	0.6%	0	2.1%
£181 - £200	0.7%	12	5.8%	2	0.0%	0	0.7%	0	0.0%	0	2.8%	1	0.0%	0	1.4%	0	0.0%
£201 - £250	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%
£251+	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	12.4%	199	10.1%	4	17.4%	19	6.2%	2	18.6%	5	12.0%	3	13.7%	5	9.7%	3	21.8%
(Refused)	1.7%	27	2.9%	1	2.6%	3	0.9%	0	1.3%	0	2.7%	1	3.8%	2	0.6%	0	2.7%
Mean:	77.29		88.40		76.58		82.04		71.63		88.69		82.67		84.14		85.65
Weighted base:	1602		38		107		37		26		23		40		33		54
Sample:	1602		100		100		102		100		100		100		100		100

**Q04 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?**

Yes	69.5%	1114	56.1%	21	76.6%	82	57.7%	22	78.0%	20	66.1%	15	52.1%	21	60.9%	20	62.4%	34
No	30.5%	488	43.9%	17	23.4%	25	42.3%	16	22.0%	6	33.9%	8	47.9%	19	39.1%	13	37.6%	20
Weighted base:		1602		38		107		37		26		23		40		33		54
Sample:		1602		100		100		102		100		100		100		100		100

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
<b>Q05 Where did you last undertake this 'top-up' food shopping?</b>																		
<i>Those who do top-up shopping at Q04 AND Excl. Nulls &amp; SFT</i>																		
<b>Ipswich Town Centre</b>																		
B&M, Eastgate Shopping Centre, Ipswich, IP4 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tower Ramparts, Tavern Street, Ipswich, IP1 3BB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westgate Street, Ipswich, IP1 3EF	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Upper Brook Street, Ipswich, IP4 1DR	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Matthews Street, Ipswich, IP1 3EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Corn Exchange, Princes Street, Ipswich, IP1 1AS	0.1%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Ipswich out-of-centre</b>																		
Aldi, Donald Mackintosh Way, Ipswich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich, IP2 9TH	4.8%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitehouse Industrial Estate (adj Anglia Retail Park), Goddard Road, Ipswich, IP1 5PD	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Ipswich IP1 2EH	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Martlesham Health Retail Park, Beardmore Park, Ipswich, IP5 3RX	0.9%	9	5.8%	1	2.2%	2	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich, IP1 5AF	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Felixstowe Road, Warren Heath, Ipswich	3.3%	36	3.6%	1	1.9%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hadleigh Road, Ipswich, IP2 0BX	3.0%	32	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Foxhall Road, Ipswich, IP3 8LH	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham, Ipswich, IP5 3RU	2.9%	32	30.6%	7	3.9%	3	12.6%	2	9.9%	2	1.5%	0	1.4%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Ipswich IP8 3TS	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Futura Park, Crane Boulevard, Warren Heath, Ipswich, IP3 9SQ	0.2%	2	1.2%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Meredith Road District Centre</b>																		
Aldi, Meredith Road, Ipswich, IP1 6EB	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Felixstowe Road District Centre</b>																		
Aldi, Felixstowe Road / Hines Road, Ipswich, IP3 9BG	1.6%	17	0.0%	0	0.0%	0	1.2%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hines Road, Ipswich, IP3 9BG	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Road East, Felixstowe	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Ravenswood District Centre</b>																		
Co-op, Witney Close, Ipswich, IP3 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hening Avenue, Ipswich, IP3 9QJ	0.7%	8	1.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Norwich Road / Bramford Road District Centre</b>																		
Co-op, Bramford Lane, Ipswich, IP1 4DS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bramford Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Ipswich, IP1 2LL																		
Tesco Express, Bramford Road, Ipswich, IP1 5BD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Norwich Road, Ipswich, IP1 4BP	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Hawthorn Drive District Centre</b>																		
Co-op, Hawthorne Drive, Ipswich, IP2 0QG	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Wherstead Road District Centre</b>																		
Co-op, Austin Street, Ipswich, IP2 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Cauldwell Hall Road / Woodbridge Road Centre</b>																		
Co-op, Cauldwell Hall Road, Ipswich, IP4 5BN	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Co-op, Woodbridge Road East, Ipswich, IP4 5QN	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Woodbridge Road, Ipswich, IP4 4EN	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Nacton Road District Centre</b>																		
Tesco Express, Nacton Road, Ipswich, IP3 9NA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Woodbridge Road / Heath Road District Centre</b>																		
Premier Off Licence - Woodbridge Road / Heath Road District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodbridge Road, Ipswich, IP4 4AX	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Duke Street District Centre</b>																		
Tesco Express, Duke Street, Ipswich, IP3 0BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Ipswich local centres</b>																		
Co-op, Clapgate Lane, Ipswich, IP3 0RF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Colchester Road, Ipswich, IP4 4ST	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dales Road, Ipswich, IP1 4JY	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fircroft Road, Ipswich, IP1 6PT	0.7%	8	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Foxhall Road, Ipswich, IP3 8HL	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Garrick Way, Ipswich, IP1 6NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Penshurst Road, Ipswich, IP3 8QB	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Way, Ipswich, IP3 9EX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Selkirk Road, Ipswich, IP4 3HX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sheldrake Drive, Ipswich, IP2 9LF	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ulster Avenue, Ipswich, IP1 5JS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Woodbridge</b>																		
Co-op, Hasketon Road, Woodbridge, IP12 4JT	0.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Barrack Road, Woodbridge	0.5%	5	2.4%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hamblin Road, Woodbridge Town Centre, IP12 1DE	1.3%	14	19.8%	4	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Felixstowe</b>																		
Co-op, Hamilton Road, Felixstowe Town Centre, IP11 7DT	0.7%	8	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street (221, next to Co-op funeral services), Felixstowe, IP11	0.6%	6	0.0%	0	8.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
9BQ																		
Co-op, High Street (281, opposite The Falcon pub), Felixstowe, IP11 9DZ	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wadgate Road, Felixstowe, IP11 2LY	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hamilton Road, Felixstowe Town Centre, IP11 7AJ	0.4%	4	3.5%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Langer Road, Felixstowe, IP11 2BU	1.0%	10	5.3%	1	10.6%	8	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Hamilton Road, Felixstowe Town Centre, IP11 7BE	0.4%	4	5.1%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Grange Farm Avenue, Felixstowe, IP11 2XD	2.0%	21	2.5%	1	27.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Hamilton Road, Felixstowe Town Centre, IP11 7AD	1.5%	16	0.0%	0	20.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Saxmundham</b>																		
Tesco, Church Street, Saxmundham Town Centre, IP17 1EP	0.9%	10	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.6%	0	35.0%	7	7.7%	2	0.0%	0
Waitrose, Church Street, Saxmundham Town Centre, IP17 1EP	0.8%	9	0.0%	0	0.0%	0	1.2%	0	1.9%	0	2.6%	0	28.7%	6	4.0%	1	3.9%	1
Co-op (Darsham Shop and Cafe), London Road, Saxmundham, IP17 3QR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
<b>Aldeburgh</b>																		
Co-op, High Street, Adleburgh Town Centre, IP15 5AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Co-op, Saxmundham Road, Aldeburgh, IP15 5JD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	6.9%	1	3.1%	1
Tesco Express, Saxmundham Road, Adleburgh, IP15 5JA	0.4%	4	0.0%	0	0.0%	0	1.8%	0	1.1%	0	0.0%	0	0.0%	0	19.1%	4	0.0%	0
<b>Framlingham</b>																		
Co-op, Market Hill, Framlingham, Woodbridge, IP13 9AN	1.7%	18	2.7%	1	0.0%	0	1.8%	0	17.1%	3	79.1%	11	1.8%	0	0.0%	0	0.0%	0
<b>Leiston</b>																		
Co-op, Sizewell Road, Leiston, IP16 4AE	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	52.8%	11	0.0%	0
<b>Wickham Market</b>																		
Co-op, High Street, Wickham Market, Woodbridge, IP13 0RA	2.2%	24	2.2%	0	0.0%	0	10.7%	2	59.7%	12	0.0%	0	5.6%	1	0.0%	0	0.0%	0
<b>Kesgrave / Grange Farm</b>																		
Tesco Metro, Ropes Drive, Kesgrave, Ipswich IP5 2FU	2.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other Suffolk Coastal Area</b>																		
Local shops, Trimley St. Mary / Trimley St Martin	0.1%	1	2.2%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Walnut Tree Avenue, Rendlesham	0.4%	4	0.0%	0	0.0%	0	21.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alderton Village Centre	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bredfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Grundisburgh Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hacheston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hasketon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hollesley Village Centre	0.3%	3	0.0%	0	0.0%	0	14.7%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Orford Village Centre	0.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Peasenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Village Centre																		
Local shops, Rendlesham Village Centre	0.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rushmere St Andrew Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Snape Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local shops, Thorpeness Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local shops, Yoxford Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0
Spar, Melton Road, Melton	0.6%	7	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Suffolk Coastal Area	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
<b>Diss</b>																		
Aldi, Mere Street, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Rickinghall, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Victoria Road, Diss	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Colchester</b>																		
Aldi, Colne View Retail Park, Cowdray Avenue, Colchester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nayland Road, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Andrews Avenue, Colchester, CO4 3BE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester centre	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Bury St Edmunds</b>																		
Farmfoods, Barton Road, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bedingfeld Way, Bury St Edmunds, IP32 7EJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours Interchange, Bury St Edmunds, IP32 7JS	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds, IP33 3DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, Moreton Hall, Bury St Edmunds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Butter Market, Bury St Edmunds	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Stowmarket</b>																		
Co-op, Combs Lane, Combsford, Stowmarket	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 8-9 Wilkes Way, Stowmarket, IP14 1DE	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bury Road, Stowmarket, IP14 3QQ	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Link Road, Stowmarket, IP14 5BE	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Sudbury</b>																		
Co-op, The Drift, Great Cornard	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, Sudbury, CO10 1NB	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 66 Cornard Road, Sudbury, CO10 2XB	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury, CO10 2SS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Sudbury centre	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Lowestoft</b>																		
Tesco Express, Beccles Road, Oulton Broad, Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 18 Tower Road, Lowestoft, NR33 7NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Lowestoft centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Norwich</b>																		
Aldi, 174-178 Plumstead Road, Norwich, NR1 4JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Great Yarmouth</b>																		
Aldi, North Quay, Great Yarmouth, NR30 1JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Hadleigh</b>																		
Morrisons, Calais Street, Hadleigh, Ipswich, IP7 5EF	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Harwich</b>																		
Asda, Main Road, Harwich, CO12 3HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Thetford</b>																		
Aldi, Lime Kiln Lane, Thetford, IP24 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Debenham</b>																		
Co-Op, 1 Chancery Lane, Debenham, IP14 6RN	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other towns outside Ipswich and Suffolk Coastal boundaries</b>																		
Claydon centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Needham Market centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Co-op, Broad Street, Eye	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Eye	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Laxfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1	0.0%	0	0.0%	0	1.4%	0
Co-op, Riverside Avenue East, Lawford, Manningtree	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Saxons Way, Halesworth	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.2%	18
Local market, Halesworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Local shops, Halesworth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2
Local shops, Manningtree Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, Beccles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Spar, Thoroughfare, Halesworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Co-op, King William Street, Needham Market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Southwold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Other - Outside Ipswich and Suffolk Coastal boundaries	10.0%	108	2.7%	1	0.0%	0	2.5%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	5.2%	2
<b>Others:</b>																		
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1076		21		76		20		20		14		20		20		29
Sample:		1002		58		73		56		68		58		58		66		52

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Mean score [£]:																		
Q06 How much would you estimate you typically spend on a weekly basis on top up food shopping?																		
Those who do top-up shopping at Q04																		
£1 - £5	12.0%	134	9.1%	2	6.4%	5	18.2%	4	3.8%	1	4.7%	1	2.4%	0	15.3%	3	2.1%	1
£6 - £10	18.3%	204	15.5%	3	12.6%	10	22.3%	5	29.4%	6	12.2%	2	21.7%	5	15.8%	3	20.3%	7
£11 - £15	14.6%	163	16.5%	4	22.8%	19	10.9%	2	12.3%	2	20.2%	3	15.1%	3	4.7%	1	22.1%	7
£16 - £20	22.3%	248	15.9%	3	15.9%	13	13.8%	3	23.5%	5	24.7%	4	7.5%	2	25.8%	5	9.2%	3
£21 - £25	5.4%	60	11.6%	2	3.9%	3	2.9%	1	2.8%	1	8.5%	1	6.2%	1	2.0%	0	6.3%	2
£26 - £30	6.5%	72	8.6%	2	10.4%	9	10.2%	2	2.2%	0	2.5%	0	14.7%	3	13.8%	3	9.2%	3
£31 - £35	0.7%	8	0.0%	0	2.6%	2	4.9%	1	2.0%	0	0.0%	0	1.7%	0	4.8%	1	0.0%	0
£36 - £40	2.4%	26	2.8%	1	1.8%	1	1.6%	0	0.9%	0	5.6%	1	1.2%	0	1.9%	0	1.2%	0
£41 - £45	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
£46 - £50	1.2%	14	1.2%	0	0.0%	0	3.6%	1	1.1%	0	4.1%	1	0.0%	0	2.9%	1	4.4%	1
£51 - £55	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	1.3%	0	0.0%	0	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.9%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	149	14.7%	3	22.3%	18	11.5%	2	18.0%	4	11.1%	2	22.6%	5	11.0%	2	18.3%	6
(Refused)	1.9%	21	2.4%	1	1.3%	1	0.0%	0	0.9%	0	1.9%	0	4.2%	1	0.0%	0	2.1%	1
Mean:	17.69		19.48		17.84		17.26		18.19		23.52		20.19		20.51		24.60	
Weighted base:	1114		21		82		22		20		15		21		20		34	
Sample:	1029		58		74		61		69		59		59		66		57	

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Q07 Where did you last buy clothing or footwear goods?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	9.9%	2	0.0%	0
Felixstowe Road District Centre	1.5%	19	4.2%	1	1.0%	1	0.0%	0	0.0%	0	1.2%	0	1.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	3.2%	42	4.5%	1	30.9%	23	3.5%	1	0.0%	0	0.8%	0	0.0%	0	1.4%	0	0.0%	0
Framlingham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	47.2%	615	36.9%	11	39.7%	30	31.3%	9	46.5%	9	43.7%	8	37.0%	9	30.0%	6	0.0%	0
Leiston Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	19.3%	4	0.0%	0
Norwich Road / Bramford Road District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	0.1%	2	0.0%	0	0.0%	0	1.0%	0	0.8%	0	0.8%	0	2.1%	0	2.7%	1	0.0%	0
Wickham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road / Heath Road District Centre	0.2%	2	2.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	2.8%	36	10.4%	3	3.8%	3	29.9%	9	12.4%	2	3.2%	1	5.7%	1	2.3%	0	1.0%	0
Centres (Outside)																		
Bury St Edmunds Town Centre	13.0%	168	0.8%	0	1.0%	1	1.0%	0	1.7%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Claydon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	6.7%	87	2.5%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Harwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.7%	9	1.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	5.4%	1	5.6%	1	16.6%	6
Needham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	3.7%	48	1.1%	0	1.0%	1	4.5%	1	6.0%	1	14.7%	3	12.6%	3	10.0%	2	57.1%	20
Southwold Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	5.0%	2
Stowmarket Town Centre	1.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Sudbury Town Centre	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	0.6%	7	0.0%	0	1.9%	1	1.8%	1	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	0.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	4.1%	53	23.4%	7	9.1%	7	14.1%	4	5.1%	1	6.4%	1	19.9%	5	5.2%	1	1.4%	1
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ipswich																		
Asda, Whitehouse Industrial Estate, Goddard Road,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Ipswich																	
Sainsbury's, Hadleigh Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Suffolk Coastal Area																	
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Health District Centre	0.1%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	1.3%	0	0.0%
Main Retail Parks Outside LPA Boundaries - Colchester																	
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																	
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Main Retail Parks Outside LPA Boundaries - Lowestoft																	
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Main Retail Parks Outside LPA Boundaries - Norwich																	
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Main Retail Parks Outside LPA Boundaries - Norwich																	
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%
Main Retail Parks Outside LPA Boundaries - Great Yarmouth																	
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Ipswich and Suffolk Coastal boundaries																	
Beccles Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%
Cambridge City Centre	0.7%	9	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.9%	0	0.0%	0	0.0%	0	0.0%
Central London	1.6%	21	9.9%	3	0.0%	0	3.5%	1	0.8%	0	0.8%	0	3.2%	1	0.0%	0	0.0%
Chelmsford City Centre	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Diss Town Centre	0.4%	5	0.0%	0	0.0%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Shopping Park, Charter Way, Chapel Hill, Braintree	0.4%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halesworth Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	0	9.8%
Lakeside Retail Park, Heron Way, West Thurrock	1.0%	13	0.0%	0	8.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manningtree Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Outside Ipswich and Suffolk Coastal boundaries	2.0%	26	3.0%	1	0.0%	0	3.6%	1	0.9%	0	10.4%	2	3.2%	1	0.9%	0	0.0%

Column % ges.

Ipswich & Suffolk Coastal Household Survey  
for WYG

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Others:																		
Abroad	0.7%	10	0.0%	0	0.0%	0	2.1%	1	1.1%	0	3.4%	1	1.2%	0	9.5%	2	1.6%	1
Weighted base:		1301		30		76		29		19		18		24		21		35
Sample:		1224		76		75		82		68		77		63		65		62

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Q08 Where did you last buy books, CDs or DVDs?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.5%	3	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	6.2%	1	21.1%	2	0.0%	0
Felixstowe Road District Centre	1.4%	8	3.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	5.3%	30	4.7%	1	63.2%	27	3.1%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	0	12.6%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	43.0%	243	41.8%	5	22.4%	9	30.9%	4	21.3%	2	57.7%	4	34.7%	4	52.0%	5	0.0%	0
Leiston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	1	0.0%	0
Norwich Road / Bramford Road District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	0.8%	4	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	40.0%	4	0.0%	0	0.0%	0
Stoke Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Market Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road / Heath Road District Centre	0.6%	4	1.8%	0	0.0%	0	2.4%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	5.6%	32	34.9%	5	0.0%	0	27.1%	3	14.1%	1	12.0%	1	6.2%	1	6.7%	1	0.0%	0
Centres (Outside)																		
Bury St Edmunds Town Centre	11.4%	65	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claydon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	6.5%	36	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	7.6%	1	6.3%	1	7.5%	1
Needham Market Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	2.5%	14	0.0%	0	0.0%	0	2.2%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0	47.7%	8
Southwold Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	13.0%	2
Stowmarket Town Centre	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	4.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	3.5%	20	11.1%	1	12.5%	5	17.4%	2	32.9%	3	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ipswich																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hadleigh Road, Ipswich	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham	0.2%	1	0.0%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Coastal Area																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rope Drive West District Centre, Kesgrave	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Colchester																		
Colchester Retail Park (InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																		

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																	
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.0%	1
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																	
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																	
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																	
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																	
Beccles Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.0%	1
Bungay Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%	0
Central London	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.2%	1	0.0%	0	0.0%	0
Chelmsford City Centre	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Diss Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halesworth Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	23.6%	4
Lakeside Retail Park, Heron Way, West Thurrock	0.3%	1	0.0%	0	0.0%	0	0.0%	0	15.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Manningtree Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Outside Ipswich and Suffolk Coastal boundaries	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Others:</b>																	
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	565			13		42		11		9		7		10		9	17
Sample:	536			32		33		36		29		35		25		29	28

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Q09 Where did you last buy furnishings and household textile goods?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Felixstowe Road District Centre	0.6%	6	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	2.7%	25	3.7%	1	32.5%	20	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	31.6%	297	33.9%	7	22.5%	14	39.5%	7	30.3%	4	45.8%	6	48.4%	7	40.7%	7	3.4%	1
Leiston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Nacton Road District Centre	0.3%	3	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenswood District Centre	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	5.1%	1	1.0%	0	0.0%	0
Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	2.8%	26	12.4%	3	0.0%	0	19.3%	3	3.2%	0	3.5%	0	0.0%	0	3.2%	1	0.0%	0
Centres (Outside)																		
Bury St Edmunds Town Centre	9.0%	85	1.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claydon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	3.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	15.9%	2	21.0%	4	24.3%	6
Needham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	2.0%	19	0.0%	0	0.0%	0	0.0%	0	5.1%	1	5.4%	1	1.7%	0	1.5%	0	41.0%	10
Southwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Stowmarket Town Centre	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	1.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0
Commercial Road Retail Park (Jolleys, Topps Tiles, Carpetright, Majestic Wine), Commercial Road, Ipswich, IP1 1UZ	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	5.6%	52	8.1%	2	5.2%	3	1.4%	0	15.1%	2	5.4%	1	0.0%	0	1.5%	0	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	5.3%	49	8.9%	2	16.8%	11	1.6%	0	15.7%	2	2.4%	0	6.0%	1	0.0%	0	1.4%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	2.3%	22	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	4.4%	42	16.0%	3	4.8%	3	12.5%	2	15.8%	2	14.3%	2	2.4%	0	1.2%	0	0.0%	0
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	2.0%	19	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	9.4%	88	6.3%	1	13.6%	9	9.3%	2	3.2%	0	2.5%	0	14.6%	2	10.4%	2	0.0%	0

Other Ipswich

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Sainsbury's, Hadleigh Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Suffolk Coastal Area</b>																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snape Village Centre	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Melton Village Centre	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park (DFS, Pets at Home, Halfords), Cowdray Avenue, Colchester, CO1 1YN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping (Argos, Boots, Carpet Right, Next, SCS, Smyths), Tollgate West, Stanway, CO3 8RG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park (Bensons, Dunelm, Go Outdoors, Home Bargains, Jollies), Petrolia Close, Colchester, CO4 5TU	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.3%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.5%	1
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park (Argos, Boots, Next, Pets at Home, Staples, The Range), Alex Moorhouse Way, Norwich, NR5 0JT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	9.7%	2	0.0%	0
Sprowston Retail Park, Salhouse Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Retail Park (Argos, Home Bargains, Pets at Home, B&Q), Thamesfield Way, Great Yarmouth, NR31 0DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	11.1%	3
Cambridge City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	4	2.9%	1	0.0%	0	0.0%	0	5.7%	1	1.2%	0	1.7%	0	1.2%	0	0.0%	0
Diss Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.7%	0	0.0%	0	0.0%	0	1.4%	0
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Freeport Shopping Park, Charter Way, Chapel Hill, Braintree	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Lakeside Retail Park, Heron Way, West Thurrock	0.6%	5	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton on the Naze Centre	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	1.0%	10	0.0%	0	2.4%	2	2.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	2.0%	1
<b>Others:</b>																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	938			21		63		18		12		12		15		18		25
Sample:	856			56		60		53		33		54		40		47		47

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Q10 Where did you last buy small household goods such as glassware and utensils?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Felixstowe Road District Centre	1.9%	17	3.0%	1	0.0%	0	0.0%	0	1.1%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	3.2%	27	3.4%	1	35.5%	20	3.1%	1	1.6%	0	1.7%	0	0.0%	0	4.0%	1	0.0%	0
Framlingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0
Hawthorn Drive District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Ipswich Town Centre	39.7%	341	32.3%	8	28.3%	16	33.5%	7	24.5%	3	25.6%	3	27.9%	6	36.6%	5	0.0%	0
Leiston Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	19.3%	3	0.0%	0
Meredith Road District Centre	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nacton Road District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	1.2%	10	0.0%	0	0.0%	0	3.9%	1	0.0%	0	1.2%	0	38.1%	9	0.0%	0	0.0%	0
Stoke Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Market Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road / Heath Road District Centre	0.1%	1	1.9%	0	0.0%	0	3.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	2.8%	24	25.6%	6	0.0%	0	15.3%	3	6.3%	1	10.6%	1	4.8%	1	1.8%	0	0.0%	0
Centres (Outside)																		
Bury St Edmunds Town Centre	7.1%	61	0.0%	0	1.2%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	4.4%	38	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavenham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	1.3%	0	20.9%	6
Needham Market Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	2.0%	17	0.0%	0	0.0%	0	1.4%	0	4.5%	1	7.9%	1	1.2%	0	0.0%	0	29.6%	9
Southwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Stowmarket Town Centre	3.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Sudbury Town Centre	5.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	2.1%	18	5.9%	1	5.6%	3	0.0%	0	21.2%	3	3.7%	0	0.0%	0	1.3%	0	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	2.9%	25	2.9%	1	7.3%	4	3.1%	1	1.1%	0	2.5%	0	1.1%	0	2.9%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	1.0%	9	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	5.2%	45	17.0%	4	15.8%	9	20.0%	4	22.2%	3	12.8%	2	11.1%	3	4.0%	1	0.0%	0
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	3.0%	26	2.0%	1	5.0%	3	2.5%	0	0.0%	0	1.3%	0	0.0%	0	16.3%	2	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Hadleigh Road, Ipswich	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Anson Road, Martlesham	0.4%	3	0.0%	0	0.0%	0	3.2%	1	1.3%	0	0.0%	0	3.4%	1	0.0%	0	0.0%
Asda, Stoke Park Drive, Ipswich	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Suffolk Coastal Area</b>																	
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Snape Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%
Melton Village Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rope Drive West District Centre, Kesgrave	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Health District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																	
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Turner Rise Retail Park (Bensons, Dunelm, Go Outdoors, Home Bargains, Jollies), Petrolia Close, Colchester, CO4 5TU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																	
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																	
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																	
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																	
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																	

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great <b>Outside Ipswich and Suffolk Coastal boundaries</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccles Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	10.2%	3
Cambridge City Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.1%	10	2.5%	1	0.0%	0	1.3%	0	2.9%	0	0.0%	0	1.2%	0	0.0%	0	11.2%	3
Debenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eye Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Park, Charter Way, Chapel Hill, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	5
Lakeside Retail Park, Heron Way, West Thurrock	1.2%	10	2.5%	1	0.0%	0	0.0%	0	2.6%	0	1.7%	0	0.0%	0	8.1%	1	1.3%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	0.8%	7	0.0%	0	1.3%	1	1.8%	0	0.0%	0	14.3%	2	0.0%	0	0.0%	0	1.3%	0
<b>Others:</b>																		
Abroad	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		859		25		58		19		14		13		23		15		30
Sample:		800		59		51		53		44		50		49		40		48

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16
<b>Q11 Where did you last buy items such as clocks, jewellery, watches?</b>																	
<b>Centres (Inside)</b>																	
Aldeburgh Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.7%	0	19.9%	2	0.0%
Felixstowe Road District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Town Centre	5.4%	38	9.6%	2	61.2%	36	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	17.9%	2	28.9%	3	0.0%	0	0.0%	0	2.1%
Ipswich Town Centre	44.7%	315	34.4%	8	37.5%	22	57.6%	8	43.6%	5	27.7%	3	35.4%	6	32.3%	3	0.0%
Leiston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%
Norwich Road / Bramford Road District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	3	6.3%	1	0.0%
Woodbridge Town Centre	6.1%	43	41.2%	9	0.0%	0	25.1%	4	14.5%	2	0.0%	0	8.2%	1	1.8%	0	0.0%
<b>Centres (Outside)</b>																	
Bury St Edmunds Town Centre	12.4%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Colchester Town Centre	5.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	7.4%	1	2.1%
Norwich City Centre	4.5%	32	1.2%	0	1.3%	1	2.4%	0	0.0%	0	14.2%	1	18.8%	3	19.9%	2	62.9%
Southwold Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	9.2%
Stowmarket Town Centre	4.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Retail parks - Ipswich</b>																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	0.4%	3	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	0.6%	4	1.1%	0	0.0%	0	1.9%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Other Ipswich</b>																	
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Suffolk Coastal Area</b>																	
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																	
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																	
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																	
North Quay Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
(Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32																		
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Retail Park (Argos, Home Bargains, Pets at Home, B&Q), Thamesfield Way, Great Yarmouth, NR31 0DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Cambridge City Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.4%	10	12.4%	3	0.0%	0	1.9%	0	2.3%	0	1.5%	0	3.2%	1	7.9%	1	0.0%	0
Diss Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Park, Charter Way, Chapel Hill, Braintree	2.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	4
Other - Outside Ipswich and Suffolk Coastal boundaries	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others:</b>																		
Abroad	1.8%	13	0.0%	0	0.0%	0	7.1%	1	0.0%	0	21.3%	2	0.0%	0	1.8%	0	0.0%	0
Weighted base:		706		22		58		15		11		10		16		10		19
Sample:		640		51		46		37		36		40		37		29		34

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Q12 Where did you last buy toys, games, bicycles and other recreational / sports goods?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	5.7%	1	0.0%	0
Felixstowe Road District Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	2.2%	14	0.0%	0	28.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	0	23.9%	1	0.0%	0	0.0%	0	0.0%	0
Hawthorn Drive District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Ipswich Town Centre	40.4%	254	40.2%	6	46.0%	18	40.7%	6	41.7%	5	46.0%	3	27.7%	3	17.8%	2	0.0%	0
Leiston Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	3	0.0%	0
Nacton Road District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	7.4%	1	1.7%	0	0.0%	0
Wickham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	1.9%	12	8.7%	1	0.0%	0	13.7%	2	0.0%	0	0.0%	0	2.4%	0	5.3%	1	1.9%	0
Centres (Outside)																		
Bury St Edmunds Town Centre	7.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	8.4%	53	0.0%	0	0.0%	0	1.7%	0	13.2%	1	8.0%	0	0.0%	0	1.7%	0	0.0%	0
Hadleigh Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Lowestoft Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	6.8%	1	28.4%	5
Norwich City Centre	2.3%	14	2.1%	0	0.0%	0	0.0%	0	6.9%	1	13.4%	1	13.3%	1	0.0%	0	33.1%	6
Southwold Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Stowmarket Town Centre	1.7%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	2.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	2	0.0%	0	0.0%	0
Commercial Road Retail Park (Jolleys, Topps Tiles, Carpetright, Majestic Wine), Commercial Road, Ipswich, IP1 1UZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	7.2%	45	26.4%	4	6.6%	3	6.9%	1	0.0%	0	0.0%	0	0.0%	0	10.5%	1	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	0.3%	2	3.0%	0	0.0%	0	1.9%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	7.7%	49	10.3%	2	7.3%	3	1.9%	0	15.2%	2	0.0%	0	7.5%	1	6.1%	1	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	2.1%	13	5.1%	1	3.8%	1	13.3%	2	6.9%	1	0.0%	0	0.0%	0	1.9%	0	2.8%	1
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	1.0%	6	0.0%	0	5.6%	2	1.7%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ipswich																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.4%	2	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Sainsbury's, Hadleigh Road, Ipswich	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham	0.7%	5	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Suffolk Coastal Area</b>																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snape Village Centre	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.1%	1	2.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Suffolk Coastal Area	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Matressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park (Bensons, Dunelm, Go Outdoors, Home Bargains, Jollyes), Petrolia Close, Colchester, CO4 5TU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Cambridge City Centre	0.8%	5	2.1%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Diss Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Park, Charter Way, Chapel Hill,	3.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Ipswich & Suffolk Coastal Household Survey  
for WYG

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Braintree																		
Halesworth Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	27.2%	5
Other - Outside Ipswich and Suffolk Coastal boundaries	1.7%	11	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Others:																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		630		16		38		15		11		6		10		11		18
Sample:		533		39		33		36		29		29		24		32		30

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Q13 Where did you last buy pets / pet related products?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0
Felixstowe Road District Centre	0.9%	8	4.6%	1	1.5%	1	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	5.4%	44	1.5%	0	71.5%	38	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	1.7%	14	1.5%	0	0.0%	0	0.0%	0	29.0%	4	50.8%	6	4.0%	1	0.0%	0	0.0%	0
Ipswich Town Centre	22.2%	184	12.4%	2	7.0%	4	4.8%	1	3.4%	1	3.8%	0	2.6%	1	8.2%	1	0.0%	0
Leiston Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	20.4%	2	0.0%	0
Nacton Road District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0
Saxmundham Town Centre	2.1%	17	0.0%	0	0.0%	0	1.2%	0	1.1%	0	15.8%	2	57.0%	12	14.0%	1	4.3%	1
Stoke Park District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Market Town Centre	1.6%	14	3.3%	1	0.0%	0	10.0%	2	20.6%	3	3.4%	0	17.2%	4	2.0%	0	0.0%	0
Woodbridge Road / Heath Road District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	2.8%	23	14.6%	3	0.0%	0	19.9%	4	8.1%	1	3.4%	0	3.0%	1	0.0%	0	0.0%	0
Centres (Outside)																		
Bury St Edmunds Town Centre	6.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.0%	0	16.9%	4
Needham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Stowmarket Town Centre	7.7%	64	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	7.7%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Commercial Road Retail Park (Jolleys, Topps Tiles, Carpetright, Majestic Wine), Commercial Road, Ipswich, IP1 1UZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	1.6%	13	1.3%	0	1.5%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	2.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	13.2%	110	45.8%	8	18.6%	10	49.3%	11	26.5%	4	16.8%	2	1.3%	0	15.8%	1	3.5%	1
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	3.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	1.5%	12	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Other Ipswich

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Sainsbury's, Hadleigh Road, Ipswich	0.8%	6	0.0%	0	0.0%	0	1.6%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham	0.3%	3	1.5%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Suffolk Coastal Area</b>																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theberton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Ipswich Road, Woodbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Rope Drive West District Centre, Kesgrave	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.5%	4	4.3%	1	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park (DFS, Pets at Home, Halfords), Cowdray Avenue, Colchester, CO1 1YN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Matressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.0%	0	3.1%	1
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	6.5%	1	4.1%	1
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
(Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ																	
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																	
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																	
Beccles Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%
Bungay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
Chelmsford City Centre	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Diss Town Centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%
East Bergholt Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Elmswell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halesworth Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	42.2%
Holton Road Garden Centre, Holton Road, Halesworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Manningtree Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Outside Ipswich and Suffolk Coastal boundaries	1.1%	9	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%
<b>Others:</b>																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		829		18		53		22		15		11		21		9	
Sample:		747		50		47		56		54		45		46		37	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Q14 Where did you last buy chemist goods (including health and beauty products)?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.6%	8	0.0%	0	0.0%	0	1.0%	0	0.0%	0	6.7%	1	2.2%	1	19.7%	6	0.0%	0
Felixstowe Road District Centre	1.9%	26	8.6%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	6.9%	95	9.3%	3	92.8%	87	1.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	1.4%	19	0.8%	0	0.8%	1	0.0%	0	19.4%	4	60.1%	12	1.0%	0	0.0%	0	0.0%	0
Hawthorn Drive District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ipswich Town Centre	33.9%	468	6.8%	2	1.6%	1	6.5%	2	6.7%	1	5.5%	1	13.6%	5	12.3%	4	0.0%	0
Leiston Town Centre	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	58.1%	18	0.0%	0
Nacton Road District Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenswood District Centre	0.2%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	1.7%	24	0.0%	0	0.0%	0	3.8%	1	1.1%	0	2.6%	1	57.0%	21	2.7%	1	1.0%	1
Stoke Park District Centre	1.0%	14	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Market Town Centre	0.6%	9	0.0%	0	0.0%	0	0.7%	0	33.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road / Heath Road District Centre	0.8%	11	4.8%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	7.6%	105	59.4%	21	0.0%	0	65.6%	22	20.3%	4	8.9%	2	6.5%	2	1.8%	1	0.0%	0
Centres (Outside)																		
Bury St Edmunds Town Centre	4.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	2.6%	36	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.6%	1	1.2%	0	8.5%	4
Needham Market Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.3%	0	0.7%	0	0.0%	0	4.5%	2
Southwold Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Stowmarket Town Centre	7.0%	97	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	7.0%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	2.7%	38	5.5%	2	0.0%	0	10.0%	3	3.1%	1	7.9%	2	1.0%	0	2.2%	1	0.0%	0
Other Ipswich																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hadleigh Road, Ipswich	0.3%	4	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham	0.4%	5	0.0%	0	0.0%	0	2.3%	1	8.9%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinewood Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16			
<b>Suffolk Coastal Area</b>																			
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rendlesham Village Centre	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rope Drive West District Centre, Kesgrave	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Martlesham Health District Centre	0.5%	7	3.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																			
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																			
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																			
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																			
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																			
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																			
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																			
Beccles Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	6	
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	
Debenham Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Diss Town Centre	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	
East Bergholt Village Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Elmswell Village Centre	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eye Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Halesworth Town Centre	2.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	0	0.0%	0	66.7%	33	
Lakeside Retail Park, Heron Way, West Thurrock	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Manningtree Town Centre	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Walton on the Naze Centre	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Outside Ipswich and Suffolk Coastal	2.2%	30	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.5%	0	1.7%	1	0.0%	0	0.0%	0	

Column %ges.

Ipswich & Suffolk Coastal Household Survey  
for WYG

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
boundaries																		
Others:																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1381		35		94		34		21		20		36		30		50
Sample:		1405		92		91		91		79		95		88		92		91

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Q15 Where did you last buy a large household electrical item (white goods)?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	4.8%	1	0.0%	0
Felixstowe Road District Centre	1.9%	14	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	3.0%	23	2.1%	1	36.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Framlingham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	0	16.1%	2	0.0%	0	0.0%	0	0.0%	0
Hawthorn Drive District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Ipswich Town Centre	23.7%	179	14.3%	3	17.8%	10	20.5%	4	19.0%	2	27.4%	3	22.2%	4	10.6%	2	0.0%	0
Leiston Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	30.4%	5	0.0%	0
Meredith Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0
Wickham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	0.4%	3	3.8%	1	0.0%	0	1.4%	0	1.3%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Centres (Outside)																		
Bury St Edmunds Town Centre	4.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Great Yarmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	7.9%	2
Norwich City Centre	1.9%	14	1.0%	0	0.0%	0	1.4%	0	1.3%	0	1.4%	0	2.6%	1	3.7%	1	24.0%	7
Southwold Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	10.8%	2	4.6%	1
Stowmarket Town Centre	4.7%	35	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.3%	3	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	4.6%	35	3.1%	1	1.3%	1	3.3%	1	0.0%	0	5.2%	1	0.0%	0	2.3%	0	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	5.2%	39	6.2%	1	1.2%	1	0.0%	0	2.8%	0	3.0%	0	1.2%	0	0.0%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	14.0%	106	15.1%	4	22.7%	13	10.0%	2	3.4%	0	2.5%	0	3.7%	1	11.3%	2	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	15.7%	119	49.0%	12	19.6%	12	55.2%	10	56.0%	7	33.4%	4	25.1%	5	18.1%	3	2.3%	1
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	1.1%	8	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Other Ipswich																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Coastal Area																		

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.7%	5	1.4%	0	0.0%	0	3.5%	1	0.0%	0	5.3%	1	3.1%	1	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Matressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping (Argos, Boots, Carpet Right, Next, SCS, Smyths), Tollgate West, Stanway, CO3 8RG	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	4.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	3	3.7%	1	17.5%	5
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Central London	0.3%	2	0.0%	0	0.0%	0	1.4%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	29.0%	9
Other - Outside Ipswich and Suffolk Coastal boundaries	0.5%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3
<b>Others:</b>																		

Column % ges.

Ipswich & Suffolk Coastal Household Survey  
for WYG

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Weighted base:		755		24		59		18		12		12		20		16		31
Sample:		817		62		59		51		44		53		46		50		54

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Q16 Where did you last buy small electrical goods (cameras, tablets, hairdryers, blenders)?																		
Centres (Inside)																		
Aldeburgh Town Centre	0.1%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Felixstowe Road District Centre	1.6%	12	2.5%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	4.0%	31	0.0%	0	51.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	1	17.9%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	27.8%	217	10.9%	2	7.7%	4	21.3%	3	35.5%	4	15.7%	2	29.5%	4	21.1%	4	0.0%	0
Leiston Town Centre	0.7%	5	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	3.3%	0	23.5%	4	1.2%	0
Saxmundham Town Centre	0.4%	3	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	18.7%	3	2.2%	0	0.0%	0
Stoke Park District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	0.5%	4	2.7%	1	0.0%	0	2.2%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centres (Outside)																		
Bury St Edmunds Town Centre	4.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	2.6%	0	0.0%	0	0.0%	0
Colchester Town Centre	3.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.3%	0
Harwich Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	6.9%	1	0.0%	0	25.7%	8
Norwich City Centre	2.2%	17	0.0%	0	0.0%	0	1.5%	0	5.0%	1	1.4%	0	1.9%	0	14.7%	3	25.2%	8
Southwold Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Stowmarket Town Centre	3.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	3.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.3%	2	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	3.9%	30	3.5%	1	1.4%	1	1.5%	0	0.0%	0	6.1%	1	0.0%	0	1.1%	0	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	5.0%	39	10.1%	2	6.5%	4	1.5%	0	5.0%	1	3.5%	0	0.0%	0	1.6%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	11.4%	89	19.5%	4	21.8%	12	8.4%	1	3.6%	0	6.0%	1	3.5%	1	13.0%	2	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	11.1%	87	40.8%	9	10.8%	6	37.7%	6	28.5%	3	34.0%	3	3.7%	1	10.1%	2	1.3%	0
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	0.2%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	2.1%	17	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ipswich																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Anson Road, Martlesham	0.1%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Suffolk Coastal Area</b>																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.3%	3	5.1%	1	0.0%	0	7.0%	1	0.0%	0	2.1%	0	1.9%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Matressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping (Argos, Boots, Carpet Right, Next, SCS, Smyths), Tollgate West, Stanway, CO3 8RG	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	4.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	2	0.0%	0	17.9%	5
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	1.1%	0	1.2%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.6%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Retail Park (Argos, Home Bargains, Pets at Home, B&Q), Thamesfield Way, Great Yarmouth, NR31 0DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Cambridge City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.5%	4	0.0%	0	0.0%	0	1.5%	0	1.4%	0	0.0%	0	1.7%	0	5.8%	1	0.0%	0
Diss Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	22.8%	7
Other - Outside Ipswich and Suffolk Coastal boundaries	0.1%	1	0.0%	0	0.0%	0	2.2%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others:</b>																		
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	781			21		54		16		11		10		15		17		31
Sample:	803			57		60		52		36		47		39		52		51

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16
<b>Q17 Where did you last buy furniture, carpets and floor coverings?</b>																	
<b>Centres (Inside)</b>																	
Aldeburgh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Felixstowe Road District Centre	0.2%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Town Centre	3.2%	28	4.3%	1	43.3%	27	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%
Framlingham Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	1	16.2%	2	0.0%	0	1.0%	0	0.0%
Ipswich Town Centre	26.9%	238	15.4%	3	9.7%	6	39.9%	7	19.6%	2	30.1%	3	30.7%	6	25.2%	5	10.9%
Leiston Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	10.3%	2	0.0%
Nacton Road District Centre	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenswood District Centre	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0	4.0%	0	1.3%	0	30.3%	6	19.0%	4	1.0%
Wickham Market Town Centre	0.3%	2	0.0%	0	0.0%	0	1.3%	0	13.0%	1	2.7%	0	0.0%	0	1.0%	0	0.0%
Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	3.4%	30	17.1%	3	1.1%	1	22.3%	4	8.8%	1	2.6%	0	3.2%	1	0.0%	0	0.0%
<b>Centres (Outside)</b>																	
Bury St Edmunds Town Centre	7.9%	70	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	0	0.0%	0	0.0%	0	0.0%
Colchester Town Centre	2.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	1.0%	0	7.7%
Needham Market Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
Norwich City Centre	1.0%	9	0.0%	0	1.6%	1	1.3%	0	3.8%	0	3.3%	0	0.0%	0	1.0%	0	16.2%
Southwold Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%
Stowmarket Town Centre	3.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%
Sudbury Town Centre	3.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thetford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Retail parks - Ipswich</b>																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	2.0%	18	0.0%	0	1.6%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Commercial Road Retail Park (Jolleys, Topps Tiles, Carpetright, Majestic Wine), Commercial Road, Ipswich, IP1 1UZ	1.1%	9	0.0%	0	0.0%	0	1.9%	0	2.8%	0	1.4%	0	0.0%	0	0.0%	0	0.0%
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	9.4%	83	16.9%	3	14.9%	9	5.7%	1	5.9%	1	17.6%	2	0.0%	0	7.1%	1	0.0%
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	5.8%	51	26.8%	5	18.9%	12	3.4%	1	4.2%	0	1.9%	0	2.6%	1	21.1%	4	0.0%
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	1.1%	9	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	0	1.8%	0	3.1%	1	0.0%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	3.3%	29	3.4%	1	4.8%	3	12.0%	2	18.3%	2	8.2%	1	4.0%	1	2.2%	0	1.0%
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich, IP2 0AQ	2.4%	22	3.4%	1	0.0%	0	0.0%	0	1.9%	0	1.9%	0	1.2%	0	1.4%	0	0.0%
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.4%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Other Ipswich</b>																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Suffolk Coastal Area</b>																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rope Drive West District Centre, Kesgrave	0.5%	5	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.5%	5	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Suffolk Coastal Area	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park (DFS, Pets at Home, Halfords), Cowdray Avenue, Colchester, CO1 1YN	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Mattressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping (Argos, Boots, Carpet Right, Next, SCS, Smyths), Tollgate West, Stanway, CO3 8RG	0.4%	4	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	3.4%	30	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	24.8%	9
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Longwater Retail Park (Argos, Boots, Next, Pets at Home, Staples, The Range), Alex Moorhouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Way, Norwich, NR5 0JT																		
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Sweet Briar Retail Park (M&S, Currys, Ikea, Carpet Right, Jollies), Norwich, NR6 5DH	0.1%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Cambridge City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.0%	9	1.9%	0	0.0%	0	1.3%	0	4.2%	0	0.0%	0	1.2%	0	1.1%	0	0.0%	0
Diss Town Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0	1.9%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Eye Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	20.6%	7
Lakeside Retail Park, Heron Way, West Thurrock	1.1%	10	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	1.2%	11	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.9%	0	1.2%	0	0.0%	0	1.5%	1
<b>Others:</b>																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		885		18		61		18		11		11		20		20		35
Sample:		836		54		54		51		48		49		53		47		58

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16
<b>Q18 Where did you last buy DIY (including gardening) goods?</b>																	
<b>Centres (Inside)</b>																	
Aldeburgh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%
Cauldwell Hall Road / Woodbridge Road Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	2.1%	25	3.5%	1	6.1%	5	1.8%	0	1.2%	0	0.0%	0	1.2%	0	2.9%	1	0.0%
Felixstowe Town Centre	4.8%	57	6.0%	2	63.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	1.3%	15	0.0%	0	0.0%	0	1.3%	0	15.4%	3	58.7%	10	2.5%	1	0.0%	0	0.0%
Ipswich Town Centre	13.7%	163	9.1%	3	0.0%	0	20.1%	6	14.1%	3	15.1%	3	24.7%	7	14.1%	3	0.0%
Leiston Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	4	40.4%	8	0.0%
Nacton Road District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenswood District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	4	0.0%	0	0.0%
Wherstead Road District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Road / Heath Road District Centre	0.9%	11	0.9%	0	0.0%	0	1.9%	1	0.0%	0	0.9%	0	1.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	3.1%	37	14.2%	4	0.0%	0	24.6%	7	11.1%	2	2.7%	0	0.9%	0	1.9%	0	0.0%
<b>Centres (Outside)</b>																	
Bury St Edmunds Town Centre	5.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester Town Centre	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Yarmouth Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%
Hadleigh Town Centre	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
Harwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowestoft Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	0	4.0%
Needham Market Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Southwold Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Stowmarket Town Centre	4.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury Town Centre	5.7%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Retail parks - Ipswich</b>																	
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Commercial Road Retail Park (Jolleys, Topps Tiles, Carpetright, Majestic Wine), Commercial Road, Ipswich, IP1 1UZ	0.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	28.4%	338	46.4%	14	27.4%	21	30.8%	9	36.5%	7	11.0%	2	24.0%	7	27.0%	6	0.0%
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	1.3%	15	0.0%	0	0.0%	0	5.4%	2	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	1.5%	18	0.0%	0	1.0%	1	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	1.3%	16	7.4%	2	1.8%	1	8.5%	2	0.8%	0	3.7%	1	1.7%	0	1.0%	0	0.0%
Orwell Retail Park (Glasswells, Wickes, Pets at Home, Matalan), Ranelagh Road, Ipswich,	1.8%	22	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
IP2 0AQ																		
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	0.6%	7	0.8%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	0	0.0%	0
<b>Other Ipswich</b>																		
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Suffolk Coastal Area</b>																		
Elmers Hardware, Kesgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snape Village Centre	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.7%	8	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Notcutts Garden Centre, Ipswich Road, Woodbridge	0.1%	2	1.2%	0	0.0%	0	0.9%	0	0.8%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Rope Drive West District Centre, Kesgrave	1.1%	13	8.3%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Suffolk Coastal Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park (DFS, Pets at Home, Halfords), Cowdray Avenue, Colchester, CO1 1YN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway Retail Park (Mattressman, Pound Stretcher, Boots, Brantano), Peartree Road, Colchester, CO3 0LX	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping (Argos, Boots, Carpet Right, Next, SCS, Smyths), Tollgate West, Stanway, CO3 8RG	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park (Homebase, Currys, DFS, Dunelm, Bensons), Easlea Road, Bury St Edmunds, IP32 7BY	3.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	21.4%	9
Tower Retail Park (Homebase, B&M),Tower Road, Lowestoft, NR33 7NG	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.9%	0	10.0%	4
<b>Main Retail Parks Outside</b>																		

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
<b>LPA Boundaries - Norwich</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park (Pets at Home, Aldiss, Hughes Plus), Hall Road, Norwich, NR4 6DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston Retail Park, Salhouse Road, Norwich	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Retail Park (Argos, Home Bargains, Pets at Home, B&Q), Thamesfield Way, Great Yarmouth, NR31 0DH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
<b>Outside Ipswich and Suffolk Coastal boundaries</b>																		
Beccles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Eye Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	3	2.9%	1	44.7%	20
Holton Road Garden Centre, Holton Road, Halesworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Manningtree Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich and Suffolk Coastal boundaries	2.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.9%	0	0.0%	0
<b>Others:</b>																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1191			30		78		28		19		17		29		21		44
Sample:	1127			74		73		73		66		72		65		59		75

**Q19 Which of these leisure activities do you participate in? [MR/PR]**

Outdoor Health & fitness	23.1%	369	37.2%	14	18.5%	20	31.4%	12	19.7%	5	20.8%	4	19.4%	8	21.3%	7	12.3%	7
Indoor gym / sports facility	13.0%	208	12.3%	5	12.6%	14	18.4%	7	11.8%	3	18.3%	4	14.6%	6	21.5%	7	16.6%	9
Cinema	35.4%	568	39.9%	15	28.7%	31	38.0%	14	29.8%	8	46.9%	10	33.3%	13	48.7%	16	30.3%	16
Restaurant	60.0%	962	69.2%	26	66.4%	71	69.6%	26	47.2%	12	67.2%	14	58.3%	23	71.3%	24	57.7%	31
Café / coffee shop	40.3%	645	51.6%	20	43.9%	47	55.1%	21	38.5%	10	53.4%	11	37.1%	15	57.5%	19	47.6%	26
Pub / bars	38.3%	614	53.2%	20	38.1%	41	50.9%	19	52.4%	13	45.9%	10	43.2%	17	41.2%	14	35.5%	19
Nightclub	2.5%	40	3.2%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	1.9%	1	9.5%	3	0.7%	0
Social club	4.6%	74	0.0%	0	14.4%	16	4.5%	2	9.9%	3	0.0%	0	3.4%	1	9.7%	3	1.3%	1
Ten pin bowling	9.4%	151	13.2%	5	2.1%	2	13.6%	5	15.3%	4	9.3%	2	24.1%	10	7.7%	3	11.1%	6
Bingo	3.3%	53	0.7%	0	0.9%	1	0.0%	0	12.7%	3	10.9%	2	1.9%	1	0.6%	0	3.7%	2
Theatre / concert hall	35.1%	563	33.2%	13	32.0%	34	38.0%	14	34.3%	9	31.8%	7	21.5%	9	35.4%	12	33.7%	18
Museum / art galleries	19.9%	318	26.6%	10	15.4%	17	26.5%	10	33.0%	8	19.4%	4	15.0%	6	28.6%	10	22.5%	12
(None of these)	14.0%	225	11.4%	4	15.6%	17	6.1%	2	21.7%	6	11.8%	3	19.5%	8	6.7%	2	16.2%	9
Weighted base:	1602			38		107		37		26		21		40		33		54
Sample:	1602			95		100		103		98		92		100		100		100

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16
<b>Q20 Which centre / facility did you last visit for indoor sports or health and fitness activity?</b>																	
<i>Those who use indoor sports or health and fitness facilities at Q19 AND Excl. Nulls &amp; SFT</i>																	
<b>Ipswich</b>																	
Anytime Fitness, Regatta Quay, Ipswich, IP4 1FH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crown Pools, Crown Street, Ipswich, IP1 3JA	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
David Lloyd, Ransomes Europark, The Havens, Ipswich, IP3 9SJ	3.7%	7	12.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DW Fitness Club, Ranelagh Road, Ipswich, IP2 0AQ	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fitness First, Russell Road, Ipswich, IP1 2BX	5.8%	11	0.0%	0	0.0%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fore Street Pool, Fore Street, Ipswich, IP4 1JZ	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gainsborough Sports and Community Centre, Braziers Wood Road, Ipswich, IP3 0SP	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gymophobics, Princes Street, Ipswich, IP1 1RJ	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Sports Club, Henley Road, Ipswich, IP1 4NJ	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Leisure, Gloster Road, Martlesham Heath, Ipswich, IP5 3RJ	6.2%	12	7.7%	0	0.0%	0	37.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northgate Sports Centre, Sidegate Lane West, Ipswich, IP4 3DJ	1.0%	2	7.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
River Hills Health Club, Clarice House, Bramford, Ipswich, IP8 4AZ	0.7%	1	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spirit Health Clubs, Holiday Inn Ipswich, London Road, Ipswich, IP2 0UA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gym, St Matthews Court, Civic Drive, Ipswich, IP1 2QA	0.9%	2	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitton Sports Centre, Whitton Church Lane, Ipswich, IP1 6LW	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	0	0.0%	0	0.0%
Brittania Table Tennis Club, Defoe Road, Ipswich	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich & District Indoor Bowling Club, Rushmere Road, Ipswich	0.1%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich School of Dancing, Bond Street, Ipswich	0.2%	0	7.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Town Centre	3.4%	6	7.7%	0	0.0%	0	11.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Letts Swimming Pool, Union Hill, Semer, Ipswich	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidegate Lane Community Centre, Sidegate Lane, Ipswich	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Suffolk Coastal Area</b>																	
Abs Toning, The Old Forge, Top Street, Martlesham, IP12 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Deben Swimming Pool, Station Road, Woodbridge, IP12 4AU	1.7%	3	0.0%	0	0.0%	0	7.6%	1	16.4%	0	13.2%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Leisure Centre, Undercliff Road West, Felixstowe, IP11 2AE	6.8%	13	28.4%	1	77.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham College, College Road, Framlingham, Woodbridge, IP13 9EY	0.8%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	0	39.9%	1	0.0%	0	0.0%	0	0.0%
Gymophobics, Hamilton Road, Felixstowe, IP11 7AR	1.3%	2	0.0%	0	5.7%	1	0.0%	0	17.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gymophobics, The	0.9%	2	0.0%	0	0.0%	0	5.1%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Roundhouse, St Johns Street, Woodbridge, IP12 1EB																		
Leiston Leisure Centre, Red House Lane, Leiston, IP16 4LS	5.9%	11	0.0%	0	0.0%	0	11.3%	1	0.0%	0	0.0%	0	72.3%	4	100.0%	5	12.5%	1
Mint Fitness, Moat Park, Earl Soham, IP13 7SR	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Swimming, Rams Rest, School Lane, Martlesham, Woodbridge, IP12 4RS	0.7%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Complementary Health Centre, Sandy Lane, Martlesham, Woodbridge, IP12 4SD	1.6%	3	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0
Newbourne Village Centre	0.1%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pettistree Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rendham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0
Rendlesham Village Centre	0.3%	1	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ufford Park Woodbridge Hotel, Golf & Spa, Yarmouth Road, Melton	1.7%	3	0.0%	0	0.0%	0	11.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	0.8%	1	0.0%	0	10.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Sports Centre, Saxtead Road, Woodbridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	1	0.0%	0	0.0%	0
Framlingham Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	0	18.9%	1	0.0%	0	0.0%	0	0.0%	0
Wickham Market centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	25.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Health District Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Ipswich and Suffolk Coastal boundaries																		
Bury St Edmunds centre	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	1
Colchester centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eye centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	1
Southwold centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0
Stowmarket centre	12.7%	24	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	1	6.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	3
Holton Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
The Rifle Hall, London Road, Halesworth	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Other - outside Ipswich/Suffolk Coastal Boundaries	11.3%	21	5.4%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	1	4.2%	0	0.0%	0	20.9%	2
Others:																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	187			4		14		7		3		4		6		5		9
Sample:	217			14		14		14		12		15		15		15		19

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Q21 Which centre / facility did you last visit to go the cinema?																		
Those who go the cinema at Q19 AND Excl. Nulls & SFT																		
Ipswich																		
Cineworld, Cardinal Park, Grafton Way, Ipswich, IP1 1AX	37.7%	209	37.6%	6	43.4%	13	31.5%	4	30.8%	2	46.2%	5	20.8%	3	7.3%	1	0.0%	0
Ipswich Film Theatre Trust, Basement of The Corn Exchange, King Street, Ipswich, IP1 1DH	3.8%	21	0.0%	0	2.6%	1	2.5%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Coastal Area																		
Aldeburgh Cinema, High Street, Aldeburgh, IP15 5AU	2.1%	12	0.0%	0	0.0%	0	5.7%	1	11.3%	1	14.5%	1	25.2%	3	22.3%	4	4.4%	1
Leiston Film Theatre, High Street, Leiston, IP16 4BZ	4.2%	23	0.0%	0	0.0%	0	4.0%	1	18.8%	1	15.5%	2	36.7%	5	66.7%	11	27.8%	4
Palace Cinema, Crescent Road, Felixstowe IP11 7BG	3.8%	21	12.1%	2	48.9%	15	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Riverside Restaurant & Theatre, QuaySide, Woodbridge, IP12 1BH	10.5%	58	46.3%	7	0.0%	0	50.6%	7	34.8%	3	17.2%	2	0.0%	0	0.0%	0	2.5%	0
Other																		
Abbeygate Cinema, Hatter Street, Bury St Edmunds, IP33 1NZ	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Cinema City, St Andrews Street, Norwich, NR2 4AD	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Cineworld, Park Road, Bury St Edmunds, IP33 3BA	13.6%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
East Coast Cinema, London Road South, Lowestoft, NR33 0AS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	7.5%	1
Electric Picture Palace, Blackmill Road, Southwold, IP18 6AN	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Hollywood Screen, Anglia Square, Norwich, NR3 1DZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Odeon IMAX, Wherry Road, Norwich, NR1 1XA	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	14.6%	2
Odeon, Head Street, Colchester, CO1 1NH	5.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regal Theatre, Ipswich Street, Stowmarket, IP14 1AY	6.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Castle Mall, Golden Ball Street, Norwich, NR1 3DD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	3
Central London / West End	0.7%	4	1.8%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	4.1%	1	3.7%	1	0.0%	0
Cineworld, Festival Leisure Park, Basildon	0.2%	1	2.2%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Charter Way, Braintree	4.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Cut, New Cut, Halesworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2
Other	0.8%	4	0.0%	0	0.0%	0	2.0%	0	0.0%	0	2.1%	0	2.8%	0	0.0%	0	2.2%	0
Weighted base:		553		15		30		14		8		10		13		16		16
Sample:		547		46		31		42		27		35		33		46		35

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16
<b>Q22 Which centre / facility did you last visit to go to a restaurant?</b>																	
<i>Those who go to restaurants at Q19 AND Excl. Nulls &amp; SFT</i>																	
<b>Ipswich</b>																	
Beefeater Oyster Reach, Bourne Hill, Wherstead, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardinal Leisure Park, Grafton Way, Ipswich	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich - Waterfront	3.6%	33	2.0%	1	0.8%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Ipswich Town Centre	17.7%	163	6.0%	1	2.9%	2	5.9%	1	4.2%	0	1.5%	0	6.7%	2	9.6%	2	0.0%
The Brewery Tap, Cliff Road Dock Estate, Cliff Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Mermaid, Yarmouth Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Inside Ipswich/Suffolk Coastal Boundaries</b>																	
Aldeburgh Town Centre	1.9%	17	1.0%	0	0.0%	0	5.0%	1	4.7%	1	4.9%	1	17.8%	4	41.2%	10	0.0%
Badingham Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.8%	0	1.3%
Brandeston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bromeswell Village Centre	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bucklesham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chillesford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%
Dennington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%
Duke Street District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Falkenham Village Centre	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe - seafront / waterfront	0.7%	7	1.4%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	0.5%	4	1.1%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Town Centre	6.3%	58	4.8%	1	66.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	0.7%	7	1.1%	0	0.0%	0	0.0%	0	8.1%	1	31.8%	4	0.0%	0	0.0%	0	1.4%
Great Glemham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%
Hacheston Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%
Hasketon Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hollesley Village Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kettleburgh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Knodishall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%
Leiston Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	2.0%
Martlesham Health District Centre	0.5%	4	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Village Centre	0.8%	8	1.9%	0	0.0%	0	3.7%	1	11.1%	1	1.1%	0	0.0%	0	0.8%	0	0.0%
Nacton Road District Centre	0.3%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
Newbourne Village Centre	0.2%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orford Town Centre	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pettistree Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%
Ravenswood District Centre	1.4%	13	1.4%	0	11.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rope Drive West District Centre, Kesgrave	1.5%	14	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	1.3%	12	0.0%	0	0.0%	0	2.4%	1	1.4%	0	0.0%	0	46.8%	11	0.8%	0	0.0%
Snapes	0.4%	4	0.0%	0	0.0%	0	4.0%	1	1.9%	0	2.6%	0	1.6%	0	5.9%	1	1.8%
Thorpeness Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.8%	0	0.0%
Ufford Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waldringfield Village Centre	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton Town Centre	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerfield Village Centre	2.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westleton Village Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wherstead Road District Centre	0.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Road / Heath Road District Centre	0.2%	2	1.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Town Centre	8.9%	82	67.6%	17	2.5%	2	59.8%	14	29.3%	3	18.6%	3	2.8%	1	3.3%	1	0.0%
Yoxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.8%	1	0.0%	0	0.0%
<b>Outside Ipswich/Suffolk Coastal Boundaries</b>																	
Abroad	0.1%	1	1.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldringham Village Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beccles Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	2.7%
Bramfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.8%
Brantham Village Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bungay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Bury St Edmunds Town Centre	9.6%	88	1.4%	0	2.0%	1	0.0%	0	1.4%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.0%	19	0.0%	0	0.0%	0	1.5%	0	2.9%	0	13.0%	2	2.2%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claydon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	3.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dedham Village Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunwich Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.8%	0	0.0%	0
Eye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	2.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.1%	0	0.0%	0	23.1%	6
Harleston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Lavenham Town Centre	0.3%	3	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.8%	0	15.7%	4
Manningtree Town Centre	1.0%	10	1.1%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needham Market Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	1.3%	12	0.0%	0	0.0%	0	1.2%	0	1.4%	0	1.2%	0	1.2%	0	7.5%	2	15.0%	4
Southwold Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.6%	0	16.4%	5
Stowmarket Town Centre	5.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	4.4%	40	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich/Suffolk Coastal Boundaries	7.5%	69	1.1%	0	0.0%	0	1.1%	0	7.3%	1	1.1%	0	3.4%	1	1.2%	0	15.9%	4
<b>Retail parks - Ipswich</b>																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	2.4%	22	0.0%	0	1.1%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	0.1%	1	0.0%	0	1.0%	1	0.0%	0	1.9%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park (The Range, Dunelm, Argos, Next, Halfords), Yarmouth Road, Ipswich, IP1 2EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Bury St Edmunds</b>																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Colchester</b>																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
(Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32																	
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																	
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park (Argos, Boots, Currys, Mamas & Papas, Matalan, Next, Topshop), Norwich, NR1 1WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
<b>Main Retail Parks Outside LPA Boundaries - Sudbury</b>																	
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Others:</b>																	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	920			25		70		23		11		14		23		24	
Sample:	896			64		58		65		41		54		54		60	

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16
<b>Q23 Which centre / facility did you last visit to go to a café / coffee shop?</b>																	
<i>Those who go to a cafés / coffee shops at Q19 AND Excl. Nulls &amp; SFT</i>																	
<b>Ipswich</b>																	
Beefeater Oyster Reach, Bourne Hill, Wherstead, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardinal Leisure Park, Grafton Way, Ipswich	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich - Waterfront	1.1%	7	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Town Centre	25.0%	158	5.0%	1	4.8%	2	5.8%	1	8.5%	1	1.4%	0	0.0%	0	1.0%	0	0.0%
<b>Inside Ipswich/Suffolk Coastal Boundaries</b>																	
Aldeburgh Town Centre	1.0%	6	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	3.6%	1	25.0%	5	0.0%
Brandeston Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bromeswell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe - seafront / waterfront	1.2%	8	0.0%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Road District Centre	0.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felixstowe Town Centre	6.8%	43	4.4%	1	74.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Framlingham Town Centre	1.9%	12	0.0%	0	0.0%	0	0.0%	0	16.2%	1	72.9%	8	0.0%	0	0.0%	0	3.0%
Hasketon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leiston Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	7	0.0%
Marlesford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Health District Centre	0.5%	3	3.1%	1	0.0%	0	0.0%	0	2.7%	0	1.3%	0	2.6%	0	0.0%	0	0.0%
Nacton Road District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenswood District Centre	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rope Drive West District Centre, Kesgrave	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxmundham Town Centre	2.6%	16	1.7%	0	0.0%	0	1.4%	0	0.0%	0	3.1%	0	54.0%	8	18.5%	3	16.2%
Snape	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorpeness Village Centre	0.1%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.3%	0	0.0%	0	1.0%	0	0.0%
Trimley St Martin Village Centre	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton Town Centre	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wherstead Road District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Wickham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%
Woodbridge Town Centre	12.1%	77	75.4%	15	2.2%	1	76.0%	15	26.3%	2	5.9%	1	15.0%	2	9.5%	2	0.0%
Yoxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	1.0%	0	0.0%
<b>Outside Ipswich/Suffolk Coastal Boundaries</b>																	
Abroad	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beccles Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%
Bury St Edmunds Town Centre	9.1%	58	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%
Central London	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%
Claydon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester Town Centre	4.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cotton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Darsham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Dedham Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Diss Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunwich Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Eye Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Yarmouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halesworth Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.0%	0	36.2%
Harleston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Lowestoft Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	3.0%	1	2.1%
Manningtree Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Needham Market Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich City Centre	0.9%	6	0.0%	0	2.3%	1	0.0%	0	2.1%	0	1.4%	0	0.0%	0	1.5%	0	5.3%
Southwold Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	26.0%
Stowmarket Town Centre	5.0%	32	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury Town Centre	6.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Outside Ipswich/Suffolk Coastal Boundaries	4.3%	27	4.3%	1	0.0%	0	2.7%	1	23.3%	2	1.3%	0	2.4%	0	0.0%	0	0.0%

Column % ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Futura Park (DFS, Furniture Village, Oak Furniture Land, John Lewis at Home), Ransomes Way, Ipswich, IP3 9SP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park (Toys R Us, B&M, Curry's/PC World, Multiyork), London Road, Ipswich (Copdock), IP8 3TT	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	1.1%	7	3.5%	1	0.0%	0	7.7%	2	0.0%	0	5.9%	1	1.7%	0	1.6%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Colchester																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Great Yarmouth																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Lowestoft																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Main Retail Parks Outside LPA Boundaries - Norwich																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Sudbury																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	633			20		47		20		8		11		14		19		25
Sample:	655			43		47		61		36		41		39		42		48

Column %ges.

Ipswich & Suffolk Coastal Household Survey  
for WYG

Weighted:

Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
-------	--------	---------	---------	---------	---------	---------	---------	---------

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
<b>Q24 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?</b>										
<i>Those who go to bars, pubs or night / social clubs at Q19 AND Excl. Nulls &amp; SFT</i>										
<b>Ipswich</b>										
Beefeater Oyster Reach, Bourne Hill, Wherstead, Ipswich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Waterfront	3.1%	19	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Ipswich Rowing Club, New Cut West, Ipswich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	17.0%	105	7.4%	1	5.3%	2	0.0%	0	4.3%	0
Station Hotel, Burrell Road, Ipswich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Brewery Tap, Cliff Road Dock Estate, Cliff Road, Ipswich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gardeners Arms, Fore Hamlet, Ipswich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Inside Ipswich/Suffolk Coastal Boundaries</b>										
Aldeburgh Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Alderton Village Centre	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Badingham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Blaxhall Village Centre	0.2%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Bruisyard Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsea Ashe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	12.8%	1
Charsfield Village Centre	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0
Creetingham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Dennington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Earl Soham Village Centre	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Eastbridge Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Felixstowe - seafront / waterfront	0.7%	4	0.0%	0	6.3%	3	0.0%	0	0.0%	0
Felixstowe Road District Centre	0.7%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	3.6%	22	1.7%	0	49.4%	21	0.0%	0	0.0%	0
Framlingham Town Centre	1.7%	11	0.0%	0	0.0%	0	27.8%	3	48.3%	5
Friston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Great Glemham Village Centre	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Grundisburgh Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hacheston Village Centre	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Hollesley Village Centre	0.2%	1	0.0%	0	0.0%	0	7.5%	1	0.0%	0
Kettleburgh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Knodishall Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laxfield Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	1
Leiston Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Levington Village Centre	0.2%	1	1.7%	0	2.3%	1	0.0%	0	0.0%	0
Martlesham Health District Centre	0.7%	5	6.6%	1	0.0%	0	2.8%	1	0.0%	0
Melton Village Centre	1.0%	6	1.2%	0	0.0%	0	12.1%	2	11.2%	1
Newbourne Village Centre	1.1%	7	13.9%	3	0.0%	0	0.0%	0	0.0%	0
Old Felixstowe	1.4%	8	0.0%	0	20.2%	8	0.0%	0	0.0%	0
Orford Town Centre	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Pettistree Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Ramsholt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Ravenswood District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rope Drive West District Centre, Kesgrave	1.4%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Saxmundham Town Centre	1.3%	8	0.0%	0	0.0%	0	3.0%	1	1.4%	0
Shottisham Village Centre	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Sibton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snapes	0.5%	3	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Theberton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpeness Village Centre	0.2%	2	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Trimley St. Mary Village Centre	0.2%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Ufford Village Centre	0.3%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Waldringfield Village Centre	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Walton Town Centre	0.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Wenhaston Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerfield Village Centre	3.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westleton Village Centre	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Wherstead Road District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Wickham Market Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road / Heath Road District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	8.7%	53	55.4%	11	0.0%	0	31.6%	6	8.6%	1	10.2%	1	5.2%	1	0.0%	0	0.0%	0
Yoxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Outside Ipswich/Suffolk Coastal Boundaries																		
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldringham Village Centre	0.4%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	2	0.0%	0
Beccles Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	4.7%	1
Bramfield Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.2%	0
Brantham Village Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brundish Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	4.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.5%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	0	14.2%	1	1.4%	0	1.4%	0	0.0%	0
Claydon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	3.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dedham Village Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eye Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	6
Harwich Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavenham Town Centre	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.3%	0	0.0%	0
Manningtree Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needham Market Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	3.5%	1	0.0%	0
Southwold Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	28.5%	5
Stowmarket Town Centre	6.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	7.9%	48	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich/Suffolk Coastal Boundaries	12.9%	79	3.8%	1	3.1%	1	15.6%	3	10.0%	1	1.5%	0	2.1%	0	1.9%	0	10.3%	2
Retail parks - Ipswich																		
Anglia Retail Park (Mamas & Papas, Carpetright, Carphone Warehouse), Bury Road, Ipswich, IP1 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park (B&Q, B&M ,Sports Direct, Halfords ,ScS ,Harveys / Bensons), Ransomes Way, Ipswich, IP3 9SN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath Retail Park (Hobbycraft, Next, Pets at Home, Brantano), Beardmore Park, Martlesham Heath, IP5 3RX	0.3%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Bury St Edmunds																		
Robert Bobby Way Retail Park (Halfords, TK Maxx), Robert Bobby Way, Bury St Edmunds, IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Main Retail Parks Outside LPA Boundaries - Colchester																		
Colchester Retail Park(InterSport, Poundland, Maplin, Matalan, Brantano), Sheepen Road, Colch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
<b>Main Retail Parks Outside LPA Boundaries - Great Yarmouth</b>																		
Gapton Hall Retail Park (Currys, Brantano, Boots, Next, Harveys), Gapton Hall Road, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Lowestoft</b>																		
North Quay Retail Park (Argos, Next, Pets at Home, Halfords, Currys),Peto Way, Lowestoft, NR32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Norwich</b>																		
Cathedral Retail Park (Brantano, TK Maxx, Toys 'R' Us), Westwick Street, Norwich, NR2 4SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Main Retail Parks Outside LPA Boundaries - Sudbury</b>																		
Shawlands Retail Park (Carpet Right, Halfords, Pets at Home, Poundland), Newton Road, Sudbury, C	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others:</b>																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	614			20		42		18		11		10		17		15		19
Sample:	640			44		39		52		40		37		45		42		38

**Q25 Which centre / facility did you last visit to go ten-pin bowling?***Those who go ten-pin bowling at Q19 AND Excl. Nulls & SFT*

<b>Ipswich</b>																		
Tenpin, Gloster Road, Martlesham Heath, Ipswich, IP5 3RJ	38.4%	57	93.2%	5	100.0%	2	94.6%	5	100.0%	4	100.0%	2	88.3%	9	31.5%	1	0.0%	0
Tenpin, Namco Funscape, Sproughton Road, Ipswich, IP1 5AQ	17.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
Bury Bowl, The Autopark, Eastgate Street, Bury St Edmunds, IP33 1YQ	6.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Wherry Road, Norwich, NR1 1WZ	4.9%	7	6.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.5%	4
Richardsons Family Entertainment Centre, Capital Trading Estate, Whapload Road, Lowestoft, NR32 1TY	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	68.5%	2	38.5%	2
Strikes, Byford Road, Sudbury, CO10 2YG	16.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Bowl, Marine Parade, Great Yarmouth, NR30 3JF	0.7%	1	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0
Namco Funscape, Freeport Leisure Village, Charter Way, Braintree	12.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	148			5		2		5		4		2		10		3		6
Sample:	105			4		3		11		6		6		12		3		7

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
<b>Q26 Which centre / facility did you last visit for bingo?</b>																		
<i>Those who play bingo at Q19 AND Excl. Nulls &amp; SFT</i>																		
<b>Ipswich</b>																		
Gala Bingo, Orwell Retail Park, Ranelagh Road, Ipswich IP2 0AQ	29.1%	13	100.0%	0	0.0%	0	0.0%	0	100.0%	1	100.0%	2	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Lloyds Avenue, Ipswich, IP1 3HT	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Suffolk Coastal Area</b>																		
Palace Bingo, The Felixstowe Palace, Crescent Road, Felixstowe, IP11 7BG	7.7%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
Beacon Bingo, Battery Green Road, Lowestoft, NR32 1DE	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2
Gala Bingo, Osborne Street, Colchester, CO2 7DP	46.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		45		0		1		0		1		2		0		0		2
Sample:		30		1		1		0		1		6		0		0		2

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Q27 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums / arts event)?</b>																		
<i>Those who participate in art / culture activities at Q19 AND Excl. Nulls &amp; SFT</i>																		
<b>Ipswich</b>																		
Avenue Theatre, Gippeswyk, Ipswich, IP2 9AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Leisure Park, Grafton Way, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch Mansion, Soane Street, Ipswich, IP4 2BE	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corn Exchange, King Street, Ipswich, IP1 1DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Art School, Upper High Street, Ipswich, IP1 3NE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich, IP1 3QH	1.3%	8	1.9%	0	2.3%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Regent, St Helen's Street, Ipswich, IP4 1HE	9.2%	55	13.5%	2	11.5%	4	7.4%	1	8.8%	1	0.0%	0	12.0%	1	5.1%	1	0.0%	0
New Wolsey Studio, St George's Street, IP1 3NF	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
The Freudian Sheep Art Gallery, St. Helen's Street, Ipswich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The New Wolsey Theatre, Civic Drive, Ipswich, IP1 2AS	18.6%	111	13.2%	2	41.5%	14	17.4%	3	0.0%	0	6.0%	0	0.0%	0	2.9%	0	0.0%	0
<b>Inside Ipswich/Suffolk Coastal Boundaries</b>																		
Aldeburgh Town Centre	0.4%	3	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.0%	0	12.0%	1	4.3%	1	0.0%	0
Felixstowe Town Centre	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Leiston Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	2	0.0%	0
Martlesham Health District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0
Rope Drive West District Centre, Kesgrave	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxmundham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0
Snape	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	4.3%	1	0.0%	0
Woodbridge Road / Heath Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	1.7%	10	24.7%	4	0.0%	0	16.6%	3	7.5%	1	0.0%	0	2.8%	0	0.0%	0	0.0%	0
<b>Suffolk Coastal area</b>																		
Aldeburgh Cinema, High Street, Aldeburgh, IP15 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bawdsey Radar Museum, The Transmitter Block, Bawdsey IP12 3AT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snape Maltings Concert Hall, Snape, Saxmundham, IP17 1SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Spa Pavilion Theatre, Undercliff Road West, Felixstowe, IP11 2DX	1.3%	8	0.0%	0	12.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suffolk Punch Trust, Sink Farm, St Davids Lane, Hollesley, Woodbridge, IP12 3JR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Aldeburgh Gallery, High Street, Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
The Riverside Restaurant & Theatre, QuaySide, Woodbridge, IP12 1BH	0.3%	2	3.3%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Seckford Theatre, Woodbridge, Burkitt Road, Woodbridge, IP12 4JH	0.2%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, Market Hill, Woodbridge, IP12 4LP	0.1%	1	2.4%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Outside Ipswich/Suffolk Coastal Boundaries																		
Abroad	0.3%	2	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccles Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	1.6%	0
Bungay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Bury St Edmunds Town Centre	5.4%	32	0.0%	0	0.0%	0	1.8%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	1.4%	8	0.0%	0	0.0%	0	3.9%	1	18.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Central London	28.9%	173	36.1%	5	26.7%	9	25.0%	4	42.7%	4	68.1%	5	35.8%	3	25.8%	3	21.7%	5
Chelmsford City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	7.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	1.6%	0
Corn Exchange, Wheeler Street, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	1.4%	0	10.4%	2
Holbrook Academy, Ipswich Road, Holbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	3
Norwich City Centre	8.4%	50	0.0%	0	1.6%	1	6.7%	1	4.5%	0	5.1%	0	5.6%	0	33.3%	4	38.6%	9
Princes Theatre, Station Road, Clacton-on-Sea	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quay Theatre, Quay Lane, Sudbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold Town Centre	0.3%	2	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	2.8%	0	0.0%	0	3.2%	1
Stowmarket Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Cut, New Cut, Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Ipswich/Suffolk Coastal Boundaries	3.6%	22	4.9%	1	3.7%	1	1.6%	0	3.5%	0	6.0%	0	3.1%	0	0.0%	0	1.6%	0
Weighted base:	599			14		34		15		9		7		9		13		22
Sample:	581			35		28		43		27		31		26		36		44

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Q28 Which leisure facilities would you like to see more of in your area? [MR]																		
Bars / pubs	1.3%	21	0.6%	0	0.0%	0	2.3%	1	4.5%	1	2.7%	1	4.6%	2	0.0%	0	0.0%	0
Better shopping facilities	2.2%	35	0.7%	0	0.0%	0	6.7%	3	2.2%	1	0.0%	0	0.7%	0	1.1%	0	0.7%	0
Bowling alley	1.3%	21	0.7%	0	1.4%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	5.7%	91	0.9%	0	0.7%	1	3.5%	1	1.5%	0	7.5%	2	2.1%	1	1.8%	1	9.3%	5
Concert hall / venue	0.5%	8	1.6%	1	0.6%	1	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Cycle paths / area	1.7%	27	2.0%	1	0.0%	0	4.3%	2	0.0%	0	1.8%	0	1.8%	1	0.8%	0	0.0%	0
Dance facilities	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.6%	0	0.0%	0
Skate park	0.5%	7	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Health & fitness (gym)	2.3%	37	0.0%	0	0.0%	0	10.3%	4	7.2%	2	7.2%	2	8.9%	4	9.5%	3	5.2%	3
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Ice rink	2.0%	32	4.8%	2	1.0%	1	1.4%	1	0.0%	0	2.0%	0	0.0%	0	5.3%	2	0.0%	0
Karting	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	2.8%	45	3.2%	1	0.0%	0	3.8%	1	2.0%	1	0.9%	0	8.8%	4	0.6%	0	8.9%	5
More children / teen facilities / activities	4.0%	64	2.1%	1	8.2%	9	0.9%	0	2.9%	1	10.1%	2	2.6%	1	1.2%	0	11.1%	6
More sports facilities (football pitches, tennis courts)	2.2%	36	11.6%	4	1.4%	2	0.7%	0	0.7%	0	2.9%	1	9.1%	4	1.8%	1	11.5%	6
Museum / art galleries	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Outdoor play areas / park facilities	2.4%	39	0.6%	0	1.4%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.7%	0
Paintballing	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / café	1.0%	17	0.0%	0	2.1%	2	4.4%	2	1.8%	0	0.7%	0	0.0%	0	2.3%	1	0.0%	0
Swimming pool	7.3%	117	7.1%	3	3.6%	4	5.8%	2	12.2%	3	17.1%	4	9.9%	4	2.4%	1	28.2%	15
Theatre	0.9%	15	0.0%	0	0.7%	1	1.3%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	0	0.7%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better community facilities	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0
Indoor ski centre	0.5%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for older people to do	0.5%	8	0.7%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Skate park	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Spa facilities	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Squash courts	0.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Badminton facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	0
Casino	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	58.1%	930	63.2%	24	79.8%	86	60.8%	23	53.7%	14	59.0%	13	47.9%	19	62.5%	21	34.9%	19
(Don't know)	7.9%	127	4.0%	2	1.4%	2	2.5%	1	15.2%	4	4.2%	1	9.4%	4	7.0%	2	7.6%	4
Weighted base:		1602		38		107		37		26		23		40		33		54
Sample:		1602		100		100		102		100		100		100		100		100

**Q29 Do you ever visit any of the following centres? [MR/PR]**

Ipswich Town Centre	78.3%	1254	63.5%	24	84.5%	91	71.8%	27	70.1%	18	74.5%	17	72.0%	29	72.0%	24	20.8%	11
Felixstowe Town Centre	50.0%	801	70.5%	27	96.7%	104	52.8%	20	40.5%	10	45.7%	10	23.1%	9	30.5%	10	12.6%	7
Woodbridge Town Centre	48.0%	768	93.2%	36	56.1%	60	97.4%	36	84.1%	22	82.3%	19	80.2%	32	77.3%	26	27.0%	15
Aldeburgh Town Centre	40.3%	645	58.3%	22	29.1%	31	70.3%	26	61.1%	16	73.5%	17	67.8%	27	88.3%	30	38.8%	21
Saxmundham Town Centre	14.2%	228	23.2%	9	6.2%	7	41.1%	15	43.5%	11	62.3%	14	96.2%	38	84.9%	28	26.6%	14
Leiston Town Centre	9.9%	158	3.5%	1	2.7%	3	28.6%	11	26.7%	7	25.8%	6	68.2%	27	97.7%	33	17.6%	10
Framlingham Town Centre	22.1%	354	20.0%	8	8.8%	9	29.2%	11	81.0%	21	96.4%	22	51.8%	21	16.9%	6	16.5%	9
Wickham Market Town Centre	13.8%	222	30.4%	12	7.4%	8	61.5%	23	84.8%	22	46.6%	11	32.2%	13	23.3%	8	8.7%	5
(None of these)	10.5%	167	0.0%	0	3.3%	4	0.0%	0	3.5%	1	2.0%	0	2.5%	1	1.1%	0	48.7%	26
Weighted base:	1602		38		107		37		26		23		40		33		54	
Sample:	1602		100		100		102		100		100		100		100		100	

**Q30 Which of those do you visit the most? [PR]***Those who visit a centre mentioned at Q29*

Ipswich Town Centre	55.7%	799	5.4%	2	19.7%	20	10.6%	4	3.9%	1	5.6%	1	8.7%	3	7.7%	3	21.6%	6
Felixstowe Town Centre	16.9%	243	22.9%	9	77.4%	80	9.1%	3	1.8%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Woodbridge Town Centre	12.9%	185	69.5%	27	2.8%	3	65.6%	24	11.7%	3	9.0%	2	5.1%	2	9.4%	3	16.7%	5
Aldeburgh Town Centre	4.1%	59	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.7%	0	2.9%	1	28.9%	10	14.9%	4
Saxmundham Town Centre	3.0%	43	0.6%	0	0.0%	0	5.4%	2	3.1%	1	0.7%	0	72.5%	28	10.0%	3	27.8%	8
Leiston Town Centre	1.6%	22	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	7.3%	3	43.1%	14	13.5%	4
Framlingham Town Centre	4.1%	59	0.9%	0	0.0%	0	0.0%	0	37.0%	9	83.1%	19	3.5%	1	0.0%	0	5.6%	2
Wickham Market Town Centre	1.6%	24	0.6%	0	0.0%	0	6.3%	2	41.3%	10	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1435		38		104		37		25		22		39		33		28	
Sample:	1462		100		96		102		96		98		97		98		57	

Column %ges.

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
<b>Q30AWhy don't you visit Ipswich town centre? [MR]</b>																		
<i>Those who do not visit Ipswich town centre at Q29</i>																		
Lack of choice and range of shops	13.8%	48	23.4%	3	4.6%	1	41.7%	4	9.8%	1	2.5%	0	10.0%	1	4.0%	0	5.3%	2
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	16.8%	58	55.7%	8	0.0%	0	2.3%	0	7.2%	1	34.7%	2	8.8%	1	18.8%	2	3.5%	2
Too far away from home or work	16.6%	58	18.3%	3	0.0%	0	9.9%	1	10.1%	1	9.8%	1	29.7%	3	32.6%	3	36.9%	16
Not accessible by public transport	2.7%	9	1.9%	0	0.0%	0	2.3%	0	2.0%	0	0.0%	0	4.7%	1	2.0%	0	0.0%	0
Inconveniently located car parking	9.7%	34	6.3%	1	8.7%	1	10.9%	1	9.8%	1	3.6%	0	9.0%	1	10.4%	1	2.1%	1
Expensive car parking	7.9%	28	4.1%	1	13.8%	2	10.0%	1	2.0%	0	6.1%	0	2.5%	0	8.4%	1	2.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to	1.8%	6	0.0%	0	4.6%	1	0.0%	0	4.5%	0	0.0%	0	6.6%	1	6.4%	1	0.8%	0
Not safe	0.8%	3	0.0%	0	4.6%	1	2.6%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Don't visit larger towns	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.8%	0
Health issues	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	2.2%	1
Too busy	2.3%	8	3.4%	0	21.2%	4	10.7%	1	0.0%	0	0.0%	0	5.3%	1	6.4%	1	0.8%	0
(Nothing, no reason to visit)	25.1%	87	11.2%	2	40.4%	7	12.0%	1	35.0%	3	22.0%	1	21.5%	2	16.1%	2	31.4%	13
(Don't know / no particular reason)	12.3%	43	1.7%	0	15.9%	3	4.7%	0	24.5%	2	24.9%	1	8.8%	1	11.6%	1	17.4%	7
Weighted base:		348		14		17		11		8		6		11		9		43
Sample:		431		30		18		25		34		23		40		30		81

**Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 24, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1.5, Have only visited once = 1**

**Q31 How often do you visit (CENTRE MENTIONED AT Q30)?***Those who visit a centre mentioned at Q29*

Daily	5.5%	78	14.2%	5	16.2%	17	2.3%	1	20.0%	5	26.5%	6	6.3%	2	21.5%	7	1.4%	0
At least two times a week	17.1%	246	38.2%	15	33.2%	34	16.7%	6	41.5%	10	35.6%	8	44.4%	17	39.1%	13	1.3%	0
At least once a week	20.4%	293	21.5%	8	32.6%	34	42.0%	16	21.1%	5	26.6%	6	37.9%	15	20.3%	7	10.8%	3
At least once a fortnight	14.7%	211	18.4%	7	10.5%	11	20.1%	7	8.9%	2	1.9%	0	5.3%	2	4.5%	1	29.1%	8
At least once a month	16.7%	240	4.2%	2	5.7%	6	13.3%	5	4.6%	1	2.9%	1	1.3%	1	6.6%	2	18.2%	5
At least every two months	8.1%	116	2.8%	1	0.9%	1	3.9%	1	0.7%	0	0.0%	0	0.9%	0	0.6%	0	6.5%	2
At least every 3 months	6.4%	92	0.0%	0	0.7%	1	0.9%	0	0.7%	0	1.6%	0	0.0%	0	0.6%	0	8.9%	2
At least every 6 months	6.1%	87	0.7%	0	0.0%	0	0.0%	0	0.7%	0	2.1%	0	1.3%	1	0.0%	0	11.8%	3
Less often than once every 6 months	2.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	8.0%	2
Have only visited once	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
(Don't know / varies)	2.1%	30	0.0%	0	0.0%	0	0.7%	0	1.9%	0	2.3%	1	2.6%	1	6.8%	2	2.7%	1
Mean:		55.98		107.70		114.05		54.81		132.38		151.72		92.63		141.22		23.09
Weighted base:		1435		38		104		37		25		22		39		33		28
Sample:		1462		100		96		102		96		98		97		98		57

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Q32 How do you usually travel to (CENTRE MENTIONED AT Q30) (main part of journey)?</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
Car / van (as driver)	65.7%	942	64.8%	25	45.8%	48	82.4%	31	66.7%	16	45.5%	10	72.9%	28	44.9%	15	70.6%	20
Car / van (as passenger)	8.0%	115	8.3%	3	6.5%	7	12.5%	5	12.5%	3	4.8%	1	9.2%	4	4.0%	1	12.2%	3
Bus	9.6%	138	0.6%	0	8.4%	9	0.9%	0	2.6%	1	1.6%	0	2.6%	1	2.4%	1	0.0%	0
Minibus or coach	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Motorcycle, scooter or moped	0.3%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.2%	175	23.3%	9	36.0%	37	0.7%	0	17.7%	4	46.9%	10	11.5%	4	27.3%	9	0.0%	0
Taxi	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.3%	2	0.0%	0
Train	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.3%	2	13.2%	4
Park & ride	1.5%	22	0.9%	0	0.0%	0	2.9%	1	0.6%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0
Bicycle	0.7%	10	0.9%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.2%	1	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	14	1.2%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	7.1%	2	0.0%	0
Weighted base:		1435		38		104		37		25		22		39		33		28
Sample:		1462		100		96		102		96		98		97		98		57

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
<b>Q33AWhat is your main reason for visiting (CENTRE MENTIONED AT Q30)? (e.g. what is the main activitiy you carry out there?) First mention:</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
For food shopping	19.6%	282	31.7%	12	43.8%	45	25.9%	10	47.3%	12	50.7%	11	68.1%	27	42.7%	14	23.9%	7
For non-food shopping	40.7%	584	33.2%	13	36.0%	37	34.0%	13	20.8%	5	12.8%	3	15.9%	6	23.3%	8	22.1%	6
To shop at the market(s)	0.5%	7	0.0%	0	0.0%	0	0.7%	0	1.5%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.0%	15	0.9%	0	0.7%	1	6.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
To visit cafés / restaurants	2.9%	41	12.9%	5	4.2%	4	3.1%	1	2.2%	1	6.4%	1	2.5%	1	1.7%	1	1.4%	0
To visit St Johns Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets (e.g. farmers' markets)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.8%	27	0.9%	0	6.8%	7	1.4%	1	1.6%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	4.5%	65	3.7%	1	2.4%	3	6.5%	2	3.3%	1	7.8%	2	4.3%	2	4.9%	2	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.1%	2	0.7%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
To visit a medical service (hospital, doctors, dentists, opticians)	1.5%	22	0.7%	0	0.7%	1	3.7%	1	3.0%	1	1.6%	0	0.0%	0	0.6%	0	4.0%	1
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.3%	0
To visit the library	0.4%	5	0.6%	0	0.7%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit late night time venues e.g. nightclub	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
To go to church	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.1%	45	0.6%	0	0.0%	0	3.7%	1	1.3%	0	0.0%	0	0.6%	0	0.6%	0	6.8%	2
To meet family	3.8%	55	0.6%	0	1.6%	2	2.5%	1	0.6%	0	0.7%	0	1.3%	1	0.0%	0	6.4%	2
To meet friends	4.1%	59	1.2%	0	0.0%	0	1.3%	0	5.8%	1	0.7%	0	1.6%	1	7.2%	2	5.8%	2
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	3.2%	46	2.9%	1	1.5%	2	2.1%	1	8.9%	2	10.8%	2	0.7%	0	2.5%	1	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.3%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.6%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.7%	0	0.7%	0	0.0%	0	1.8%	1	1.4%	0
For a day out / window shop / walk about	6.9%	99	4.1%	2	1.6%	2	3.8%	1	1.3%	0	4.5%	1	2.2%	1	3.7%	1	19.4%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing further)	2.5%	36	3.3%	1	0.0%	0	0.9%	0	1.6%	0	1.3%	0	0.9%	0	1.5%	0	1.3%	0
Weighted base:		1435		38		104		37		25		22		39		33		28
Sample:		1462		100		96		102		96		98		97		98		57

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Q33BWhat is your main reason for visiting (CENTRE MENTIONED AT Q30)? (e.g. what is the main activitiy you carry out there?) Second mention:</b>																		
<i>Those who gave a reason at Q33A</i>																		
For food shopping	6.9%	96	8.5%	3	9.9%	10	15.4%	6	8.8%	2	28.9%	6	7.6%	3	19.3%	6	6.5%	2
For non-food shopping	16.4%	230	26.7%	10	27.0%	28	22.0%	8	11.5%	3	23.3%	5	13.3%	5	32.8%	11	7.2%	2
To shop at the market(s)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.6%	8	0.0%	0	0.7%	1	0.0%	0	1.5%	0	2.8%	1	0.0%	0	2.7%	1	0.0%	0
To visit cafés / restaurants	7.6%	107	12.9%	5	15.1%	16	10.1%	4	3.1%	1	7.0%	2	7.7%	3	8.6%	3	3.9%	1
To visit St Johns Market	0.2%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets (e.g. farmers' markets)	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.9%	13	0.0%	0	0.9%	1	3.6%	1	13.1%	3	1.4%	0	6.0%	2	0.6%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.8%	39	5.1%	2	2.3%	2	4.3%	2	8.4%	2	0.7%	0	5.0%	2	5.9%	2	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.1%	2	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	2.0%	27	8.2%	3	0.7%	1	6.9%	3	5.7%	1	4.1%	1	3.8%	1	2.7%	1	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	2.6%	36	1.4%	1	2.0%	2	1.3%	0	0.0%	0	0.0%	0	0.9%	0	1.4%	0	0.0%	0
To visit a park	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.7%	9	0.0%	0	4.2%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.4%	6	3.6%	1	1.3%	1	1.6%	1	0.7%	0	2.4%	1	0.6%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit late night time venues e.g. nightclub	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.1%	2	0.6%	0	0.0%	0	1.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.2%	31	0.0%	0	7.5%	8	1.0%	0	1.3%	0	0.0%	0	4.0%	2	0.0%	0	1.3%	0
To meet family	1.1%	16	0.6%	0	0.7%	1	6.2%	2	0.0%	0	0.0%	0	4.4%	2	1.8%	1	13.9%	4
To meet friends	3.0%	41	0.6%	0	1.7%	2	2.1%	1	2.0%	0	5.6%	1	5.9%	2	0.0%	0	1.5%	0
To visit the theatre	0.5%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	0.9%	12	0.9%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.7%	0	0.8%	0	1.5%	0
For education as a student (e.g. student at college, university, or other third level education)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out / window shop / walk about	5.3%	75	0.9%	0	4.9%	5	2.4%	1	2.2%	1	0.0%	0	1.6%	1	0.0%	0	3.9%	1
Other (Don't know / nothing further)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	44.2%	618	26.4%	10	20.2%	21	15.5%	6	39.9%	10	21.8%	5	36.2%	14	22.8%	7	60.5%	17
Weighted base:		1398		37		104		37		24		22		39		33		27
Sample:		1428		97		96		101		94		96		96		96		56

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
<b>Q33CWhat is your main reason for visiting (CENTRE MENTIONED AT Q30)? (e.g. what is the main activitiy you carry out there?) Third mention:</b>																		
<i>Those who gave a reason at Q33B</i>																		
For food shopping	2.7%	21	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.6%	1	0.8%	0	0.0%	0
For non-food shopping	5.8%	46	10.8%	3	9.5%	8	8.1%	3	3.9%	1	6.7%	1	5.8%	1	5.8%	1	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.5%	12	0.0%	0	6.7%	6	0.9%	0	1.1%	0	3.9%	1	1.4%	0	2.4%	1	0.0%	0
To visit cafés / restaurants	8.3%	65	8.8%	2	10.2%	8	12.4%	4	8.8%	1	5.2%	1	6.0%	1	4.6%	1	7.4%	1
To visit St Johns Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets (e.g. farmers' markets)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.9%	7	1.0%	0	0.8%	1	2.5%	1	12.7%	2	0.0%	0	2.0%	0	1.5%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.6%	28	0.9%	0	4.6%	4	5.0%	2	1.1%	0	10.6%	2	10.4%	3	1.5%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	1.2%	9	2.2%	1	0.8%	1	3.6%	1	14.5%	2	2.2%	0	10.4%	3	1.5%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	2.3%	18	3.8%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.1%	1	1.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.4%	3	3.1%	1	0.8%	1	2.3%	1	1.5%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
To visit late night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.2%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.7%	0	0.0%	0	1.1%	0	0.0%	0
For other leisure activities	0.5%	4	0.9%	0	0.0%	0	0.8%	0	3.3%	0	0.0%	0	1.1%	0	0.8%	0	0.0%	0
To meet family	0.1%	1	0.9%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.0%	15	1.7%	0	2.5%	2	0.0%	0	3.2%	0	0.9%	0	0.0%	0	1.5%	0	0.0%	0
To visit the theatre	1.0%	8	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	0.5%	4	0.9%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out / window shop / walk about	1.7%	13	3.0%	1	2.0%	2	0.9%	0	1.1%	0	3.9%	1	0.0%	0	3.9%	1	6.5%	1
Other (Don't know / nothing further)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	65.4%	510	53.7%	15	62.1%	51	55.6%	17	46.4%	7	59.3%	10	60.3%	15	66.6%	17	86.1%	9
Weighted base:		780		27		83		31		15		17		25		25		11
Sample:		899		72		80		82		58		73		67		71		20

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
<b>Q33XWhat is your main reason for visiting (CENTRE MENTIONED AT Q30)? Any mention: [MR]</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
For food shopping	27.8%	399	44.5%	17	53.7%	56	41.1%	15	55.9%	14	79.9%	18	77.2%	30	62.2%	21	30.3%	8
For non-food shopping	59.9%	859	66.8%	25	70.6%	73	62.6%	23	34.5%	9	40.9%	9	32.8%	13	60.1%	20	29.2%	8
To shop at the market(s)	0.8%	12	0.0%	0	0.0%	0	0.7%	0	2.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	2.4%	35	0.9%	0	6.7%	7	6.9%	3	2.1%	1	5.8%	1	0.9%	0	6.3%	2	0.0%	0
To visit cafés / restaurants	14.9%	213	31.6%	12	27.5%	29	23.5%	9	10.4%	3	17.4%	4	13.9%	5	13.7%	5	8.1%	2
To visit St Johns Market	0.3%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other markets (e.g. farmers' markets)	0.1%	2	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	3.2%	46	1.6%	1	8.4%	9	7.0%	3	22.0%	5	1.4%	0	8.1%	3	1.7%	1	0.0%	0
To visit financial services such as banks and other financial institutions	9.2%	132	9.3%	4	8.5%	9	15.0%	6	12.2%	3	16.6%	4	15.9%	6	11.9%	4	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	6	1.3%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.8%	1
To visit a medical service (hospital, doctors, dentists, opticians)	4.1%	59	10.2%	4	2.0%	2	13.6%	5	17.2%	4	7.3%	2	10.4%	4	4.3%	1	4.0%	1
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	5.2%	75	4.1%	2	2.0%	2	3.4%	1	0.0%	0	0.0%	0	0.9%	0	2.5%	1	4.4%	1
To visit a park	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	1.2%	18	0.7%	0	4.2%	4	0.7%	0	0.6%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.4%	5	2.6%	1	0.0%	0	0.0%	0	0.9%	0	0.7%	0	0.0%	0	1.8%	1	1.3%	0
To visit the library	1.0%	14	6.3%	2	2.6%	3	4.8%	2	1.6%	0	4.4%	1	0.6%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the pub	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
To visit late night time venues e.g. nightclub	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
To go to church	0.4%	6	1.2%	0	0.0%	0	2.5%	1	0.6%	0	2.0%	0	0.0%	0	0.8%	0	0.0%	0
For other leisure activities	5.6%	80	1.2%	0	7.5%	8	5.3%	2	4.5%	1	0.0%	0	5.3%	2	1.1%	0	8.0%	2
To meet family	5.0%	72	1.9%	1	2.3%	2	9.6%	4	0.6%	0	1.4%	0	5.7%	2	1.8%	1	20.1%	6
To meet friends	8.1%	116	3.1%	1	3.7%	4	3.4%	1	9.6%	2	6.9%	2	7.5%	3	8.3%	3	7.2%	2
To visit the theatre	1.1%	16	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the musical venues	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	4.3%	62	4.4%	2	1.5%	2	6.7%	2	8.9%	2	10.8%	2	1.4%	1	3.8%	1	1.4%	0
For education as a student (e.g. student at college, university, or other third level education)	0.4%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.6%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.2%	3	0.0%	0	0.0%	0	0.7%	0	0.7%	0	0.7%	0	0.0%	0	1.8%	1	1.4%	0
For a day out / window shop / walk about	13.1%	187	7.1%	3	8.1%	8	6.9%	3	4.1%	1	7.5%	2	3.8%	1	6.7%	2	25.8%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1435		38		104		37		25		22		39		33		28
Sample:		1462		100		96		102		96		98		97		98		57

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Q34AWhat do you most like about (CENTRE MENTIONED AT Q30)? First mention:																		
Those who visit a centre mentioned at Q29																		
Choice / range of shops	19.2%	275	11.8%	4	22.9%	24	17.0%	6	15.6%	4	10.0%	2	22.9%	9	27.7%	9	18.8%	5
Choice / range of foodstores	0.9%	12	0.0%	0	0.0%	0	0.7%	0	8.3%	2	2.8%	1	6.6%	3	6.7%	2	11.9%	3
Choice / range of cinema facilities	0.2%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.0%	1	2.6%	1	1.3%	0
Choice / range of banks / services	1.1%	16	0.9%	0	0.0%	0	6.9%	3	2.1%	1	0.9%	0	2.7%	1	3.8%	1	1.3%	0
Number / choice / location of car parks	2.4%	35	3.7%	1	0.0%	0	6.3%	2	3.2%	1	0.7%	0	6.8%	3	1.4%	0	0.0%	0
Price of car parks	1.4%	21	2.0%	1	7.5%	8	2.1%	1	0.6%	0	0.7%	0	0.7%	0	0.0%	0	1.4%	0
Accessibility by public transport	0.7%	10	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality	9.9%	142	23.5%	9	9.5%	10	19.9%	7	25.3%	6	40.4%	9	2.9%	1	20.0%	7	7.2%	2
Choice / range of restaurants	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.7%	1
Choice / range of cafés	0.6%	9	0.7%	0	0.7%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.8%	1	1.3%	0
Choice / range of health and fitness facilities (gyms)	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice / range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity to seafront, marina or estuary waterfront	5.0%	72	10.1%	4	15.4%	16	3.1%	1	0.0%	0	0.0%	0	4.2%	2	0.6%	0	7.6%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / easy to get to	13.7%	196	4.8%	2	17.1%	18	15.0%	6	8.3%	2	10.9%	2	16.9%	7	12.3%	4	3.1%	1
Compact centre	6.0%	87	10.4%	4	7.1%	7	3.9%	1	8.5%	2	2.5%	1	1.3%	1	1.8%	1	2.5%	1
Friendly people / nice atmosphere	1.7%	24	4.9%	2	2.1%	2	0.7%	0	7.5%	2	6.0%	1	0.6%	0	1.7%	1	0.0%	0
Good range of independent shops	1.2%	18	4.0%	2	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.7%	1
Not too busy	2.0%	28	2.9%	1	3.5%	4	3.6%	1	2.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Pedestrianised areas	0.9%	12	0.0%	0	1.7%	2	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	0.4%	6	0.0%	0	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	0.7%	11	0.7%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing / nothing further)	28.9%	415	18.8%	7	11.1%	12	15.9%	6	15.3%	4	22.3%	5	27.0%	11	17.7%	6	38.1%	11
Weighted base:		1435		38		104		37		25		22		39		33		28
Sample:		1462		100		96		102		96		98		97		98		57

Column %ges.

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Q34BWhat do you most like about (CENTRE MENTIONED AT Q30)? Second mention:</b>																		
<i>Those who mentioned something they like at Q34A</i>																		
Choice / range of shops	6.4%	66	18.4%	6	10.3%	9	13.7%	4	15.9%	3	21.1%	4	9.0%	3	6.3%	2	9.5%	2
Choice / range of foodstores	1.4%	14	0.9%	0	0.8%	1	0.0%	0	2.5%	1	0.0%	0	13.3%	4	3.6%	1	2.1%	0
Choice / range of cinema facilities	2.0%	21	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	4.1%	1
Choice / range of banks / services	0.6%	6	0.0%	0	0.8%	1	0.9%	0	6.9%	1	0.0%	0	1.8%	1	2.9%	1	0.0%	0
Number / choice / location of car parks	4.2%	43	4.4%	1	5.2%	5	2.4%	1	0.0%	0	5.7%	1	0.0%	0	1.7%	0	2.1%	0
Price of car parks	2.2%	23	1.9%	1	0.0%	0	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Accessibility by public transport	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Environmental quality	5.2%	53	14.7%	5	13.1%	12	6.8%	2	4.4%	1	7.4%	1	1.2%	0	3.2%	1	8.7%	2
Choice / range of restaurants	1.5%	15	0.9%	0	0.0%	0	8.2%	3	1.1%	0	0.9%	0	0.0%	0	0.7%	0	5.3%	1
Choice / range of cafés	1.7%	17	0.8%	0	0.8%	1	1.8%	1	0.7%	0	2.7%	0	0.0%	0	1.7%	0	0.0%	0
Choice / range of health and fitness facilities (gyms)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Choice / range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity to seafront, marina or estuary waterfront	2.7%	28	4.3%	1	2.4%	2	5.2%	2	0.7%	0	2.1%	0	0.0%	0	2.9%	1	7.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / easy to get to	3.3%	33	3.8%	1	7.7%	7	7.7%	2	1.6%	0	3.6%	1	0.9%	0	2.2%	1	0.0%	0
Compact centre	1.0%	11	1.7%	1	1.1%	1	1.7%	1	0.8%	0	3.7%	1	10.1%	3	2.2%	1	0.0%	0
Friendly people / nice atmosphere	1.2%	12	3.1%	1	0.0%	0	3.8%	1	1.1%	0	2.9%	1	5.8%	2	2.2%	1	2.3%	0
Good range of independent shops	0.8%	8	2.0%	1	0.0%	0	2.0%	1	1.1%	0	0.0%	0	1.0%	0	2.2%	1	0.0%	0
Not too busy	0.4%	4	0.0%	0	1.8%	2	0.8%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.5%	5	0.8%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	0.1%	1	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.7%	0	0.0%	0	0.7%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	0.2%	2	1.1%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	0	0.0%	0
(Don't know / nothing / nothing further)	63.8%	650	41.4%	13	52.7%	49	42.6%	13	59.7%	12	45.4%	8	54.8%	16	65.5%	18	56.8%	10
Weighted base:		1020		31		92		31		21		17		28		27		17
Sample:		1058		85		81		83		77		76		68		74		38

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Q34CWhat do you most like about (CENTRE MENTIONED AT Q30)? Third mention:</b>																		
<i>Those who mentioned something they like at Q34B</i>																		
Choice / range of shops	4.0%	15	1.5%	0	0.0%	0	11.5%	2	2.6%	0	8.2%	1	0.0%	0	4.0%	0	5.4%	0
Choice / range of foodstores	1.7%	6	0.0%	0	3.3%	1	0.0%	0	7.1%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Choice / range of cinema facilities	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	2.0%	0	0.0%	0
Choice / range of banks / services	2.0%	7	2.8%	1	1.8%	1	0.0%	0	4.5%	0	4.9%	0	0.0%	0	9.3%	1	4.8%	0
Number / choice / location of car parks	0.9%	3	3.2%	1	0.0%	0	2.9%	1	1.8%	0	0.0%	0	1.9%	0	2.0%	0	0.0%	0
Price of car parks	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	2.7%	0	0.0%	0	0.0%	0
Accessibility by public transport	0.6%	2	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality	2.3%	8	2.9%	1	0.0%	0	3.1%	1	2.6%	0	0.0%	0	4.3%	1	4.9%	0	4.8%	0
Choice / range of restaurants	0.9%	3	1.3%	0	0.0%	0	2.0%	0	0.0%	0	14.4%	1	0.0%	0	0.0%	0	0.0%	0
Choice / range of cafés	2.1%	8	0.0%	0	3.3%	1	4.3%	1	2.6%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Choice / range of health and fitness facilities (gyms)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice / range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity to seafront, marina or estuary waterfront	2.6%	10	2.8%	1	5.8%	3	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / easy to get to	0.9%	3	1.9%	0	0.0%	0	4.3%	1	2.1%	0	1.5%	0	4.9%	1	0.0%	0	0.0%	0
Compact centre	0.6%	2	1.9%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.8%	6	24.4%	4	1.8%	1	1.4%	0	0.0%	0	2.2%	0	1.9%	0	6.4%	1	0.0%	0
Good range of independent shops	0.7%	3	1.3%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.5%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	0.2%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing / nothing further)	76.0%	281	54.8%	10	82.5%	36	62.1%	11	70.2%	6	65.0%	6	74.2%	10	69.4%	7	85.1%	6
Weighted base:		370		18		44		18		8		10		13		9		7
Sample:		428		47		37		48		32		35		28		28		17

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Q34XWhat do you most like about (CENTRE MENTIONED AT Q30)? Any mention: [MR]</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
Choice / range of shops	24.8%	355	27.4%	10	32.0%	33	34.0%	13	30.0%	7	29.9%	7	29.4%	11	34.0%	11	26.1%	7
Choice / range of foodstores	2.3%	33	0.7%	0	2.1%	2	0.7%	0	12.9%	3	2.8%	1	17.0%	7	9.7%	3	13.2%	4
Choice / range of cinema facilities	1.9%	28	0.0%	0	0.7%	1	2.1%	1	0.0%	0	0.0%	0	2.7%	1	4.3%	1	3.8%	1
Choice / range of banks / services	2.0%	29	2.2%	1	1.5%	2	7.6%	3	9.5%	2	3.0%	1	4.0%	2	8.8%	3	2.5%	1
Number / choice / location of car parks	5.6%	81	8.8%	3	4.6%	5	9.8%	4	3.8%	1	5.2%	1	7.4%	3	3.4%	1	1.3%	0
Price of car parks	3.1%	44	3.5%	1	7.5%	8	2.8%	1	1.3%	0	1.6%	0	1.6%	1	0.0%	0	2.7%	1
Accessibility by public transport	1.0%	14	0.9%	0	0.7%	1	2.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Environmental quality	14.2%	204	36.8%	14	21.2%	22	27.2%	10	29.9%	7	46.1%	10	5.3%	2	24.0%	8	13.9%	4
Choice / range of restaurants	3.1%	44	1.3%	1	0.0%	0	7.8%	3	0.9%	0	6.9%	2	0.0%	0	2.4%	1	6.0%	2
Choice / range of cafés	2.4%	34	1.3%	1	2.9%	3	3.5%	1	1.5%	0	4.8%	1	2.0%	1	3.2%	1	1.3%	0
Choice / range of health and fitness facilities (gyms)	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Choice / range of hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity to seafront, marina or estuary waterfront	7.6%	109	14.9%	6	20.0%	21	7.5%	3	1.2%	0	1.6%	0	4.2%	2	3.5%	1	12.0%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home / convenient / easy to get to	16.2%	233	8.8%	3	23.9%	25	23.6%	9	10.4%	3	14.3%	3	19.2%	7	14.2%	5	3.1%	1
Compact centre	6.9%	99	12.7%	5	8.7%	9	5.3%	2	9.2%	2	5.4%	1	8.7%	3	3.6%	1	2.5%	1
Friendly people / nice atmosphere	3.0%	43	19.0%	7	2.8%	3	4.5%	2	8.4%	2	9.2%	2	5.5%	2	5.3%	2	1.4%	0
Good range of independent shops	2.0%	28	6.2%	2	0.7%	1	3.1%	1	2.5%	1	0.0%	0	2.7%	1	1.8%	1	2.7%	1
Not too busy	2.4%	34	3.5%	1	5.1%	5	4.2%	2	2.2%	1	1.6%	0	3.3%	1	0.0%	0	0.0%	0
Pedestrianised areas	1.2%	17	0.6%	0	1.7%	2	1.4%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	0.5%	8	0.0%	0	0.7%	1	1.4%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	1.3%	19	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.0%	0	0.0%	0	0.6%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	0.9%	14	1.6%	1	1.4%	1	2.1%	1	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0
Weighted base:		1435		38		104		37		25		22		39		33		28
Sample:		1462		100		96		102		96		98		97		98		57

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Q35A</b> Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? First mention:																		
<i>Those who visit a centre mentioned at Q29</i>																		
Increased choice and range of shops	16.6%	239	13.1%	5	13.1%	14	11.2%	4	10.8%	3	16.4%	4	19.1%	7	16.9%	6	4.5%	1
Discount foodstores within the town centre	0.2%	3	0.6%	0	0.7%	1	0.0%	0	0.0%	0	2.6%	1	0.6%	0	3.0%	1	0.0%	0
Improved non-food shops within the town centre	1.3%	18	0.0%	0	0.7%	1	1.4%	1	5.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Improved leisure facilities	2.9%	42	2.7%	1	7.9%	8	9.4%	4	11.2%	3	2.8%	1	2.8%	1	2.5%	1	1.8%	1
Improved quality of shops	2.2%	31	1.5%	1	1.4%	1	0.0%	0	0.9%	0	0.7%	0	0.0%	0	1.8%	1	4.0%	1
More parking	6.9%	99	5.6%	2	3.7%	4	4.8%	2	7.4%	2	24.6%	5	9.3%	4	20.0%	7	5.3%	1
Cheaper parking	3.4%	49	2.9%	1	0.0%	0	4.6%	2	0.0%	0	1.9%	0	3.4%	1	1.5%	0	1.8%	1
Improved street cleaning	1.1%	16	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Increased public transport	1.6%	23	2.1%	1	0.7%	1	3.0%	1	0.6%	0	2.7%	1	2.0%	1	1.4%	0	1.3%	0
Cheaper public transport	0.5%	7	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.7%	53	2.5%	1	3.1%	3	1.3%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Better security	0.3%	5	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.0%	0	1.3%	0	0.6%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.6%	9	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Fewer empty shops	1.1%	15	2.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Improve congestion / too busy	1.8%	26	2.2%	1	0.7%	1	2.7%	1	0.0%	0	1.3%	0	7.3%	3	3.5%	1	4.0%	1
More independent shops	0.8%	11	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	0	0.0%	0
More / better public facilities (toilets / bins / benches etc.)	0.6%	9	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Better range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.5%	8	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths / facilities	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.2%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.4%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	50.8%	728	56.7%	22	56.7%	59	54.8%	20	55.0%	14	44.4%	10	47.5%	19	38.8%	13	68.7%	19
(Don't know)	2.6%	37	0.7%	0	1.6%	2	2.4%	1	6.7%	2	0.0%	0	3.3%	1	2.7%	1	7.1%	2
Weighted base:		1435		38		104		37		25		22		39		33		28
Sample:		1462		100		96		102		96		98		97		98		57

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Q35B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Second mention:</b>																		
<i>Those who gave a measure at Q35A</i>																		
Increased choice and range of shops	5.1%	34	15.5%	3	6.7%	3	3.3%	1	2.3%	0	9.4%	1	12.2%	2	0.0%	0	5.9%	0
Discount foodstores within the town centre	0.2%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	0	1.9%	0	0.0%	0
Improved non-food shops within the town centre	2.8%	19	3.6%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	4.0%	1	1.0%	0	0.0%	0
Improved leisure facilities	2.0%	13	1.5%	0	0.0%	0	5.0%	1	2.3%	0	3.7%	0	0.0%	0	1.1%	0	0.0%	0
Improved quality of shops	9.3%	62	0.0%	0	16.4%	7	0.0%	0	1.8%	0	0.0%	0	8.6%	2	4.2%	1	0.0%	0
More parking	2.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	8.1%	2	10.1%	2	0.0%	0
Cheaper parking	5.7%	38	3.1%	1	1.8%	1	3.3%	1	0.0%	0	1.2%	0	0.0%	0	11.5%	2	5.2%	0
Improved street cleaning	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Increased public transport	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.8%	25	6.1%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	2.6%	0	7.6%	1	0.0%	0
Better security	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.1%	1	1.5%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Fewer empty shops	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve congestion / too busy	0.5%	3	2.1%	0	0.0%	0	0.0%	0	3.5%	0	12.7%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.5%	10	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
More / better public facilities (toilets / bins / benches etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of services	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	0	0.0%	0	0.0%	0
More pedestrianisation	0.4%	2	1.6%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
More / better cycle paths / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	58.0%	388	57.5%	9	70.5%	31	74.0%	12	84.2%	8	54.2%	7	48.5%	9	51.4%	10	66.2%	4
(Don't know)	6.3%	42	6.2%	1	2.3%	1	6.1%	1	5.8%	1	2.4%	0	8.1%	2	6.2%	1	22.6%	2
Weighted base:		670		16		43		16		9		12		19		19		7
Sample:		672		46		38		42		35		52		55		50		13

# Ipswich & Suffolk Coastal Household Survey for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16
<b>Q35C Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Third mention:</b>																	
<i>Those who gave a measure at Q35B</i>																	
Increased choice and range of shops	0.4%	1	8.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved non-food shops within the town centre	1.8%	4	12.8%	1	14.9%	2	0.0%	0	18.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved leisure facilities	0.1%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved quality of shops	6.4%	15	0.0%	0	14.1%	2	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%
More parking	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper parking	3.6%	9	0.0%	0	0.0%	0	24.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved street cleaning	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Increased public transport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better environment	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better security	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fewer charity shops	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%
Fewer empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve congestion / too busy	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%
More independent shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better public facilities (toilets / bins / benches etc.)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better cycle paths / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better prices	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing / Nothing else)	75.8%	181	74.7%	4	71.0%	8	59.0%	2	81.7%	1	97.3%	5	58.8%	5	95.4%	8	100.1%
(Don't know)	4.4%	11	0.0%	0	0.0%	0	16.4%	1	0.0%	0	2.7%	0	23.2%	2	2.3%	0	0.0%
Weighted base:		239		6		12		3		1		5		8		8	
Sample:		247		17		13		10		5		19		25		19	

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
<b>Q35X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Any mention: [MR]</b>																		
<i>Those who visit a centre mentioned at Q29</i>																		
Increased choice and range of shops	19.1%	274	20.9%	8	15.9%	17	12.6%	5	11.7%	3	21.6%	5	25.1%	10	16.9%	6	6.0%	2
Discount foodstores within the town centre	0.3%	4	1.2%	0	0.7%	1	0.0%	0	0.0%	0	3.3%	1	1.3%	0	4.1%	1	0.0%	0
Improved non-food shops within the town centre	2.9%	42	3.5%	1	2.4%	3	1.4%	1	6.5%	2	4.6%	1	2.0%	1	1.4%	0	0.0%	0
Improved leisure facilities	3.9%	56	4.0%	2	7.9%	8	11.6%	4	12.1%	3	4.9%	1	2.8%	1	3.1%	1	1.8%	1
Improved quality of shops	7.6%	108	1.5%	1	9.9%	10	0.0%	0	1.6%	0	0.7%	0	6.8%	3	4.2%	1	4.0%	1
More parking	8.3%	119	5.6%	2	3.7%	4	4.8%	2	7.4%	2	26.5%	6	13.3%	5	25.9%	9	5.3%	1
Cheaper parking	6.7%	96	4.2%	2	0.7%	1	8.1%	3	0.0%	0	2.5%	1	3.4%	1	8.2%	3	3.1%	1
Improved street cleaning	1.5%	22	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Increased public transport	1.8%	26	2.1%	1	0.7%	1	3.0%	1	0.6%	0	2.7%	1	2.0%	1	2.0%	1	1.3%	0
Cheaper public transport	0.5%	7	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	5.8%	83	5.1%	2	3.1%	3	2.1%	1	0.0%	0	0.0%	0	1.9%	1	4.4%	1	0.0%	0
Better security	0.4%	6	0.0%	0	0.0%	0	0.7%	0	0.9%	0	1.3%	0	1.3%	0	1.1%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.8%	12	0.6%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	1.3%	1	5.3%	2	0.0%	0
Fewer empty shops	1.3%	18	2.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Improve congestion / too busy	2.1%	30	3.1%	1	0.7%	1	2.7%	1	1.3%	0	8.4%	2	7.9%	3	3.5%	1	4.0%	1
More independent shops	1.5%	22	4.6%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	3.4%	1	0.6%	0	0.0%	0
More / better public facilities (toilets / bins / benches etc.)	0.8%	12	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Better range of services	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.6%	0	0.0%	0	0.0%	0
More pedestrianisation	0.7%	10	0.7%	0	3.6%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.8%	1	0.0%	0
More / better cycle paths / facilities	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.4%	5	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.4%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1435		38		104		37		25		22		39		33		28
Sample:		1462		100		96		102		96		98		97		98		57

**GEN Gender of respondent.**

Male	40.5%	649	41.3%	16	46.7%	50	35.4%	13	38.4%	10	31.8%	7	39.2%	16	41.4%	14	26.8%	15
Female	59.5%	953	58.7%	22	53.3%	57	64.6%	24	61.6%	16	68.2%	16	60.8%	24	58.6%	20	73.2%	40
Weighted base:		1602		38		107		37		26		23		40		33		54
Sample:		1602		100		100		102		100		100		100		100		100

**AGE Could I ask, how old are you?**

18 – 24 years	3.3%	53	11.6%	4	5.9%	6	0.0%	0	5.6%	1	0.0%	0	5.7%	2	0.0%	0	12.2%	7
25 – 34 years	14.2%	227	11.6%	4	11.9%	13	12.3%	5	22.5%	6	12.0%	3	11.5%	5	21.1%	7	12.2%	7
35 – 44 years	15.6%	250	13.8%	5	18.2%	20	18.8%	7	5.7%	1	24.5%	6	23.4%	9	28.7%	10	8.3%	5
45 – 54 years	20.5%	328	17.5%	7	22.9%	25	20.7%	8	13.5%	3	8.0%	2	18.6%	7	7.6%	3	15.5%	8
55 – 64 years	17.8%	285	18.8%	7	11.9%	13	22.7%	8	21.6%	6	22.1%	5	15.0%	6	10.6%	4	14.1%	8
65+ years	25.3%	406	26.7%	10	24.2%	26	25.6%	10	23.4%	6	31.4%	7	23.9%	10	29.4%	10	34.6%	19
(Refused)	3.3%	53	0.0%	0	5.0%	5	0.0%	0	7.6%	2	2.0%	0	1.9%	1	2.7%	1	3.1%	2
Weighted base:		1602		38		107		37		26		23		40		33		54
Sample:		1602		100		100		102		100		100		100		100		100

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

One	16.3%	262	12.2%	5	20.4%	22	17.5%	7	15.7%	4	17.8%	4	10.5%	4	22.8%	8	26.1%	14
Two	55.3%	887	52.6%	20	59.7%	64	60.1%	22	58.3%	15	61.7%	14	70.8%	28	55.3%	18	50.8%	28
Three	15.9%	255	11.8%	5	12.0%	13	7.5%	3	13.1%	3	12.1%	3	8.5%	3	9.3%	3	7.9%	4
Four or more	8.9%	142	14.7%	6	4.9%	5	10.0%	4	6.3%	2	4.3%	1	9.3%	4	9.6%	3	11.5%	6
(Refused)	3.5%	56	8.7%	3	3.0%	3	5.0%	2	6.6%	2	4.1%	1	1.0%	0	2.9%	1	3.7%	2
Weighted base:		1602		38		107		37		26		23		40		33		54
Sample:		1602		100		100		102		100		100		100		100		100

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
CHI    How many children aged 15 years and under, live in your household?																		
None	68.3%	1095	69.2%	26	72.7%	78	64.9%	24	73.7%	19	65.4%	15	63.0%	25	73.3%	24	70.7%	38
One	9.1%	146	7.5%	3	14.9%	16	11.9%	4	1.4%	0	9.9%	2	13.6%	5	9.5%	3	4.3%	2
Two	14.1%	226	6.0%	2	6.6%	7	8.5%	3	17.1%	4	14.1%	3	18.5%	7	9.0%	3	5.5%	3
Three	4.0%	64	5.8%	2	0.7%	1	9.0%	3	0.7%	0	3.5%	1	1.9%	1	5.4%	2	15.8%	9
Four or more	0.8%	12	2.7%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	0	1.9%	1	0.0%	0	0.0%	0
(Refused)	3.7%	59	8.7%	3	3.1%	3	5.7%	2	7.2%	2	5.0%	1	1.0%	0	2.9%	1	3.7%	2
Weighted base:		1602		38		107		37		26		23		40		33		54
Sample:		1602		100		100		102		100		100		100		100		100
EMP    What is your employment status?																		
Employed - works away from home	49.6%	795	54.1%	21	60.5%	65	58.6%	22	49.2%	13	53.1%	12	45.3%	18	43.5%	15	22.6%	12
Employed - works from home	4.3%	69	1.6%	1	0.7%	1	1.4%	1	2.8%	1	3.9%	1	6.8%	3	0.8%	0	4.2%	2
Self employed - works away from home	4.5%	72	0.0%	0	0.0%	0	1.4%	1	2.1%	1	1.6%	0	5.3%	2	5.7%	2	4.3%	2
Self employed - works from home	2.7%	43	0.7%	0	4.0%	4	2.0%	1	2.9%	1	0.7%	0	6.3%	3	7.5%	2	7.5%	4
Unemployed	3.0%	48	0.9%	0	3.3%	4	4.2%	2	9.4%	2	3.5%	1	5.3%	2	0.0%	0	7.8%	4
Student	0.5%	9	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Retired	30.4%	487	32.4%	12	28.1%	30	26.7%	10	23.9%	6	32.5%	7	26.8%	11	32.6%	11	38.3%	21
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.9%	79	10.3%	4	2.7%	3	5.7%	2	9.6%	2	4.8%	1	4.2%	2	10.0%	3	9.2%	5
Weighted base:		1602		38		107		37		26		23		40		33		54
Sample:		1602		100		100		102		100		100		100		100		100
ETH    To ensure we get a representative sample can I please ask what you consider your ethnicity to be?																		
White	94.6%	1515	91.3%	35	90.6%	97	96.4%	36	90.6%	23	95.3%	22	97.7%	39	95.3%	32	96.3%	52
Indian	0.2%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.8%	13	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other black	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.2%	67	8.7%	3	5.4%	6	3.6%	1	9.4%	2	4.7%	1	2.3%	1	2.9%	1	3.7%	2
Weighted base:		1602		38		107		37		26		23		40		33		54
Sample:		1602		100		100		102		100		100		100		100		100
QUOTA    Zone:																		
Zone 1	8.4%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.4%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.5%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.3%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	18.9%	302	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.7%	204	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	5.6%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	4.8%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	2.4%	38	100.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	6.7%	107	0.0%	0	100.0%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	2.3%	37	0.0%	0	0.0%	0	100.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	1.6%	26	0.0%	0	0.0%	0	0.0%	0	100.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	23	0.0%	0	0.0%	0	0.0%	0
Zone 14	2.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	40	0.0%	0	0.0%	0
Zone 15	2.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	33	0.0%	0
Zone 16	3.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54
Weighted base:		1602		38		107		37		26		23		40		33		54
Sample:		1602		100		100		102		100		100		100		100		100

# Ipswich & Suffolk Coastal Household Survey

## for WYG

Weighted:

February 2017

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
<b>PC Postcode sector:</b>									
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CO10 0	6.7%	108	0.0%	0	0.0%	0	0.0%	0	0.0%
CO10 5	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%
CO11 1	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%
CO11 2	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%
CO4 5	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%
CO6 4	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
CO7 6	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
IP1 2	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
IP1 3	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
IP1 4	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
IP1 5	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%
IP1 6	4.7%	76	0.0%	0	0.0%	0	0.0%	0	0.0%
IP10 0	0.6%	10	26.5%	10	0.0%	0	0.0%	0	0.0%
IP11 0	1.3%	21	0.0%	0	19.9%	21	0.0%	0	0.0%
IP11 2	1.8%	29	0.0%	0	26.7%	29	0.0%	0	0.0%
IP11 7	1.0%	16	0.0%	0	15.3%	16	0.0%	0	0.0%
IP11 9	2.5%	41	0.0%	0	38.0%	41	0.0%	0	0.0%
IP12 1	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%
IP12 2	1.3%	21	0.0%	0	0.0%	0	55.3%	21	0.0%
IP12 3	1.0%	17	0.0%	0	0.0%	0	44.7%	17	0.0%
IP12 4	1.8%	28	73.5%	28	0.0%	0	0.0%	0	0.0%
IP13 0	1.0%	16	0.0%	0	0.0%	0	63.0%	16	0.0%
IP13 6	2.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%
IP13 7	0.6%	9	0.0%	0	0.0%	0	37.0%	9	0.0%
IP13 8	0.4%	6	0.0%	0	0.0%	0	0.0%	0	25.5%
IP13 9	1.1%	17	0.0%	0	0.0%	0	0.0%	0	74.5%
IP14 1	1.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%
IP14 2	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%
IP14 3	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%
IP14 4	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
IP14 5	1.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%
IP14 6	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
IP15 5	0.5%	8	0.0%	0	0.0%	0	0.0%	0	24.5%
IP16 4	1.6%	25	0.0%	0	0.0%	0	0.0%	0	75.5%
IP17 1	1.4%	23	0.0%	0	0.0%	0	0.0%	0	57.7%
IP17 2	0.4%	7	0.0%	0	0.0%	0	0.0%	0	17.0%
IP17 3	0.6%	10	0.0%	0	0.0%	0	0.0%	0	25.2%
IP18 6	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
IP19 0	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
IP19 8	1.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%
IP19 9	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
IP2 0	2.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%
IP2 8	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
IP2 9	4.4%	70	0.0%	0	0.0%	0	0.0%	0	0.0%
IP23 7	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
IP23 8	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%
IP3 0	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
IP3 8	2.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%
IP3 9	4.0%	65	0.0%	0	0.0%	0	0.0%	0	0.0%
IP30 0	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
IP30 9	3.9%	63	0.0%	0	0.0%	0	0.0%	0	0.0%
IP31 3	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%
IP4 1	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%
IP4 2	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%
IP4 3	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
IP4 4	1.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%
IP4 5	3.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%
IP5 1	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%
IP5 2	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%
IP5 3	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%
IP6 0	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
IP6 8	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%
IP6 9	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
IP7 5	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%
IP7 6	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
IP8 3	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%
IP8 4	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
IP9 1	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
IP9 2	1.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	1602	38	107	37	26	23	40	33	54
Sample:	1602	100	100	102	100	100	100	100	100

Column %ges.

### **Appendix 3:**

#### **Sample Questionnaire**

Good morning / afternoon / evening, I am ..... from NEMS market research, an independent market research company, and we are conducting a short survey in the Ipswich and Suffolk Coastal Area about shopping and leisure. Do you have time to answer some questions please?

**QA Are you the person responsible for the main food shopping in your household?**

Yes  
No

IF 'YES' – CONTINUE INTERVIEW.  
IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

**Q01 Where did you last undertake your main food and grocery shopping?**  
DO NOT READ OUT. ONE ANSWER ONLY.

#Conve Convenience List

Close if 'Don't do'.

**Q02 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE MENTIONED AT Q01) was it the same place, or different, and if so, please specify?**  
DO NOT READ OUT. ONE ANSWER ONLY.

#Conve Convenience List

GO TO Q03

**Q03 How much would you estimate you typically spend on a weekly basis on main food shopping?**  
DO NOT PROMPT. ONE ANSWER ONLY.

X To the nearest £: (PLEASE WRITE IN)  
Y (Don't know / varies)  
Z (Refused)

**Q04 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?**

DO NOT READ OUT. ONE ANSWER ONLY.

1 Yes  
2 No

GO TO Q05  
GO TO Q07

**Q05 Where did you last undertake this 'top-up' food shopping?**  
DO NOT READ OUT. ONE ANSWER ONLY.

#Conve Convenience List

**Q06 How much would you estimate you typically spend on a weekly basis on top up food shopping?**  
DO NOT PROMPT. ONE ANSWER ONLY.

X To the nearest £: (PLEASE WRITE IN)  
Y (Don't know / varies)  
Z (Refused)

**Q07 Where did you last buy clothing or footwear goods?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q08 Where did you last buy books, CDs or DVDs?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q09 Where did you last buy furnishings and household textile goods?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q10 Where did you last buy small household goods such as glassware and utensils?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q11 Where did you last buy items such as clocks, jewellery, watches?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q12 Where did you last buy toys, games, bicycles and other recreational / sports goods?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q13 Where did you last buy pets / pet related products?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q14 Where did you last buy chemist goods (including health and beauty products)?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q15 Where did you last buy a large household electrical item (white goods)?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q16 Where did you last buy small electrical goods (cameras, tablets, hairdryers, blenders)?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q17 Where did you last buy furniture, carpets and floor coverings?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q18 Where did you last buy DIY (including gardening) goods?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp: Comparison List

**Q19 Which of these leisure activities do you participate in?**  
READ OUT. CAN BE MULTICODED.

- |   |                                  |           |
|---|----------------------------------|-----------|
| 1 | Outdoor Health & fitness         |           |
| 2 | Indoor gym / sports facility     | ASK Q20   |
| 3 | Cinema                           | ASK Q21   |
| 4 | Restaurant                       | ASK Q22   |
| 5 | Café / coffee shop               | ASK Q23   |
| 6 | Pub / bars                       | ASK Q24   |
| 7 | Nightclub                        | ASK Q24   |
| 8 | Social club                      | ASK Q24   |
| 9 | Ten pin bowling                  | ASK Q25   |
| A | Bingo                            | ASK Q26   |
| B | Theatre / concert hall           | ASK Q27   |
| C | Museum / art galleries           | ASK Q27   |
| D | (None of these)                  | ASK Q27   |
| E | <del>Any other</del> —ASK & CODE | GO TO Q28 |

**Q20 Which centre / facility did you last visit for indoor sports or health and fitness activity?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Health Health List

**Q21 Which centre / facility did you last visit to go the cinema?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Cinem Cinema List

**Q22 Which centre / facility did you last visit to go to a restaurant?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

**Q23 Which centre / facility did you last visit to go to a café / coffee shop?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

**Q24 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

**Q25 Which centre / facility did you last visit to go ten-pin bowling?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Bowlin Bowling List

**Q26 Which centre / facility do you last visit for bingo?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Bingo Bingo List

**Q27 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums / arts event)?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

**Q28 Which leisure facilities would you like to see more of in your area?**  
DO NOT READ OUT. CAN BE MULTICODED.

- 1 Bars / pubs
- 2 Better shopping facilities
- 3 Bowling alley
- 4 Cinema
- 5 Concert hall / venue
- 6 Cycle paths / area
- 7 Dance facilities
- 8 Skate park
- 9 Health & fitness (gym)
- A Hotels
- B Ice rink
- C Karting
- D Leisure centre
- E More children facilities / activities
- F More sports facilities (football pitches, tennis courts)
- G Museum / art galleries
- H Outdoor play areas / park facilities
- I Paintballing
- J Restaurants / café
- K Swimming pool
- L Theatre
- M Other (PLEASE WRITE IN)
- N (None)
- O (Don't know)

**Q29 Do you ever visit any of the following centres?**  
READ OUT. CAN BE MULTICODED.

- 1 Ipswich Town Centre
- 2 Felixstowe Town Centre
- 3 Woodbridge Town Centre
- 4 Aldeburgh Town Centre
- 5 Saxmundham Town Centre
- 6 Leiston Town Centre
- 7 Framlingham Town Centre
- 8 Wickham Market Town Centre
- 9 (None of these)

GO TO Q36

**Q30 Which centre do you visit the most?**  
READ OUT. ONE ANSWER ONLY.

- 1 Ipswich Town Centre
- 2 Felixstowe Town Centre
- 3 Woodbridge Town Centre
- 4 Aldeburgh Town Centre
- 5 Saxmundham Town Centre
- 6 Leiston Town Centre
- 7 Framlingham Town Centre
- 8 Wickham Market Town Centre

**Q31 How often do you visit (CENTRE MENTIONED AT Q30)?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

**Q32 How do you usually travel to (CENTRE MENTIONED AT Q30) (main part of journey)?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Minibus or coach
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Park & ride
- A Bicycle
- B Mobility scooter / disability vehicle
- C Other (PLEASE WRITE IN)
- D (Don't know / varies)

**Q33A What is your main reason for visiting (CENTRE MENTIONED AT Q30? (e.g. what is the main activitiy you carry out there?) First mention:**

DO NOT READ OUT. NOTE WE WANT TO KNOW WHAT THE MAIN ACTIVITY IS THEY DO THERE, NOT WHAT THEY LIKE ABOUT IT.

- 1 For food shopping
- 2 For non-food shopping
- 3 To shop at the market(s)
- 4 To visit bars / pubs
- 5 To visit cafés / restaurants
- 6 To visit St Johns Market
- 7 To visit other markets (e.g. farmers' markets)
- 8 To visit personal service providers (e.g. hairdressers, beauty salon etc.)
- 9 To visit financial services such as banks and other financial institutions
- A To visit other service providers (e.g. travel agent, estate agent etc.)
- B To visit a medical service (hospital, doctors, dentists, opticians)
- C To get petrol
- D To visit the cinema
- E To visit a park
- F To visit the swimming pool
- G To visit other gyms / health and fitness facilities
- H To visit the library
- I To visit museums / art gallery
- J To visit the pub
- K To visit late night time venues e.g. nightclub
- L To go to church
- M For other leisure activities
- N To meet family
- O To meet friends
- P To visit the theatre
- Q To visit the musical venues
- R For work
- S For education as a student (e.g. student at college, university, or other third level education)
- T To access public transport for onward travel (e.g. train station, bus station)
- U To do the school run
- V For a day out / window shop / walk about
- W Other (PLEASE WRITE IN)
- X (Dont know / nothing further)

**Q33B What is your main reason for visiting (CENTRE MENTIONED AT Q30? (e.g. what is the main activitiy you carry out there?)**

**Second mention:**

DO NOT READ OUT. NOTE WE WANT TO KNOW WHAT THE MAIN ACTIVITY IS THEY DO THERE, NOT WHAT THEY LIKE ABOUT IT.

- 1 For food shopping
- 2 For non-food shopping
- 3 To shop at the market(s)
- 4 To visit bars / pubs
- 5 To visit cafés / restaurants
- 6 To visit St Johns Market
- 7 To visit other markets (e.g. farmers' markets)
- 8 To visit personal service providers (e.g. hairdressers, beauty salon etc.)
- 9 To visit financial services such as banks and other financial institutions
- A To visit other service providers (e.g. travel agent, estate agent etc.)
- B To visit a medical service (hospital, doctors, dentists, opticians)
- C To get petrol
- D To visit the cinema
- E To visit a park
- F To visit the swimming pool
- G To visit other gyms / health and fitness facilities
- H To visit the library
- I To visit museums / art gallery
- J To visit the pub
- K To visit late night time venues e.g. nightclub
- L To go to church
- M For other leisure activities
- N To meet family
- O To meet friends
- P To visit the theatre
- Q To visit the musical venues
- R For work
- S For education as a student (e.g. student at college, university, or other third level education)
- T To access public transport for onward travel (e.g. train station, bus station)
- U To do the school run
- V For a day out / window shop / walk about
- W Other (PLEASE WRITE IN)
- X (Dont know / nothing further)

**Q33C What is your main reason for visiting (CENTRE MENTIONED AT Q30)? (e.g. what is the main activitiy you carry out there?) Third mention:**

DO NOT READ OUT. NOTE WE WANT TO KNOW WHAT THE MAIN ACTIVITY IS THEY DO THERE, NOT WHAT THEY LIKE ABOUT IT.

- 1 For food shopping
- 2 For non-food shopping
- 3 To shop at the market(s)
- 4 To visit bars / pubs
- 5 To visit cafés / restaurants
- 6 To visit St Johns Market
- 7 To visit other markets (e.g. farmers' markets)
- 8 To visit personal service providers (e.g. hairdressers, beauty salon etc.)
- 9 To visit financial services such as banks and other financial institutions
- A To visit other service providers (e.g. travel agent, estate agent etc.)
- B To visit a medical service (hospital, doctors, dentists, opticians)
- C To get petrol
- D To visit the cinema
- E To visit a park
- F To visit the swimming pool
- G To visit other gyms / health and fitness facilities
- H To visit the library
- I To visit museums / art gallery
- J To visit the pub
- K To visit late night time venues e.g. nightclub
- L To go to church
- M For other leisure activities
- N To meet family
- O To meet friends
- P To visit the theatre
- Q To visit the musical venues
- R For work
- S For education as a student (e.g. student at college, university, or other third level education)
- T To access public transport for onward travel (e.g. train station, bus station)
- U To do the school run
- V For a day out / window shop / walk about
- W Other (PLEASE WRITE IN)
- X (Dont know / nothing further)

**Q34A What do you most like about the Centre (CENTRE MENTIONED AT Q30)? First mention:**  
DO NOT PROMPT. CODE FIRST 3 MENTIONS

- 1 Choice / range of shops
- 2 Choice / range of foodstores
- 3 Choice / range of cinema facilities
- 4 Choice / range of banks / services
- 5 Number / choice / location of car parks
- 6 Price of car parks
- 7 Accessibility by public transport
- 8 Environmental quality
- 9 Choice / range of restaurants
- A Choice / range of cafés
- B Choice / range of health and fitness facilities (gyms)
- C Choice / range of hotels
- D Proximity to seafront, marina or estuary waterfront
- E Other (PLEASE WRITE IN)
- F (Dont know / nothing / nothing further)

**Q34B What do you most like about the Centre (CENTRE MENTIONED AT Q30)? Second mention:**  
DO NOT PROMPT. CODE FIRST 3 MENTIONS

- 1 Choice / range of shops
- 2 Choice / range of foodstores
- 3 Choice / range of cinema facilities
- 4 Choice / range of banks / services
- 5 Number / choice / location of car parks
- 6 Price of car parks
- 7 Accessibility by public transport
- 8 Environmental quality
- 9 Choice / range of restaurants
- A Choice / range of cafés
- B Choice / range of health and fitness facilities (gyms)
- C Choice / range of hotels
- D Proximity to seafront, marina or estuary waterfront
- E Other (PLEASE WRITE IN)
- F (Dont know / nothing / nothing further)

**Q34C What do you most like about the Centre (CENTRE MENTIONED AT Q30)? Third mention:**  
DO NOT PROMPT. CODE FIRST 3 MENTIONS

- 1 Choice / range of shops
- 2 Choice / range of foodstores
- 3 Choice / range of cinema facilities
- 4 Choice / range of banks / services
- 5 Number / choice / location of car parks
- 6 Price of car parks
- 7 Accessibility by public transport
- 8 Environmental quality
- 9 Choice / range of restaurants
- A Choice / range of cafés
- B Choice / range of health and fitness facilities (gyms)
- C Choice / range of hotels
- D Proximity to seafront, marina or estuary waterfront
- E Other (PLEASE WRITE IN)
- F (Don't know / nothing / nothing further)

**Q35A Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? First mention:**  
DO NOT PROMPT. CODE FIRST 3 MENTIONS

- 1 Increased choice and range of shops
- 2 Discount foodstores within the town centre
- 3 Improved non-food shops within the town centre
- 4 Improved leisure facilities
- 5 Improved quality of shops
- 6 More parking
- 7 Cheaper parking
- 8 Improved street cleaning
- 9 Increased public transport
- A Cheaper public transport
- B Better environment
- C Better security
- D Longer opening hours
- E Other (PLEASE WRITE IN)
- F (Nothing / Nothing else)
- G (Don't know)

**Q35B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Second mention:**  
DO NOT PROMPT. CODE FIRST 3 MENTIONS

- 1 Increased choice and range of shops
- 2 Discount foodstores within the town centre
- 3 Improved non-food shops within the town centre
- 4 Improved leisure facilities
- 5 Improved quality of shops
- 6 More parking
- 7 Cheaper parking
- 8 Improved street cleaning
- 9 Increased public transport
- A Cheaper public transport
- B Better environment
- C Better security
- D Longer opening hours
- E Other (PLEASE WRITE IN)
- F (Nothing / Nothing else)
- G (Don't know)

**Q35C Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Third mention:**  
DO NOT PROMPT. CODE FIRST 3 MENTIONS

- 1 Increased choice and range of shops
- 2 Discount foodstores within the town centre
- 3 Improved non-food shops within the town centre
- 4 Improved leisure facilities
- 5 Improved quality of shops
- 6 More parking
- 7 Cheaper parking
- 8 Improved street cleaning
- 9 Increased public transport
- A Cheaper public transport
- B Better environment
- C Better security
- D Longer opening hours
- E Other (PLEASE WRITE IN)
- F (Nothing / Nothing else)
- G (Don't know)

**ASK THOSE WHO DON'T VISIT IPSWICH TOWN CENTRE AT Q29:**

**Q36 Why don't you visit Ipswich Town Centre?**  
DO NOT READ OUT. CAN BE MULTICODED

- 1 Lack of choice and range of shops
- 2 Doesn't have preferred supermarket
- 3 Choice of leisure facilities (cinema, gym, pubs etc)
- 4 Choice of services (hairdressers, banks etc)
- 5 Environmental quality of centre
- 6 Too far away from home or work
- 7 Not accessible by public transport
- 8 Inconveniently located car parking
- 9 Expensive car parking
- A Other (PLEASE WRITE IN)
- B (Nothing, no reason to visit)
- C (Don't know / no particular reason)

**GEN Gender of respondent.**  
DO NOT READ OUT. CODE FROM OBSERVATION

- 1 Male
- 2 Female

**AGE Could I ask, how old are you?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 18 – 24 years
- 2 25 – 34 years
- 3 35 – 44 years
- 4 45 – 54 years
- 5 55 – 64 years
- 6 65+ years
- 7 (Refused)

**OCC What is the occupation of the main income earner in the household?**  
IF RETIRED ASK FOR PREVIOUS OCCUPATION

- 1 Occupation (PLEASE WRITE IN)
- 2 Retired state pension - ONLY
- 3 (Refused)

**ADU How many adults aged 16 years and over, including yourself, live in your household?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 One
- 2 Two
- 3 Three
- 4 Four or more
- 5 (Refused)

**CHI How many children aged 15 years and under, live in your household?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four or more
- 6 (Refused)

**EMP What is your employment status?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Employed - works away from home
- 2 Employed - works from home
- 3 Self employed - works away from home
- 4 Self employed - works from home
- 5 Unemployed
- 6 Student
- 7 Retired
- 8 Other (PLEASE WRITE IN)
- 9 (Refused)

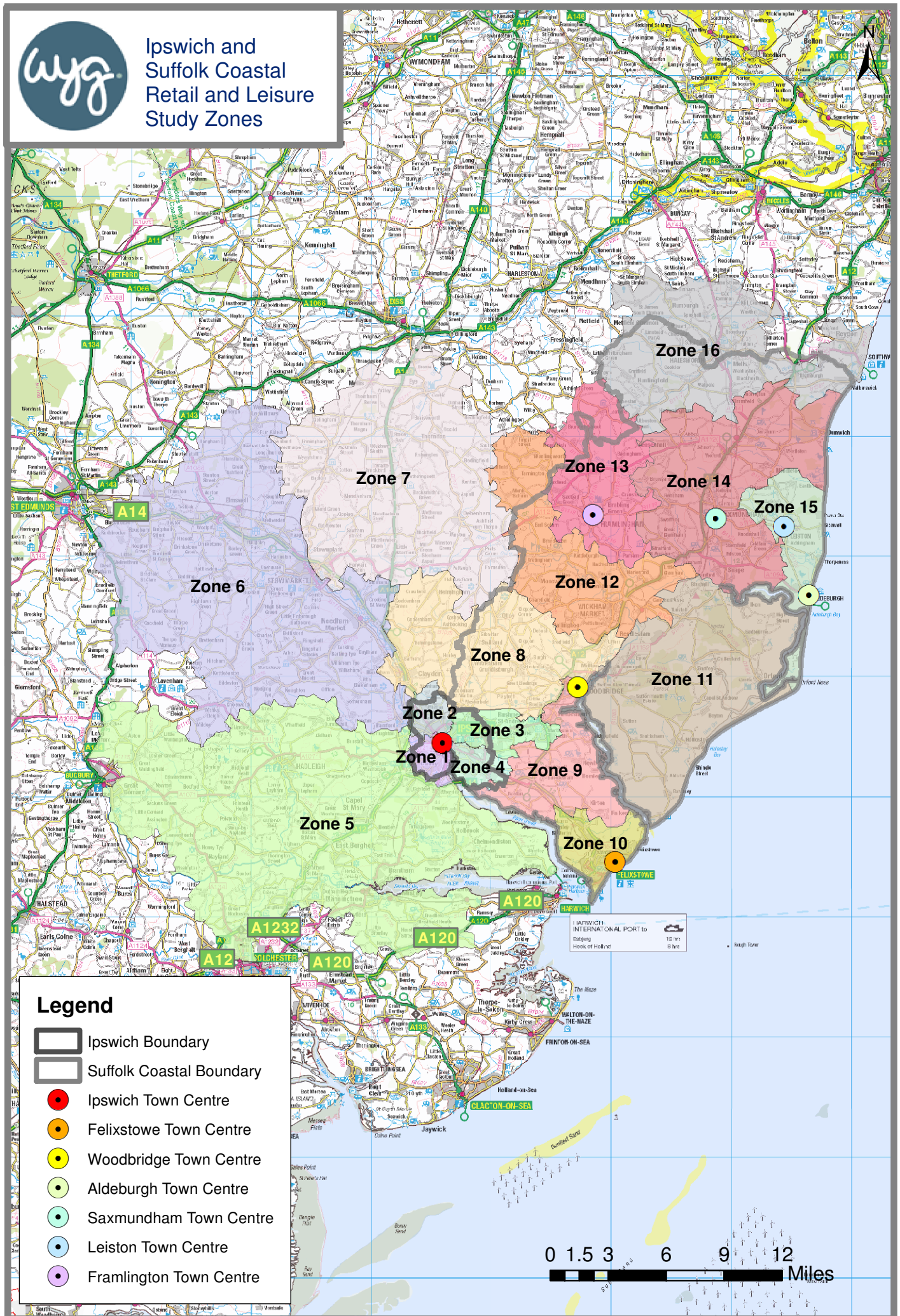
**ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 White
- 2 Indian
- 3 Pakistani
- 4 Bangladeshi
- 5 Other Asian
- 6 Black Caribbean
- 7 Black African
- 8 Other black
- 9 Chinese
- A Mixed race
- B Other ethnic group (PLEASE WRITE IN)
- C (Refused)

**Thank & close.**



# Ipswich and Suffolk Coastal Retail and Leisure Study Zones



## Legend

- Ipswich Boundary
- Suffolk Coastal Boundary
- Ipswich Town Centre
- Felixstowe Town Centre
- Woodbridge Town Centre
- Aldeburgh Town Centre
- Saxmundham Town Centre
- Leiston Town Centre
- Framlingham Town Centre

---

# Appendix B

## Hotel Managers Questionnaire

# Ipswich and Suffolk Coastal Hotel Study Hotel Managers Questionnaire January 2017



Ipswich Borough Council and Suffolk Coastal District Council have appointed WYG to undertake a Hotel Study for the two Local Authority areas. The purpose of this questionnaire is to gather information about existing hotels to assist with the Study. Information on individual hotel performance will not be referred to explicitly in any report.

If you have any questions in relation to this questionnaire, you can contact Tristan Hutton at WYG (tel: 0117 925 4393), Sally Minns at Ipswich Borough Council (tel. 01473 432 909) or Stephen Brown at Suffolk Coastal District Council (tel. 01394 444363). The questionnaire we would hope would only take 10-15 minutes to complete. If there are any questions that you are unable to answer please leave these blank. Thank you for participating in our survey.

Name of Hotel: \_\_\_\_\_

Location/Address: \_\_\_\_\_

Name and Position of Respondent: \_\_\_\_\_

---

## Section A: General Hotel Information

**Q1. When did your hotel open for business?** (Please highlight your answer)

1. Within the last year ☐
2. Within the last 3 years ☐
3. Within the last 5 years ☐
4. Within the last 10 years ☐
5. In excess of 10 years ago ☐

**Q2. How many rooms does your hotel have?** (Please highlight your answer)

1. 1-20 ☐
2. 21-40 ☐
3. 41-60 ☐
4. 61-80 ☐
5. 81-100 ☐
6. 101 or more ☐

**Q3. How many car parking spaces does your hotel have?** (Please highlight your answer)

- |                |                          |
|----------------|--------------------------|
| 1. None        | <input type="checkbox"/> |
| 2. 1-20        | <input type="checkbox"/> |
| 3. 21-40       | <input type="checkbox"/> |
| 4. 41-60       | <input type="checkbox"/> |
| 5. 61-80       | <input type="checkbox"/> |
| 6. 81-100      | <input type="checkbox"/> |
| 7. 101 or more | <input type="checkbox"/> |

**Q4. What is the average room rate for a standard double room at your hotel?** (Please highlight your answer)

- |                  |                          |
|------------------|--------------------------|
| 1. Under £30     | <input type="checkbox"/> |
| 2. £31 - £50     | <input type="checkbox"/> |
| 3. £51 - £80     | <input type="checkbox"/> |
| 4. £81 - £100    | <input type="checkbox"/> |
| 5. £101 or above | <input type="checkbox"/> |

**Q5. Would you please highlight all the facilities that apply to your hotel?**

- |   |   |   |
|---|---|---|
| • Internet/Guest Wifi <input type="checkbox"/>      | • Banquet facilities <input type="checkbox"/> | • Gym/Fitness Facility <input type="checkbox"/> |
| • Room Service <input type="checkbox"/>             | • Business centre <input type="checkbox"/>    | • Restaurant <input type="checkbox"/>           |
| • Breakfast <input type="checkbox"/>                | • On site Car Park <input type="checkbox"/>   | • Bar <input type="checkbox"/>                  |
| • Telephone <input type="checkbox"/>                | • 24hr Reception <input type="checkbox"/>     | • Disabled Facilities <input type="checkbox"/>  |
| • Meeting/conference rooms <input type="checkbox"/> | • 24hr Reservations <input type="checkbox"/>  | • Swimming pool/Spa <input type="checkbox"/>    |

Please list any other key facilities that your hotel offers:

## Section B: Hotel Capacity

**Q6. What is your typical room occupancy rate over the last 12 months?**

Monday – Thursday	Friday	Saturday	Sunday
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %

**Q7. What is the proportion of corporate bookings (i.e. not individual room bookings)?**

Monday – Thursday	Friday	Saturday	Sunday
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %

**Q8. Does the room demand vary seasonally?** (Please highlight your answer)

1. Higher demand in summer months ☐
2. Higher demand in school holidays ☐
3. Higher demand in winter months ☐
4. Reasonably consistent throughout the year ☐
5. Any other comments: \_\_\_\_\_

**Q9. How many room nights do you 'deny' on a weekly basis due to being fully booked?**

(Please highlight your answer)

1. 0 ☐ (Please go to Q12)
2. 1-5 ☐
3. 6-10 ☐
4. 11-20 ☐
5. 21-50 ☐
6. 51 or more ☐

**Q10. If you 'deny' rooms how does this vary across the year?** (Please highlight your answer)

1. Higher in summer months ☐
2. Higher in school holidays ☐
3. Higher in winter months ☐
4. Reasonably consistent throughout the year ☐
5. Any other comments: \_\_\_\_\_

**Q11. If you deny rooms which day/s of the week does this occur?** (Please highlight your answer/s)

1. Monday – Thursday ☐
2. Friday ☐
3. Saturday ☐
4. Sunday ☐
5. Please advise of any seasonal variation: \_\_\_\_\_

**Q12. What proportion of your bookings comes through the following sources?** (Please highlight your answer/s)

1. Company Hotel Website.....( ☐ %)
2. Search engine referrals.....( ☐ %)
3. Visit Suffolk/All About Ipswich.....( ☐ %)
4. Direct Marketing .....( ☐ %)
5. Direct calls.....( ☐ %)
6. Drop in trades.....( ☐ %)
7. Other (please specify) \_\_\_\_\_

**Q13. What proportion of your bookings represents repeat business (estimate)?** (Please highlight your answer)

1. Under 25% ☐
2. 26% - 50% ☐
3. 51% - 75% ☐
4. over 75% ☐

**Q14. What proportion of your customers do you perceive to be derived from the following sources?** (Please highlight your answer/s)

1. Visiting on business/conference .....( ☐ %)
2. Travelling through .....( ☐ %)
3. Visiting on leisure .....( ☐ %)
4. Attending a wedding or event .....( ☐ %)
5. Others (please specify) .....( ☐ %)
6. Visiting friends/family .....( ☐ %)
7. Unknown .....( ☐ %)

**Q15. What are the origins of guests?** (Please highlight your answer/s)

1. Local (Suffolk County) .....( ☐ %)
2. From the South East .....( ☐ %)
3. UK .....( ☐ %)
4. Europe .....( ☐ %)
5. International .....( ☐ %)

**Q16. Please indicate the length of guests stay?** (Please highlight your answer/s)

6. 1 night .....( ☐ %)
7. 2 nights .....( ☐ %)
8. 3 nights .....( ☐ %)
9. 4-7 nights .....( ☐ %)
10. In excess of 7 nights .....( ☐ %)

## Section C: Weddings and Conferences

**Q17. Do you have facilities to cater for weddings and conferences?** (Please highlight your answer)

1. Weddings ☐ (please go to Q18)
2. Conferences ☐ (please go to Q19)
3. Both ☐ (please go to Q18)
4. Neither ☐ (please go to Q23)

**Q18. How many people are you able to cater for at weddings?**

For the Day		Over night	
1-20	<input type="checkbox"/>	1-20	<input type="checkbox"/>
21-50	<input type="checkbox"/>	21-50	<input type="checkbox"/>
51-70	<input type="checkbox"/>	51-70	<input type="checkbox"/>
71-100	<input type="checkbox"/>	71-100	<input type="checkbox"/>
100-150	<input type="checkbox"/>	100-150	<input type="checkbox"/>
151-200	<input type="checkbox"/>	151-200	<input type="checkbox"/>
201 or more	<input type="checkbox"/>	201 or more	<input type="checkbox"/>

**Q19. How many people are you able to cater for at conferences?**

For the Day		Over night	
1-20	<input type="checkbox"/>	1-20	<input type="checkbox"/>
21-50	<input type="checkbox"/>	21-50	<input type="checkbox"/>
51-70	<input type="checkbox"/>	51-70	<input type="checkbox"/>
71-100	<input type="checkbox"/>	71-100	<input type="checkbox"/>
100-150	<input type="checkbox"/>	100-150	<input type="checkbox"/>
151-200	<input type="checkbox"/>	151-200	<input type="checkbox"/>
201 or more	<input type="checkbox"/>	201 or more	<input type="checkbox"/>

**Q20. Do the conference/wedding attendees tend to stay overnight in your hotel?**

(Please highlight your answer)

1. Yes ☐
2. No ☐

**Q21. How many bookings on average do you receive for conferences and weddings a month? (Please highlight your answer)**

1. 1-5 ☐
2. 6-10 ☐
3. 11 or more ☐

**Q22. Is it ever the case that wedding or conference business is turned down for reasons of: - (Please highlight your answer)**

- a) The hotel is at full capacity ☐
- b) The hotel does not have the facilities to cater for the size of the party/conference ☐
- c) Others (please specify) \_\_\_\_\_

**Section D: Future Plan**

**Q23. Do you anticipate an increase in room demand at your hotel in the next 2 years?**

(Please circle your answer)

1. Yes ☐
2. No ☐

**Q24. Does your hotel have any plans to refurbish, increase room numbers or enhance the facilities in the next 2 years? (Please highlight those that are appropriate)**

1. Yes ☐
- refurbish ☐
- increase room numbers ☐
- enhance facilities ☐
2. No ☐

**Q25. Does your hotel have any aspirations to open additional hotels in the Ipswich/  
Suffolk Coastal area in the next 2 years?**

1. Yes (please specify location if known)
2. No
3. Unknown

### End of Questionnaire

**On behalf of Ipswich Borough and Suffolk Coastal District Councils, we would like to  
thank you very much for taking the time to complete this questionnaire.**

---

## **Appendix C**

### Summary of Key Feedback from Stakeholder Workshop



Ipswich Town Centre	X	Aldeburgh		Wickham Market	
Woodbridge		Framlingham		Saxmundham	
Felixstowe		Leiston			

Q1. What do you consider the existing strengths in retail, leisure and hospitality provision in the above centre are?

- The Waterfront and Ipswich's emerging identity as a waterfront town. It also creates a popular tourist location.
- The Borough Council having a pro-growth agenda with a positive attitude and willingness to co-operate with stakeholders.

New development and recent investment:

- New hotels which suit varying budgets.
- The new office development e.g. Princes Street.
- The new restaurants particularly within the redevelopment of the Buttermarket.
- Residential uses increasing in the town centre e.g. Archant site/ Eastgate site.

Retail offer:

- The specialist retail and leisure cluster provided by The Saints and The Lanes area
- The new quality retailers and brands for the town including Jack Wills
- The strong independent retailers and also established national retail offer.
- The market – attracts footfall on Tuesday, Thursday and Friday.
- The low number of vacant units within the town centre.

Leisure/ tourism offer:

- The strong town centre cultural offer provided through theatres, museums and cinema.
- The evening economy/ footfall have improved.
- Leisure and culture offer is particularly good for those aged 30+
- The scale of the town is manageable which is helpful for visitors.
- The town centre and waterfront is a good day out destination.
- There is a good quality/ range of food offer within the town.

Access:

- Access to the town is good with a variety of options including; rail/ park and ride/ and reasonable priced car parks.
- The 'Essex A12 corridor' provides a direct route into the town.
- The town centre is located at the centre of Suffolk and therefore accessible from surrounding area.
- There is high footfall from the bus station at the Cattle Market to the town centre.
- Pedestrianised streets in the town centre create a relaxed shopping environment.

Heritage and Landscape:

- Parks and open spaces located near to the town centre.
- There is a significant amount of history and listed buildings within the centre.





Other:

- Organisations – including Ipswich Central, Destination Management Organisation and LEP Cultural Board
- The town benefits from a large catchment in wider area.

Q2. What do you consider the weaknesses in retail, leisure and hospitality provision in the above centre are?

Retail offer:

- The town centre is missing brands such as Jigsaw and Superdry.
- The town centre provides a poor shopping experience at present.
- The current retail space is constrained as the size of the units are not suitable for big national retailers
- The quality of the town centre market could be improved.

Leisure/ tourism offer:

- The lack of big/ high range/boutique hotels are needed for the weekend market.
- The poor night time economy – town centre is a 'dead zone' in the evenings.
- There is a need for a better mix of food offer around the Waterfront. There is a similar offer in the town centre and at the Waterfront. There is a need to get different offer, e.g. ethnic restaurant at Waterfront
- There is a limited number of conference facilities in the town centre .
- The cultural offer is not well marketed at present.
- There is a lack of student facilities e.g. bars, gigs and music facilities
- The heritage assets are spread geographically reducing opportunity for combined visits.

Perception:

- The town centre is seen as 'gritty' and has a poor reputation.
- The amount of wealth within the town and surrounding area is not realised.
- Retailers perceive that Westgate Street/ Tavern Street are the only places to locate.
- There is still a perceived negativity with the town associated with 'Ipswich Murders'.

Highways/access/ navigation:

- The multiple vehicular routes into the town centre and odd road junctions can cause confusion for motorists.
- There is a lack of signage for routes into the town and also for information and directions to car parks.
- There is no clear pedestrian link between the Waterfront and the town centre.
- Upper Brook Street is not pedestrianised resulting in some conflict between vehicles and pedestrians.
- The shopping offer within the town is strung out east to west creating a long shopping corridor.





Regeneration matters:

- Buildings and public realm at the Cornhill need to be revitalised.
- The empty Odeon site is unattractive and there is limited attraction to that part of the town centre
- There is low footfall in Fore Street and Upper Orwell Street.
- The swimming pool in the town centre needs refurbishment.

Q3. What do you consider the potential opportunities are for the above centre?

Connectivity:

- Improved pedestrian links between town centre and Waterfront
- Provision of a free shuttle bus between town centre and Waterfront
- Improved rail connections e.g. faster train services and cross rail
- On verge of becoming/ has the potential to become a real commuter town.
- The opening of a second access into the Debenhams will help improve connectivity in the town centre.
- Improving the car parking offer in the town centre.

Retail related:

- Improving town centre Market
- Attracting new quality retailers into the town centre
- Continue to improve the small business sector and unique shopping offer.
- More artisan coffee shops.
- Accept that Carr Street and parts of Upper Brook Street (east side) are 'discount quarter' rather than trying to discourage it.
- Provision of further food retail at the west end of main shopping street (e.g. expansion of M&S Food).

Leisure and tourism related:

- New high end restaurant offer – Carluccios/ Jamie Oliver
- The creation of a food and drink quarter
- Improve business tourism with connection to hotels/ conference facilities.
- A greater focus on maritime and industrial heritage at the Waterfront.

Redevelopment opportunities:

- Redevelopment of Co-Op building and Upper Orwell Street.
- Renovation of the Cornhill and the refurbishment/redevelopment of the old post office and Lloyds bank building could provide an improved food and drink/leisure offer
- The former Odeon converted to a music venue
- Where there are redundant offices should seek to convert them to residential to increase number of residents living in town centre.
- Civic Centre site and Cox Lane site to be redeveloped for residential with some leisure and retail uses.

Other:





- University attracts new students and visitors to the town.
- Northern fringe and Ipswich Garden Suburb – new residential development/population
- Sizewell C - £40m investment opportunity

#### Q4. What do you consider the potential threats are for the above centre?

##### Other places/ channels:

- Competing centres – Colchester, Bury, Norwich, Cambridge and Westfield
- Out of town retail parks – Martlesham, John Lewis
- Threat from nearby Market Towns
- Online shopping.

##### Retail related threats:

- Changing retail patterns being oriented towards convenience.
- Lack of development space – major retailers require large units
- Economy
- Vacancies - owners of retail property not actively pushing for tenants
- Government cuts reducing investment
- Lack of critical mass of people visiting the town centre.

##### Perception/ attitudes:

- Perception of Ipswich being dangerous.
- Lack of aspiration for quality conversions/ development e.g. HMOs.
- Lack of civic pride from residents.
- Lack of ambition and inertia from authority/ key stakeholders.
- Lack of identity, unlike Norwich/ Cambridge.

##### Access/ highways:

- Public transport timings/ frequency outside of Ipswich to market towns is poor.
- Potential changes to park and ride reducing accessibility to the town centre.
- Rising public transport costs.
- High taxi costs.
- Improved 'wayfinding' and signage required.
- Slow progress on improvements to the rail system.

#### Q5. Do you have any suggestions of ways to improve the above centre?

##### Connectivity:

- North – South connection requires improving pedestrian connections between town centre and Waterfront.
- Improve public realm on the link to the Waterfront e.g. site at corner of Stokes Bridge.
- Improved way finding around Queen Street and Saints area
- Debenhams to reopen shopfront and provide access to Lloyds Avenue.





Placemaking:

- Creation of urban green spaces on the link between the town centre and Waterfront
- Use art to create a sense of place
- Deal with 'grot spots' – Upper Orwell Street

Redevelopment ideas:

- The Island site – cultural centre/ digital businesses
- Development of a Factory Outlet Centre at Waterfront
- Carr Street area – creation of sports activity centre e.g bounce trampolining
- Tech triangle – needs more momentum
- Emphasis on Enterprise Zones – Island site and Sugar Refinery
- St Peter's Port – temporary fix make it green
- Provide a mix of uses at Waterfront – including retail
- More housing on Lower Brook Street
- Move the Market into Co-op or Lloyds Avenue
- Fit for purpose box units - former Grimwades store to be demolished (with Façade retention) and large open retail unit created
- New infrastructure to support 20,000 new houses – need new east/ west link
- Conversion of 'Old Post Office' to up-market restaurant
- Golden Lion could be converted to small independently run retail units
- There is a need for a quality public house/ gastro pub in town centre

Place promotion/ marketing:

- Come to Ipswich offers – like London show and travel
- Inward investment campaign to attract new retailers
- Improving PR and marketing e.g. an ambassador programme
- Tax zone for tourism
- Create an identity for the University



Ipswich Town Centre		Aldeburgh		Wickham Market	
Woodbridge		Framlingham		Saxmundham	
Felixstowe	X	Leiston			

Q1. What do you consider the existing strengths in retail, leisure and hospitality provision in the above centre are?

- There are a good mix of shops and cafes.
- The town centre conveys a very safe feeling aided by its layout and the condensed size of the town makes it accessible to all.
- The seafront and Landguard Fort are located near to the town centre providing popular visitor attractions.
- There is a range of restaurants in the town centre and at the seafront.
- Shared vehicular and pedestrian space on Hamilton Road makes the shops more inviting.
- Free parking is available along the seafront.
- Many people know Felixstowe because of the Port.

Q2. What do you consider the weaknesses in retail, leisure and hospitality provision in the above centre are?

- The town centre lacks a good food shop.
- Pedestrian connectivity between the town centre and the seafront is poor at present and the hill acts as deterrent between linked trips.
- There is a lack of signage regarding car parking and availability.

Q3. What do you consider the potential opportunities are for the above centre?

- Improving the food offer within the town centre.
- Increasing the commercial leisure facilities available.
- To encourage people to stay longer (increase dwell time) within the town centre.
- Improving links between the town centre and the seafront.
- Extension of vehicular/ pedestrian shared space schemes in town centre.
- To improve co-ordination of events that the whole town signs up to and becomes involved in.





Q4. What do you consider the potential threats are for the above centre?

- The existing road and rail links to the Port are not great or sustainable which puts pressure on transport network.
- Further out-of-centre retail development drawing trade away from the town centre.

Q5. Do you have any suggestions of ways to improve the above centre?

- To build on opportunities provided by the Port.
- Improve links and connections to different places of interest, for instance between the town centre, Landguard Fort and the seafront.
- Improve the food offer within the town centre.
- Improve the parking provision.



Ipswich Town Centre		Aldeburgh		Wickham Market	
Woodbridge	X	Framlingham		Saxmundham	
Felixstowe		Leiston			

Q1. What do you consider the existing strengths in retail, leisure and hospitality provision in the above centre are?

- There are good retailers/ shops with a mix of independents and nationals.
- There is a good specialist retail offer.
- A variety of good pubs are located within the town centre.
- The Christmas market attracts visitors to the town.
- The town centre offers lots of reasons to visit and is a nice location for a day out/ trip.
- The evening economy with many pubs, restaurants and cafes open in the evening.
- There are good eating and drinking facilities, including specialist bakeries within the town.
- There are strong independent hotels.
- The theatre and cinema on waterfront.
- The town has a pleasant atmosphere.
- The size of the town is compact and easy to navigate.
- The town has good vehicular access and is close to the A12.
- There is ample car parking.
- Access by bus is good and most buses for the rural areas travel through the town.
- The train station is centrally located with good services.
- Buildings in the centre are of a nice architectural quality.

Q2. What do you consider the weaknesses in retail, leisure and hospitality provision in the above centre are?

- The existing shops don't provide for/ suit all demographics.
- There is a lack of multiple hotels present.
- There is limited potential for physical growth/expansion of the town centre.
- The perception that it is an affluent town/ shopping is expensive (thereby discouraging some people to visit).

Q3. What do you consider the potential opportunities are for the above centre?

- To provide a different retail/ leisure offer to attract a wider market.
- Improve the connectivity between the town centre and the riverside, at present the connectivity between the two is not strong.
- Improve marketing to change the perception of the town (affluent/expensive town centre).





Q4. What do you consider the potential threats are for the above centre?

- Closure of the Woodbridge MoD Barracks in 2027 resulting in potential loss of footfall/ changing demographics of footfall.
- The perception of the town and that there are lots of 'old people'.

Q5. Do you have any suggestions of ways to improve the above centre?

- Creation of shared vehicular/pedestrian space.
- Improved public realm/ art within the town centre.
- Improved signage particularly in areas of the town with weak footfall.



Ipswich Town Centre		Aldeburgh		Wickham Market	
Woodbridge		Framlingham		Saxmundham	X
Felixstowe		Leiston			

Q1. What do you consider the existing strengths in retail, leisure and hospitality provision in the above centre are?

- The town centre has good convenience retail provision with both Waitrose and Tesco present.
- There are also two banks and a range of important local services.
- There are a good variety of cafes and coffee shops - the town centre is particularly popular for coffee and cake visits.
- There is good parking provision within the town centre.
- The town centre can be accessed via railway with the station located to the west of the centre.
- Recent housing development nearby provides additional footfall to the town centre.

Q2. What do you consider the weaknesses in retail, leisure and hospitality provision in the above centre are?

- There are high numbers of out commuters resulting in a more limited number of people visiting the town centre during their working day.
- There are poor highway arrangements at the end of town centre resulting in congestion/ queuing.
- The main road (High Street) through the centre detracts from the quality of the environment.
- The town centre does not currently have a strong comparison retail offer.

Q3. What do you consider the potential opportunities are for the above centre?

- To develop the town centre as more of a leisure destination.
- Redevelopment/ regeneration of the area surrounding the railway station to create a more attractive entrance to the town.

Q4. What do you consider the potential threats are for the above centre?

- The land use/ ownership of parts of the town is a challenge to overcome to enable development.
- Further housing development with no private parking within the town centre.

Q5. Do you have any suggestions of ways to improve the above centre?

- Create a nicer public realm to improve dwell times.
- Establishment of a good mid-range pub.



Ipswich Town Centre		Aldeburgh	X	Wickham Market	
Woodbridge		Framlingham		Saxmundham	
Felixstowe		Leiston			

Q1. What do you consider the existing strengths in retail, leisure and hospitality provision in the above centre are?

- The town centre shopping facilities which include a Co-op and post office.
- There is a strong cultural offer within the town centre.
- The town centre is situated close to the seaside and attracts numerous day-trippers and holidaymakers.
- There is a good food offer provided through a variety of restaurants, cafes and pubs.
- Aldeburgh carnival is very popular and attracts further visitors to the town centre.

Q2. What do you consider the weaknesses in retail, leisure and hospitality provision in the above centre are?

- The retail provision is geared towards holiday makers as such there are few utility shops and a lack of sufficient local services within the town centre.
- Car parking is poorly located with most traffic required to drive through the town centre to park.
- Future development opportunities are restricted by risk of flooding.

Q3. What do you consider the potential opportunities are for the above centre?

- Greater marketing for other forms of active tourism including cycle tourism.
- Greater marketing focusing on the cultural wealth of Suffolk.

Q4. What do you consider the potential threats are for the above centre?

- The significant number of holiday/ second homes and the tension between local residents and visiting occupiers.
- The rising house prices as a result of numerous second homes.
- Expansion of the town centre to cater to tourist demands.
- Future development being restricted due to the location of the town centre e.g. flood risk and surrounded by AONB and SSSIs.



Ipswich Town Centre		Aldeburgh		Wickham Market	
Woodbridge		Framlingham	X	Saxmundham	
Felixstowe		Leiston			

Q1. What do you consider the existing strengths in retail, leisure and hospitality provision in the above centre are?

- There are a variety of eating, drinking and leisure facilities available.
- Framlingham Castle, a popular tourist attraction is situated nearby.
- The Sausage festival is a popular event attracting people to the town.
- Framlingham Technology Centre is located to the edge of town increasing the workforce in the area.

Q2. What do you consider the weaknesses in retail, leisure and hospitality provision in the above centre are?

- There is limited car parking within the town centre.
- Public transport cuts reducing the number and frequency of bus services to the town centre.
- There are a high number of seasonal visitors making the town quiet out of season.

Q3. What do you consider the potential opportunities are for the above centre?

- To increase linked visits between Framlingham Castle and the town centre.
- Residential development within the town centre.
- The North West of the town is very rural and there is potential to attract further footfall from residents in the hinterland.

Q4. What do you consider the potential threats are for the above centre?

- Poor access via public transport resulting in reduced visits to the centre.

Q5. Do you have any suggestions of ways to improve the above centre?

- Enhance Framlingham Technology Centre.
- Encourage the growth of rural businesses in the area surrounding the town to increase number of employees nearby.
- Improve the broadband/ mobile phone connectivity.



Ipswich Town Centre		Aldeburgh		Wickham Market	
Woodbridge		Framlingham		Saxmundham	
Felixstowe		Leiston	X		

Q1. What do you consider the existing strengths in retail, leisure and hospitality provision in the above centre are?

- The Co-Op has diversified and changed their offer and now offer comparison retail through ToF's Factory Outlet alongside food products.
- The town centre serves the wider hinterland and serves businesses nearby.
- Leiston is considered to be a self-contained community town with a range of key services.
- There are a variety of leisure facilities near to/ within the town centre including the cinema, swimming pool and leisure centre.
- There are cultural facilities nearby including Leiston Abbey and the Long Shop Museum.
- The surrounding environment is attractive comprising AONB and the beach, both easily accessed from the town centre.
- There are responsive community businesses and organisations in the town centre.

Q2. What do you consider the weaknesses in retail, leisure and hospitality provision in the above centre are?

- Accessibility by public transport is limited as the town is not on the railway line resulting in high reliance on car usage.
- The location of Leiston means it is not a place you typically drive through resulting in less pass by trade.
- The layout of the centre with the main road through it results in cars dominating the environment.
- The town is not very well known or attractive to tourists/visitors.

Q3. What do you consider the potential opportunities are for the above centre?

- The town centre re-development planned including housing, retail (department store or foodstore), community uses and a market square as identified in the Neighbourhood Development Plan (Land at High Street, Leiston Town Centre).
- Increased spending/ visits in the town centre as a result of 800 new houses planned to be developed in the surrounding area.
- Creation of shared vehicular/ pedestrian space within town centre to create a more attractive pedestrian environment.





Q4. What do you consider the potential threats are for the above centre?

- Further development at Sizewell and associated threats including an increasing number of workers from outside the area and higher housing demand.

Q5. Do you have any suggestions of ways to improve the above centre?

- Adoption of the Neighbourhood Development Plan and implementation of its policies and delivering its aims.
- Improve town centre marketing to attract a higher number of visitors.



---

# **Appendix D**

## Summary of Stakeholder Telephone Discussions



## Telephone Discussion with Ipswich Town and Waterfront – 27 February 2017

### Strengths

- Ipswich's main strength is its rich Cultural, Heritage and Arts offering and of particular merit is the excellent contribution being made by the New Wolsey Theatre, Dance East, Eastern Angles, Red Rose Chain, Gecko Theatre, Paccitti Company and Tilted Productions.
- Ipswich Borough Council also deliver a season of summer entertainment and of particular note are Ipswich Music Day, Indian Mela, Global Rythm and the Ipswich Maritime Festivals. And the Ipswich Borough Council managed Regent Theatre also provides a good mix of entertainment throughout the year.
- Ipswich also offers a good mix of places to visit including Ipswich Museum, Christchurch Mansion, Ipswich Transport Museum, Ipswich Maritime Trust Window Museum. Also increasing in popularity is the Heritage Open Days when Ipswich opens to the public many of its fabulous listed buildings. This is through the commitment and support of enthusiastic organisations, which include the Ipswich Building Preservation Trust, The Ipswich Institute and The Ipswich Society.
- Investment over last 12/18 months – completion of Sailmakers, Buttermarket development – increased entertainment. Giving sense of feeling that Ipswich is worthy of investment and realising investment.
- Confidence by national chains - Headline retailers taking up position in the town – Jack Wills, Pandora – 'up the stake' of town as retail destination. Also good restaurants at Buttermarket – shows Ipswich is committed to building entertainment venue.
- Affordable car parking within town centre.

### Weaknesses

- Cheap affordable car parking encourages people to drive in and not using public transport, results in congestion around town. As a consequence lost a park and ride (P&R) scheme, at one point had 3 P&R and only 2 now. By comparison other shopping locations like Norwich and Cambridge now have 5 P&R schemes.
- Poor traffic management – Travel Ipswich not as successful as promised, people unhappy with amount of money spent. Experience problems first hand daily, traffic lights don't change leads to build up of traffic.
- Old medieval layout of town, spread out across wide area. Museum, The Regent Theatre and Waterfront very spread out, makes it hard to encourage people to visit each place. Challenge to connect them.
- Appearance of town tired and dirty at present – e.g. chewing gum on street, new paths around Odeon cinema and vehicles have shifted new paving slabs and now tarmac. Gives poor impression that we don't care.
- Looks like no-one cares – start of day at 08:30am streets littered and chewing gum everywhere, empty uncared for units, vacant units from decades, properties left derelict. So much started and unfinished in town and Waterfront, there has been lots of publicity surrounding planned improvements in and around the town since 2015 including the Wine





Rack, the derelict Burtons Building and The Tolly Cobbold Brewery on the Waterfront and we all want to know how these significant developments are progressing. It appears that properties and land seem to fall into a state of disrepair without any consequences for the property/land owner. And the impact of this is that we have a town that gives the perception that we do not care.

- Wine Rack legacy of town suffer as part of collapse of financial market and now still there despite being bought and purchased after 2 years.

### Opportunities

- Given Ipswich's rich maritime heritage there is an opportunity to create a maritime museum at Ipswich Waterfront and the redevelopment of the Tolly Cobbold brewery building may be the opportunity to achieve a Waterfront attraction for visitors. Note that the Tolly Cobbold Brewery is another beautiful Victorian building that has fallen into disrepair and has been vacated since 2002. There was a lot of publicity back in 2015 about its redevelopment, but nothing since.
- Wine Rack purchased nearly 2 years ago – gave hope that it would be finished off but nothing has happened 2 years on.
- Burton's building on Waterfront, purchased by Ipswich Borough Council (June 2015), but also nothing appears to have happened.
- Town centre buildings provide opportunity to be converted into different use/ purpose – high demand for residential, could convert to residential and more leisure. This would encourage town to be busier and more evening activity.
- IBC to communicate more to local businesses and residents, currently feel don't know what is going on. Need greater transparency and communication. IBC should provide regular update on what is happening to everyone in Borough.

### Threats

- Can Ipswich sustain two large entertainment venues – Buttermarket alongside Cineworld complex to south of town.
- Difficult for businesses operating next to vacant/derelict units.
- Delay in getting changes made/ system – e.g. is the lack of development at the Wine Rack due to planning delays.
- Competition elsewhere:
  - Geographically near Norwich and Bury – both very good for shopping. Not likely to attract residents from there for shopping trips.
  - Also have Bluewater nearby competing for shoppers.
  - Shopping centres north, east and west of Ipswich.

### Suggestions

- Greater clarity - IBC to communicate more to local businesses and residents. Need greater transparency, communication and to be aware who is responsible for what, so people are





accountable. If people know the status, who is responsible and the plan going forward for development proposals etc it will help people to buy in more.

- Keep the street clean campaign – posters displayed for the campaign in Tower Street hidden behind dirty windows. Irony that campaign about keeping streets clean was publicised in a place which is dirty and uncared for.
- Signage at the Waterfront required – need to know you have arrived at the Waterfront even if the entrance isn't complete at present.
- Number of retail units at Waterfront which have never opened and don't appear to have been marketed to promote them. Continuation of shopping facilities at the Waterfront is required.





## Telephone Discussion with Alex Paul of Ipswich DMO & Gough Hotels – 28 February 2017

### Ipswich Town Centre

#### Strengths

- Starting to improve profile – Ipswich has recently got DMO to help improve its attractiveness as a destination.
- Good access – main train line from London and close to Stansted and Harwich.
- Big corporations located in Ipswich/ nearby which brings in lots of low rate hotel business - AXA and BT.
- The weekend leisure business is growing slowly.

#### Weaknesses

- Don't currently have a nationally acclaimed venue to host big events unlike most regional towns/ cities.
- Unable to attract major business events without big conference facilities.
- Current food and drink offer is lacking despite area having some great food to offer.
- Poor parking facilities.

#### Opportunities

- To develop Ipswich as destination in its own right – still some way to go in developing it as a true visitor destination e.g. Waterfront completion, improved retail in town, venue to showcase good cultural offer (6/7 arts groups).
- University – to attract additional people to the area and additional visitors for hotels.
- Creation of a major attraction – national maritime museum or some defining attraction to bring people in.
- Development of an arts venue.
- Passion of the town – really want to see IBC and the County Council to invest in and promote Ipswich as a destination. Need to make more of Waterfront location.
- New bridge could bring additional opportunities.

#### Threats

- Inertia – standing still and not delivering aims. The Ipswich Vision identified what needs to be done but biggest threat is not delivering it.
  - Lack of investment in infrastructure and promotion of town will result in it receding more.





- Need to invest in retail.
- Waterfront not completed entirely – need to ensure this is finished.
- Lots of competition for Ipswich e.g. Norwich, Newmarket.

## **Market Towns**

### **Strengths**

- Growing leisure market in the area.
- Tourism has developed on not having any major chain hotels at present. Don't really think they are needed.
- Very high quality tourism destination but generally not mass market destinations.
- Pockets like Felixstowe and Lowestoft which could attract mass market.
- Aldeburgh very unique town in leisure offering.

### **Weaknesses**

- Felixstowe needs to invest to attract additional visitors.

### **Opportunities**

- Bring right kind of visitors to the coast – those who will stay and spend money on the attractions and in the businesses that the towns have to offer.
- Investment in infrastructure – part of the tourism offer.

### **Threats**

- Market Towns currently have a good quality of offering, need to ensure they stay unique and don't become too targeted towards mass market.
- Don't need more seasonal business, need to attract visitors annually/ out of season.
- Additional development at Sizewell – potential threat to Market Towns if not handled properly.

### **Additional comments on hotel facilities:**

- Many family run hotels in Aldeburgh, don't think there is a need for big hotels within the area.
- Felixstowe/ Lowestoft considered only potential place for a budget hotel.
- No more room for additional hotels – existing hotels have capacity to accommodate greater visitors.





---

**Telephone Discussion with Lattice Lodge & Ipswich and District Hoteliers Association –  
28 February 2017**

**Strengths**

- Ipswich town has come on great deal in terms of retail offer.
- Also improvements in hotel operators present, more major operators choosing to come to Ipswich and invest – e.g Easy Hotel
- Decent range of accommodation – lots of middle range/ lower range hotels.
- Ipswich is big on the arts/ culture scene – never nothing to do in Ipswich, there is a variety of different events including burlesque, blues guitarist, performance poetry. So much energy in the town.

**Weaknesses**

- No main tourist attraction in town at present – Waterfront closest.
- Survival of fittest in terms of hotels/ accommodations with many small B&Bs closing.
- Lack of 'up market' hotels – Kesgrave Hall and Salthouse currently the best.
- Only certain number of people living in area/ certain amount of money so new development of restaurants/ shops can result in closure of other existing facilities.
- The town is still playing catch up with Norwich, Bury and Colchester.

**Opportunity**

- Greater marketing – need to tell people what is going on more. Especially IBC but this is improving recently.
- Waterfront development – need greater leisure uses other than eating/ drinking, needs to be an activity/ education centre, could include exhibition space and art gallery, something to increase dwell time.
- Green space is vital and need to be careful not to overbuild/ choke off the Waterfront.
- University developing 'Keep & Hold' centre - Suffolk Record Offices considering relocating to the Waterfront – unsure what this will consist of at present but may be of potential interest to visitors.
- City of Culture 2021 competition – good opportunity for Ipswich, there is a great energy currently and will allow Ipswich to make best use of the prize if won. The competition appears to be as much about economic regeneration as culture and by 2025 Ipswich will have missed the chance and no longer require funding. DMO arranging for speaker from Hull to come down and discuss the competition.
- Wolsey Theatre would like to have a bigger theatre/ expand existing premises.
- Sproughton Sugar Factory – large site just outside IBC boundary in Council ownership. Provides opportunity for development of a massive sports centre including 50m swimming pool, velodrome alongside concert facilities/ performance venue and supporting





accommodation. Could attract people across SE and from Europe. The site is easily accessible from the A14 carriageway but should not be redeveloped for residential purposes as this would cause traffic problems if there was a significant traffic increase accessing the site locally.

### Threats

- People can be quite negative about the town and look for things to moan about, presents negative picture. Gradually town is eroding those arguments.





**Telephone Discussion with Nick Denny and Andrew Blacker – East of England Co-operative and Matt Clarke – Boyer Planning – 14 March 2017**

**Comments on Ipswich Town Centre**

- There is an under provision of car parking at affordable prices. There appears to be a resistance from the Local Authority to bring forward temporary car parking on development sites which are unable to come forward for redevelopment at present. Sites could be used positively in interim period.
- Perception that Ipswich lacks behind other centres e.g. Norwich, Colchester and Cambridge. Ipswich Borough Council (IBC) are now taking a pivotal role in acquiring land to regenerate the town. However, the issues are that land value is so much weaker in Ipswich than other places so need help of other organisations to bring redevelopment forward. IBC are beginning to understand and address those issues.
- Viability issues on many sites within the town centre e.g. Carr Street, Cornhill, former Post Office, Odeon etc. Need the public sector to come in and kick start regeneration.
- Out of town shopping has had an impact on town centre but not as much as internet shopping and wider changing trends. Need to diversify the retail offer and attract more people into the town centre.
- Leisure is also an important part of changing trends e.g. new gym and cinema in Buttermarket. On a general level, all are helping to attract people to the town centre and trying to provide attractions for people within the town centre at all times of the day.
- The leisure offer within Ipswich town centre is generally under provided compared to other parts of East Anglia. Planners need to look at things more practically and review outdated policies more regularly. Need to diversify the town centre and change with the times.

**Comments on Suffolk Coastal Market Towns**

- Recent major investment in Woodbridge through improvements to existing Co-op store.
- Less opportunity for growth within the Market Towns and it is more about serving local needs and catchments than bringing forward large new stores.
- Co-op play a big role in all centres in providing for local shopping.
- Viability is affected by over provision of foodstores in smaller towns.



---

## **Appendix E**

### Experian Mosaic Summary

# Mosaic UK

## Classifications

A City Prosperity	A01	World-Class Wealth	Global high flyers and families of privilege living luxurious lifestyles in London's most exclusive boroughs
	A02	Uptown Elite	High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort
	A03	Penthouse Chic	City suits renting premium-priced flats in prestige central locations where they work hard and play hard
	A04	Metro High-Flyers	Ambitious 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities
B Prestige Positions	B05	Premium Fortunes	Influential families with substantial income established in distinctive, expansive homes in wealthy enclaves
	B06	Diamond Days	Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions
	B07	Alpha Families	High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development
	B08	Bank of Mum and Dad	Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support
	B09	Empty-Nest Adventure	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status
C Country Living	C10	Wealthy Landowners	Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners
	C11	Rural Vogue	Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work
	C12	Scattered Homesteads	Older households appreciating rural calm in stand-alone houses within agricultural landscapes
	C13	Village Retirement	Retirees enjoying pleasant village locations with amenities to service their social and practical needs
D Rural Reality	D14	Satellite Settlers	Mature households living in expanding developments around larger villages with good transport links
	D15	Local focus	Rural families in affordable village homes who are reliant on the local economy for jobs
	D16	Outlying Seniors	Pensioners living in inexpensive housing in out of the way locations
	D17	Far-Flung Outposts	Inter-dependent households living in the most remote communities with long travel times to larger towns

E Senior Security	E18	Legacy Elders	Time-honoured elders now mostly living alone in comfortable suburban homes on final salary pensions
	E19	Bungalow Haven	Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly
	E20	Classic Grandparents	Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening
	E21	Solo Retirees	Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes
F Suburban Stability	F22	Boomerang Boarders	Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home
	F23	Family Ties	Active families with teens and adult children whose prolonged support is eating up household resources
	F24	Fledgling Free	Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home
	F25	Dependable Me	Single mature owners settled in traditional suburban semis working in intermediate occupations
G Domestic Success	G26	Cafés and Catchments	Affluent families with growing children living in upmarket housing in city environs
	G27	Thriving Independence	Well-qualified older singles with incomes from successful professional careers in good quality housing
	G28	Modern Parents	Busy couples in modern detached homes juggling the demands of school-age children and careers
	G29	Mid-Career Convention	Professional families with children in traditional mid-range suburbs where neighbours are often older
H Aspiring Homemakers	H30	Primary Ambitions	Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing
	H31	Affordable Fringe	Settled families with children owning modest, 3-bed semis in areas where there's more house for less money
	H32	First-Rung Futures	Pre-family newcomers who have bought value homes with space to grow in affordable but pleasant areas
	H33	Contemporary Starts	Fashion-conscious young singles and partners setting up home in developments attractive to their peers
	H34	New Foundations	Occupants of brand new homes who are often younger singles or couples with children
	H35	Flying Solo	Bright young singles on starter salaries choosing to rent homes in family suburbs

# Mosaic UK

## Classifications

I Family Basics	I36	Solid Economy	Stable families with children renting better quality homes from social landlords
	I37	Budget Generations	Families supporting both adult and younger children where expenditure can exceed income
	I38	Childcare Squeeze	Younger families with children who own a budget home and are striving to cover all expenses
	I39	Families with Needs	Families with many children living in areas of high deprivation and who need support
J Transient Renters	J40	Make Do & Move On	Yet to settle younger singles and couples making interim homes in low cost properties
	J41	Disconnected Youth	Young people endeavouring to gain employment footholds while renting cheap flats and terraces
	J42	Midlife Stopgap	Maturing singles in employment who are renting short-term affordable homes
	J43	Renting a Room	Transient renters of low cost accommodation often within subdivided older properties
K Municipal Challenge	K44	Inner City Stalwarts	Long-term renters of inner city social flats who have witnessed many changes
	K45	Crowded Kaleidoscope	Multi-cultural households with children renting social flats in over-crowded conditions
	K46	High Rise Residents	Renters of social flats in high rise blocks where levels of need are significant
	K47	Streetwise Singles	Hard-pressed singles in low cost social flats searching for opportunities
	K48	Low Income Workers	Older social renters settled in low value homes in communities where employment is harder to find
L Vintage Value	L49	Dependent Greys	Ageing social renters with high levels of need in centrally located developments of small units
	L50	Pocket Pensions	Penny-wise elderly singles renting in developments of compact social homes
	L51	Aided Elderly	Supported elders in specialised accommodation including retirement homes and complexes of small homes
	L52	Estate Veterans	Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters
	L53	Seasoned Survivors	Deep-rooted single elderly owners of low value properties whose modest home equity provides some security

M Modest Traditions	M54	Down-to-Earth Owners	Ageing couples who have owned their inexpensive home for many years while working in routine jobs
	M55	Offspring Overspill	Lower income owners whose adult children are still striving to gain independence meaning space is limited
	M56	Self Supporters	Hard-working mature singles who own budget terraces manageable within their modest wage
N Urban Cohesion	N57	Community Elders	Established older households owning city homes in diverse neighbourhoods
	N58	Cultural Comfort	Thriving families with good incomes in multi-cultural urban communities
	N59	Asian Heritage	Large extended families in neighbourhoods with a strong South Asian tradition
	N60	Ageing Access	Older residents owning small inner suburban properties with good access to amenities
O Rental Hubs	O61	Career Builders	Motivated singles and couples in their 20s and 30s progressing in their field of work from commutable properties
	O62	Central Pulse	Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life
	O63	Flexible Workforce	Self-starting young renters ready to move to follow worthwhile incomes from service sector jobs
	O64	Bus-Route Renters	Singles renting affordable private flats away from central amenities and often on main roads
	O65	Learners & Earners	Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations
	O66	Student Scene	Students living in high density accommodation close to universities and educational centres

---

## **Appendix F**

### Plan Showing location of District & Local Centres in Ipswich Borough

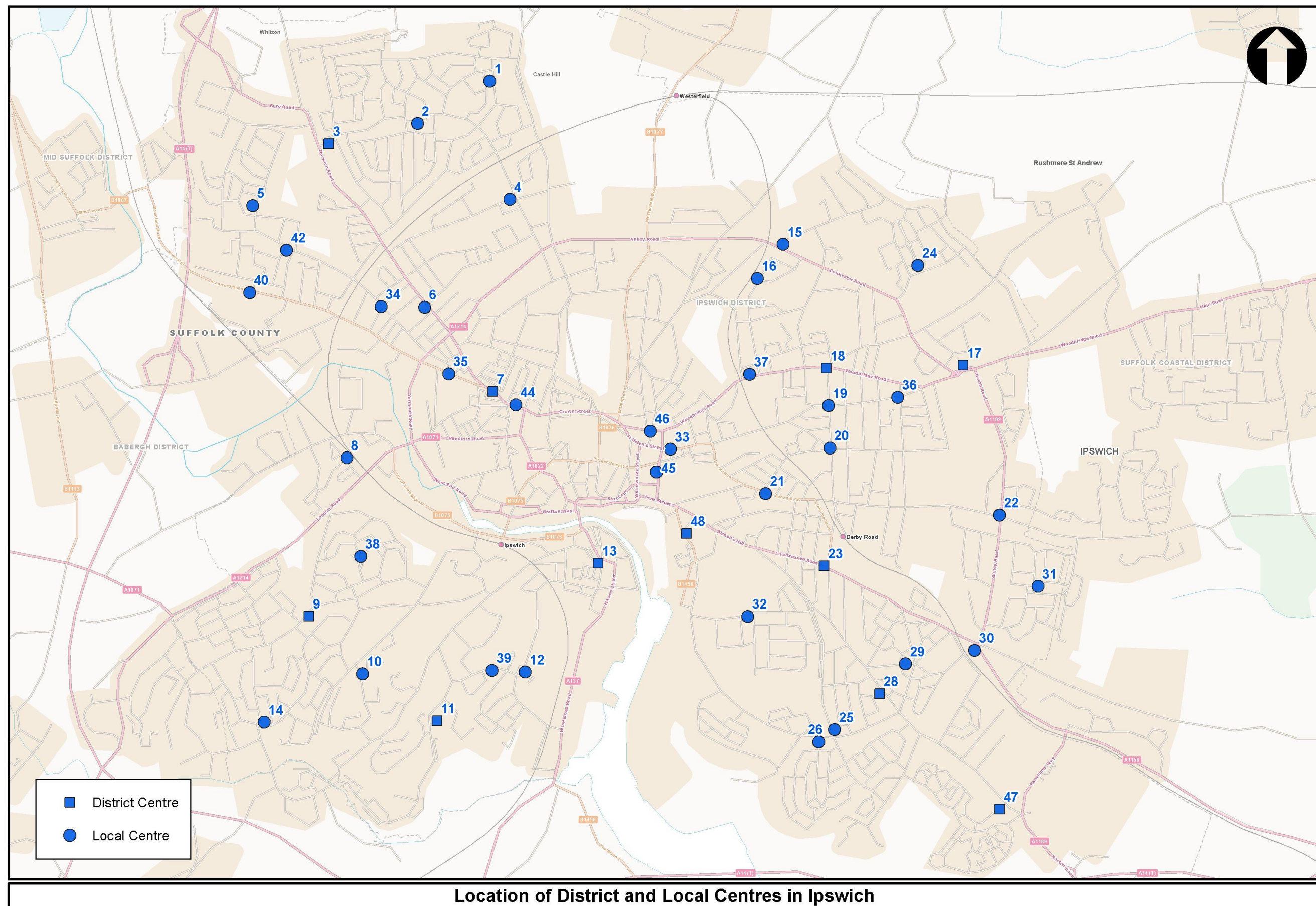
## Section B - District and Local Centres Index

### District Centres

<i>Centre No</i>	<i>Local Centre Name/ Location</i>	<i>Total Units</i>
3	Meredith Road	17
7	Norwich Road (1-91, 2-110)	73
9	Hawthorn Drive	17
11	The Centre, Stoke Park Drive	27
13	Wherstead Road/ Austin Street	23
17	Woodbridge Road East	12
18	Woodbridge Road (418-524, 501-785)	37
23	Felixstowe Road (55-201, 120-190)	53
28	Nacton Road (270-374)	43
47	Ravenswood	13
48	Duke Street	27

## Local Centres

<i>Centre No</i>	<i>Local Centre Name/ Location</i>	<i>Total Units</i>
1	Fircroft Road	9
2	Garrick Way	12
4	Dale Hall Lane/ Dales Road	9
5	Ulster Avenue	8
6	Norwich Road (197-307a)	19
8	Dickens Road	6
10	Cambridge Drive	4
12	Maidenhall Green	5
14	Ellenbrook Green	12
15	Colchester Road (61-65)	3
16	Brunswick Road	6
19	Cauldwell Hall Road/ Spring Road	21
20	Cauldwell Hall Road/ St John's Road	11
21	Foxhall Road (25-97, 34-124)	27
22	Bixley Road/ Foxhall Road	13
24	Selkirk Road	9
25	Clapgate Lane (207-221)/ Landseer Road (325-327a)	9
26	Reynolds Road	13
27	Clapgate Lane (251-259) (Deleted)	7
29	Queen's Way	24
30	Felixstowe Road (474-486)	7
31	Penshurst Road	8
32	Cliff Lane	12
33	St Helen's Street	32
34	Bramford Lane	12
35	Bramford Road	29
36	Spring Road	10
37	Albion Hill, Woodbridge Road	12
38	Lavender Hill	3
39	Prince of Wales Drive	3
40	Bramford Road (560 and 651-677)	6
41	Grove Lane/ St Helen's Street (Deleted)	4
42	Bramford Lane (483 – 487)	3
43	Norfolk Rd/ Suffolk Rd/ Tuddenham Avenue (Deleted)	7
44	St Matthew's Street	26
45	Grimwade Street	9
46	Woodbridge Road	16




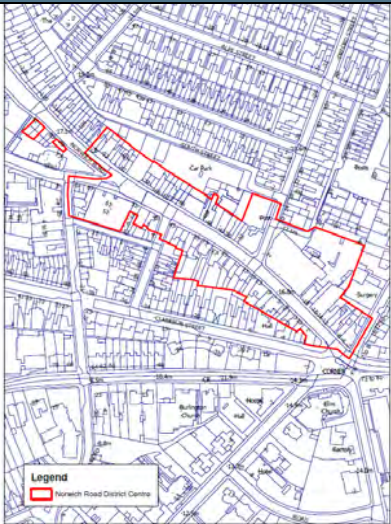

© Crown copyright and database right 2013. Ordnance Survey Licence number 100021566. Ipswich Borough Council.


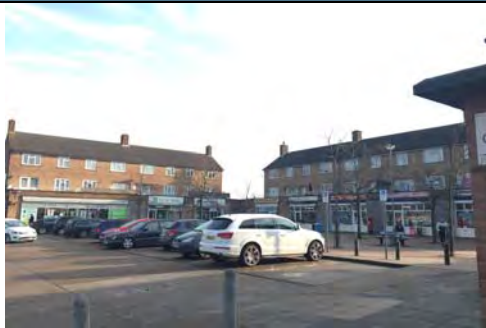

---



## **Appendix G**



### Health Check assessment of District Centres in Ipswich Borough


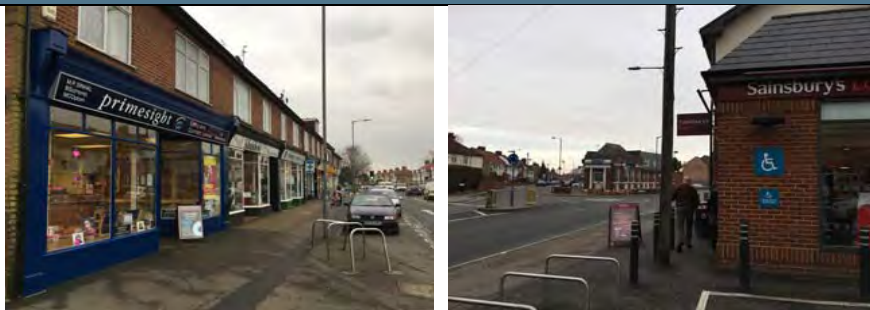
Centre – Meredith Road	Pictures		
			
	Location	No. of Units	
	North Western part of Ipswich	<u>Total = 17 units</u> Convenience = 5 Comparison = 2 Retail Service = 3	Financial Service = 0 Leisure service = 6 Other = 1 Vacant = 0
Comments			
<p><b>Retailer/ Leisure Representation</b> – Anchored by an Aldi discount foodstore, the centre has a good convenience offer including a fruit and veg shop, bakery and a McColl's newsagent (which includes an in-store sub-way concession). Retail services include hairdressers and a post office and leisure services comprise 5 takeaways and a cafe. A petrol filling station and Whitton Health Clinic are located immediately to the west of the centre.</p>			
<p><b>Pedestrian Activity</b> – The centre was monitored to be reasonably busy with highest pedestrian footfall observed around the Aldi store at its car park.</p>			
<p><b>Vacancy Rate</b> – There were no vacant units recorded at the time of our visits.</p>			
<p><b>Accessibility</b> – The centre benefits from a bus stop located to the north on Highfield Road and Norwich Road to the South which provide regular services to the surrounding residential area and the town centre. It is easily accessible on foot from the surrounding residential area and has ample car parking which is provided in the 100 space Aldi car park and on-street on Meredith Road. Cycle Parking is also available outside the Aldi store.</p>			
<p><b>Environmental Quality</b> – The quality of the environment was considered to be good with wide pavements and no evidence of litter or graffiti. Furthermore, the majority of shopfronts were well maintained.</p>			
<p><b>Summary</b> – Overall, a vibrant and fully occupied centre which displays good levels of vitality and viability.</p>			



Centre – Norwich Road		Pictures		
				
		Location	No. of Units	
	Central part of Ipswich (north west of town centre)	Total = 60 units Convenience = 11 Comparison = 13 Retail service = 13	Leisure service = 12 Financial service = 1 Other = 0 Vacant = 10	
Comments				
<p><b>Retailer/ Leisure Representation</b> – Containing some 61 units, this district centre is the largest in the Borough. The centre is anchored by Coes of Ipswich clothing store and contains a mix of both independent and national multiples occupiers. In addition to Coes, national multiples include Bathstore Pizza Hut and Coral. Independents include a number of hairdressers, bridal stores, ethnic convenience stores, restaurants and takeaway outlets.</p> <p><b>Pedestrian Activity</b> – The highest levels of footfall were monitored in the eastern part of the centre with lower levels observed towards the western end with lower levels.</p> <p><b>Vacancy Rate</b> – Some 10 units were vacant at the time of our surveys, all of which are small in size and are generally interspersed throughout the centre.</p> <p><b>Accessibility</b> – The centre is located close to the town centre and accessible on foot from the town and surrounding residential area. Being on a main public transport corridor it also benefits from good accessibility by bus. Parking is provided at South Street Car Park (approx. 54 spaces). The town centre is also on a walking route into the town centre.</p> <p><b>Environmental Quality</b> – The environmental quality is considered to be generally good with little evidence of graffiti or litter. The appearance of shop fronts is mixed with the Coes modern elevation providing a contrast to some of the more traditional smaller scale units.</p> <p><b>Summary</b> – Whilst there a number of small sized vacant units the centre is considered to display reasonable levels of vitality and viability.</p>				


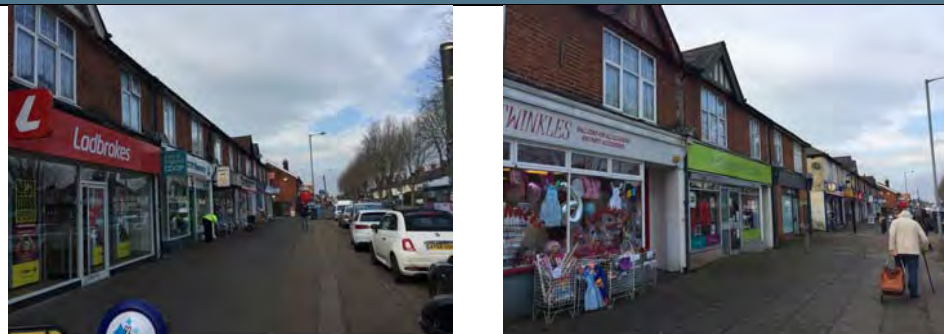
Centre – Hawthorn Drive		Pictures	
			
			
Location		No. of Units	
South western part of Ipswich.		<u>Total = 16 units</u> Convenience = 4 Comparison = 4 Retail Service = 2	Leisure Service = 4 Financial Service = 0 Other = 2 Vacant = 0
Comments			
<p><b>Retailer/ Leisure Representation</b> – Anchored by a Co-op foodstore the centre provides a mix of both retail and leisure facilities/services. Current occupiers include a butchers, bakery and newsagent together with a Post Office, doctor's surgery and pharmacy. Also present is a betting shop as well as a pub which is located in the southern part of the centre.</p> <p><b>Pedestrian Activity</b> – Car parking was monitored to be well used and at near capacity at the time of our visits with footfall observed to be highest by Hawthorn Drive Surgery and at the Co-op foodstore customer entrance.</p> <p><b>Vacancy Rate</b> – There were no vacant units at the time of our visits.</p> <p><b>Accessibility</b> – There is a circa 19 space car park located in the centre with a number of dedicated disabled spaces. Additional parking is also provided at Hawthorn Drive Surgery. Cycle parking is also provided on the paved square to the front of the retail/service units. Bus stops are situated along Hawthorn Drive to the east and west of the centre and provide frequent services to Ipswich Town Centre and Pinewood.</p> <p><b>Environmental Quality</b> – The centre is of reasonable environmental quality. No was no evidence of graffiti or litter and some street furniture is present. It is considered that the public square would however benefit from some landscaping improvements.</p> <p><b>Summary</b> – Overall, the centre displays reasonably good levels of vitality and viability.</p>			

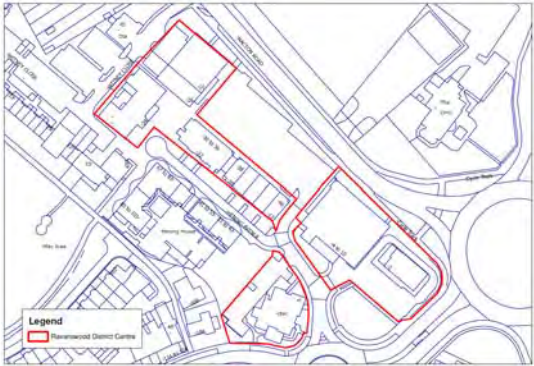

Centre – Stoke Park Drive		Pictures	
			
			
	Location	No. of Units	
South West of Ipswich	<u>Total = 6 units</u> Convenience = 2 Comparison = 1 Retail Service = 0	Leisure Service = 1 Financial Service = 0 Other = 2 Vacant = 0	
Comments			
<p><b>Retailer/ Leisure Representation</b> – This modern centre is anchored by a 4,989sq m gross Asda foodstore and Petrol Filling Station. A row of shops/services also face onto Stoke Park Drive and include a pharmacy, newsagents (including Post Office), dentist and betting office. The Asda store provides a number of in-store services including a bakery, ‘food to go’ and pizza counters. A medical centre is also located off Lanercost Way to the rear of the Asda store.</p> <p><b>Pedestrian Activity</b> – The highest pedestrian activity was monitored in the vicinity of the customer entrance to the Asda store. Lower levels of activity were observed in the vicinity of the betting office off Stoke Park Drive.</p> <p><b>Vacancy Rate</b> – There were no vacant units recorded during our visits.</p> <p><b>Accessibility</b> – With significant car parking (approx. 260 spaces) provided at the Asda store, the majority of residents appear to visit the centre by car. Bus stops are situated on both sides of Stoke Park Drive providing services to the surrounding residential area, Ipswich Town Centre and Brookwood. Sheltered cycle parking is provided to the front of the Asda store and pedestrian access is available from Stoke Park Drive and also Lanercost Way.</p> <p><b>Environmental Quality</b> – The environmental quality is considered to be generally good, the Asda store and car park is particular well maintained with no evidence of litter or graffiti.</p> <p><b>Summary</b> – Overall, Stoke Park Drive District Centre is considered to display good levels of vitality and viability.</p>			




Centre – Wherstead Road	Pictures		
			
	Location	No. of Commercial Units	
Central part of Ipswich (south of town centre)	<u>Total = 19 units</u> Convenience = 5 Comparison = 2 Retail Service = 3	Leisure Service = 7 Financial & Business Service = 1 Other = 0 Vacant = 1	
Comments			
<p><b>Retailer/ Leisure Representation</b> – The centre is made up of two parades divided by residential dwellings. The southern part of the centre includes a newsagent, off-licence, mini-market, hotel, 4 takeaway outlets, and a café. The northern part contains a Co-op, off-licence, credit union, convenience shop and betting office.</p>			
<p><b>Pedestrian Activity</b> –The northern part of the centre, in the vicinity of the Co-op, was monitored to be the busier part of the centre. Generally pedestrian activity was monitored to be reasonably low at the time of our visits.</p>			
<p><b>Vacancy Rate</b> – There is currently only one unit vacant in the centre.</p>			
<p><b>Accessibility</b> – Bus stops are located on Wherstead Road and provide services to Ipswich Town Centre, the Railway Station, Cardinal Park and the surrounding residential area. A limited amount of on-street short stay parking spaces is provided along Wherstead Road and a further 8 parking spaces are provided adjacent to the Co-Op Daily. The centre is considered to be generally accessible on foot and bicycle with cycle parking provided in the northern part of the centre off Austin Street.</p>			
<p><b>Environmental Quality</b> – The environmental quality of the centre is in part marred by through traffic. A number of shop/service frontages would benefit from improvement.</p>			
<p><b>Summary</b> – The vitality and viability of the centre is considered to be reasonable when considered against relevant vitality and viability indicators. However, its health would benefit from some enhancements to its environment/improvements to shop/service fronts.</p>			

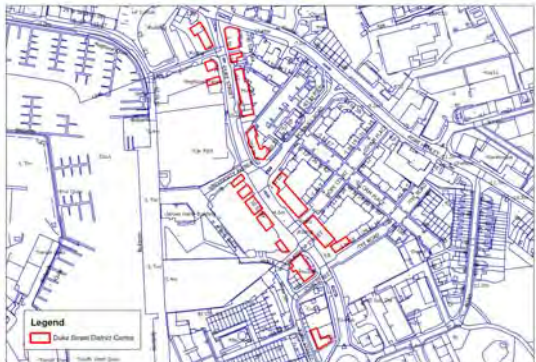

Centre – Woodbridge Road/ Cauldwell Hall Road		Pictures	
			
	Location	No. of Units	
	North Eastern part of Ipswich	<u>Total = 34 units</u> Convenience = 6 Comparison = 7 Retail Service = 9	Leisure Service = 8 Financial & Business Service = 2 Other = 0 Vacant = 2
Comments			
<p><b>Retailer/ Leisure Representation</b> – A linear centre with retail/service units interspersed with residential. The centre, is in part, anchored by a Sainsbury's Local which opened in 2013 (former Golden Key Pub). The centre primarily contains independent retailers/services including a pharmacy, fruit and veg store, butchers, hairdressers, opticians and estate agents. National multiples include Sainsbury's, Barclays Bank, national tyre and autocentre, and Londis. A BP petrol filling station and car wash and car sales business is also located within the centre.</p> <p><b>Pedestrian Activity</b> – Reasonable levels of footfall were monitored during our visits, with highest levels recorded outside the Sainsbury's Local and Barclays Bank.</p> <p><b>Vacancy Rate</b> – The centre contained only two vacant units at the time of our visits. Both units were small in size.</p> <p><b>Accessibility</b> – Car parking provision is limited to a number of space to the rear of Sainsbury's Local, Barclays Bank, and on-street parking on Woodbridge Road and surrounding side streets. Bus stops are situated throughout the centre providing services to Woodridge via Kesgrave and Martlesham Heath and also to Ipswich, Aldeburgh and Melton. Cycle parking is provided in the vicinity of the Sainsbury's store and in the western part of the centre.</p> <p><b>Environmental Quality</b> – The quality of the centre's environment is considered to be generally good with no evidence of litter or graffiti. The majority of shop fronts are also well maintained.</p> <p><b>Summary</b> – Overall Woodbridge Road/Cauldwell Hall Road is considered to be a healthy centre.</p>			

Centre – Felixstowe Road (including Rosehill Retail Centre)	Pictures		
			
	Location	No. of Units	
	Eastern part of Ipswich	<u>Total = 46 units</u> Convenience = 6 Comparison = 11 Retail Service = 12	Leisure Service = 8 Financial & Business Service = 3 Other = 2 Vacant = 4
Comments			
<p><b>Retailer/ Leisure Representation</b> – This linear centre, anchored by Aldi and Co-op foodstores, provides a strong convenience retail offer. The centre also contains a pharmacy, charity shops 10 hair and beauty salons, numerous takeaway establishments, bank, and art gallery. Of the 46 units, 8 are national multiples. Work is currently ongoing for the partial redevelopment of the Rosehill Centre to incorporate, <i>inter alia</i>, a relocated and expanded Aldi, a Poundstretcher store (in Aldi's existing store) and two additional units (a gym and Greggs). The Greggs store is now open.</p>			
<p><b>Pedestrian Activity</b> – High levels of pedestrian activity was monitored in the vicinity of the Aldi and Co-op foodstores. Lower levels were monitored towards the western part of the centre where shops were interspersed with residential properties.</p>			
<p><b>Vacancy Rate</b> – There were only 2 units vacant at the time of our visits.</p>			
<p><b>Accessibility</b> – Bus stops are conveniently located on Felixstowe Road providing regular services to the surrounding residential area, Ipswich Town Centre and Martlesham Heath. Car parking is provided by way of a number of on-street spaces together with circa 160 spaces at the Aldi/Co-op stores. The centre is considered to be easily accessible on foot from the surrounding residential area. Cycle parking was not evident along Felixstowe Road itself but a number of spaces are provided in the vicinity of the Aldi/Co-op stores.</p>			
<p><b>Environmental Quality</b> – There was little evidence of graffiti and litter. The environmental quality in the vicinity of the Co-op/Aldi stores was considered to be good. The quality of the environment of the remaining part of the centre is considered to be slightly marred by through traffic.</p>			
<p><b>Summary</b> – Overall the health of the district centre is considered to be good with the Rosehill Centre development playing an important part in contributing to the centres vitality and viability.</p>			

Centre – Nacton Road		Pictures	
			
	<b>Location</b>	<b>No. of Units</b>	
South eastern part of Ipswich	<u>Total = 38 units</u> Convenience = 5 Comparison = 9 Retail Service = 7	Leisure Service = 9 Financial & Business Service = 3 Other = 3 Vacant = 2	
Comments			
<p><b>Retailer/ Leisure Representation</b> – A long linear centre providing a mix of both retail and leisure services interspersed with some residential properties. National multiple retailers include a Tesco Express store, Premier, Co-Op Pharmacy, Ladbrokes and Coral. The centre includes a number of retail and leisure services including hair and beauty salons and 7 cafes/ takeaways. It also includes a number of butchers and fruit and veg stores. With the recent closure of the Lloyds bank the centre no longer provides any banking facilities.</p> <p><b>Pedestrian Activity</b> – A reasonable level of pedestrian activity was monitored in the southern and central parts of the centre, particularly around the Tesco Express and Kay's Fruit and Veg store. Footfall was monitored to be lower in the northern part of the centre where retail/leisure services were more interspersed with residential.</p> <p><b>Vacancy Rate</b> – Only 2 vacant units were recorded at the time of our visits.</p> <p><b>Accessibility</b> – The centre benefits from on-street car parking and a small car park at the Tesco. Bus stops are located on Nacton Road providing connections to Ipswich, Gainsborough, John Lewis Futura Park and Greenwich. Pedestrian crossings on Nacton Road assist accessibility on foot. Cycle parking is also provided outside the Tesco.</p> <p><b>Environmental Quality</b> – The environmental quality of the centre is considered to be reasonable. Shop frontages are well maintained and there was little evidence of litter or graffiti. Wide pavements are provided in the central/southern part of the centre which help to distance shoppers/visitors from traffic on Nacton Road.</p> <p><b>Summary</b> – Overall the centre, with a low vacancy level and a good mix of local retail/leisure services, is considered to be vital and viable.</p>			

Centre – Ravenswood	Pictures		
			
	Location	No. of Units	
	South eastern outskirts of Ipswich	<u>Total = 15 units</u> Convenience = 2 Comparison = 3 Retail Service = 1	Leisure Service = 6 Financial & Business Service = 1 Other = 2 Vacant = 0
Comments			
<p><b>Retailer/ Leisure Representation</b> – This purpose built centre provides a reasonable range of local services/shops. Retail facilities include Lidl and Co-op foodstores, 3 take away/ sandwich outlets, building society, hairdressers and charity shop. The centre also provides a community centre, medical centre and veterinary surgery. The centre also offers a Mcdonald's drive-thru restaurant and public house which are located to the east and south of the Lidl store. Located immediately to the east of the centre are a number of restaurants occupied by national multiples.</p> <p><b>Pedestrian Activity</b> – The centre was busy at the time of our visits with particular high footfall monitored in the vicinity of the Lidl store.</p> <p><b>Vacancy Rate</b> – The centre does not currently have any vacant units.</p> <p><b>Accessibility</b> – The centre is primarily accessed by car. Some 100 car parking spaces are provided albeit at the time of our visits was congested. Bus stops are located along Ravenswood Avenue and Nacton Road providing services to Ipswich town, hospital, Landguard Fort and Old Felixstowe. The centre is also accessible from surrounding residential area. Cycle parking is provided outside the community centre and Lidl and Co-Op stores with a cycle path located along Nacton Road.</p> <p><b>Environmental Quality</b> – The centre provides a modern attractive environment with shop fronts being of a consistent style. Generally, the landscaping materials are of a good quality, the modern shop fronts are well presented, and there was there was no evidence of any litter or graffiti at the time of our visits.</p> <p><b>Summary</b> – Overall the centre is considered to display healthy levels of vitality and viability.</p>			

Centre – Woodbridge Road East		Pictures	
			
	Location	No. of Units	
	North eastern part of Ipswich	<u>Total = 14 units</u> Convenience = 3 Comparison = 4 Retail Service = 3	Leisure Service = 2 Financial & Business Service = 1 Other = 0 Vacant = 1
Comments			
<p><b>Retailer/ Leisure Representation</b> – Services/facilities in the centre include a Co-op store, with post office services, 2 bakeries, 2 kitchen/bathroom/bedroom interior shops, florist, estate agents, café, opticians and hairdressers. The centre also provides a petrol filling station with a small convenience store (including a Subway).</p> <p><b>Pedestrian Activity</b> – Footfall in the centre was considered to be reasonable at the time of visits with the highest levels monitored in the vicinity of the Co-op and also the petrol filling station.</p> <p><b>Vacancy Rate</b> – Only 1 unit was vacant at the time of our visits (former Boots unit).</p> <p><b>Accessibility</b> – The centre is located on one of the main vehicular routes into Ipswich and benefits from bus stops located on the A1214 which provides links to Ipswich Town Centre, Aldeburgh, Melton and Martlesham Heath. A limited number of short stay car parking space are available at the front of the units and was being well used at the time of our visits. Cycle parking is available to the front of the Co-Op store.</p> <p><b>Environmental Quality</b> – There was no evidence of graffiti or litter at the time of our visits and the shop fronts were well maintained. However, the environmental quality of the centre is slightly marred by traffic travelling on the A1214.</p> <p><b>Summary</b> – When considered against relevant vitality and viability indicators the health of the centre is considered to be reasonably good.</p>			

Centre – Duke Street	Pictures		
			
	Location	No. of Units	
	Central part of Ipswich (south east of town centre/ immediately east of Waterfront)	<u>Total = 32 units</u> Convenience = 4 Comparison = 3 Retail Service = 2	Leisure Service = 11 Financial & Business Service = 4 Other = 0 Vacant = 8
Comments			
<p><b>Retailer/ Leisure Representation</b> – A purpose-built district centre developed as part of relatively new residential and student accommodation at the Waterfront. The centre has a strong leisure service offer providing 5 restaurants/café's/coffee bars and 4 take away outlets. National multiple occupiers include Tesco Express, Premier Stores, Travelodge, Sub Way, Papa Johns, and Loch Fyne. Retail services include a recruitment agency, estate agents and hair salon. A pool club is also present in the southern part of the centre.</p> <p><b>Pedestrian Activity</b> – At the time of our visits the highest levels of pedestrian activity were monitored within the vicinity of the Tesco Express. Footfall activity is likely to considerably vary between daytime and evening due to the number of leisure services within the centre.</p> <p><b>Vacancy Rate</b> – Whilst the centre currently has 8 vacant units it is considered that this level of vacancy is not uncommon of a relatively new purpose built centre. Further planned development in this area is likely to result in these units being occupied in the short/medium term.</p> <p><b>Accessibility</b> – The centre is easily accessible on foot from the surrounding residential area and The Waterfront. Cycle parking is provided at appropriate locations throughout the centre. Parking is provided by way of some limited on-street spaces and a large surface level car park located off University Avenue. Bus stops are located outside the Travelodge providing links to Ipswich Town Centre, the hospital, Gainsborough and Greenwich.</p> <p><b>Environmental Quality</b> – The centre provides a good level of environmental quality with generous pavement widths and modern well maintained shop fronts.</p> <p><b>Summary</b> – Overall, the centre displays good levels of vitality and viability. The re-occupation of the vacant units (particularly Units 1-4, 209-281 Duke Street) in the coming years will help improve the centres vitality and viability further.</p>			

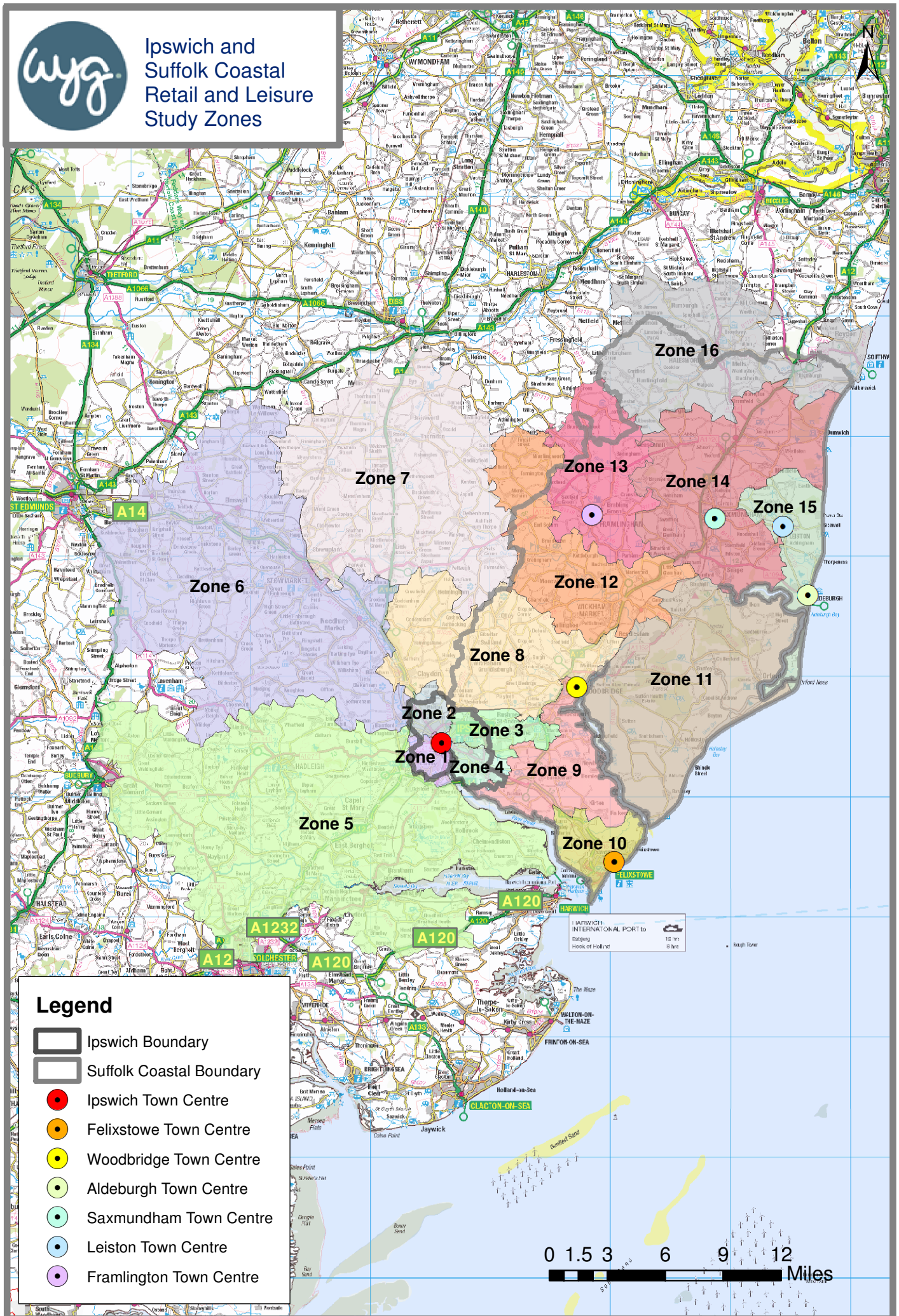
---

# **Appendix H**

## Household Telephone Survey Zone Plan



# Ipswich and Suffolk Coastal Retail and Leisure Study Zones



## Legend

- Ipswich Boundary
- Suffolk Coastal Boundary
- Ipswich Town Centre
- Felixstowe Town Centre
- Woodbridge Town Centre
- Aldeburgh Town Centre
- Saxmundham Town Centre
- Leiston Town Centre
- Framlingham Town Centre

---

# **Appendix I**

## Statistical Retail Tables - Population and Expenditure



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**Table 1: Population Growth, by Zone**

Zone	2015	2017	2021	2026	2031	2036	Change 2017-2021		Change 2017-2026		Change 2017-2031		Change 2017-2036	
							No.	%	No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]
1	37,888	38,377	39,512	40,857	41,955	42,968	1,135	3.0	2,480	6.5	3,578	9.3	4,591	12.0
2	34,034	34,473	35,493	36,701	37,687	38,597	1,020	3.0	2,228	6.5	3,214	9.3	4,124	12.0
3	53,063	53,642	54,971	56,558	57,981	59,462	1,329	2.5	2,915	5.4	4,339	8.1	5,820	10.8
4	38,721	39,220	40,380	41,755	42,877	43,912	1,160	3.0	2,535	6.5	3,657	9.3	4,692	12.0
5	87,762	89,099	91,780	95,179	98,578	102,307	2,681	3.0	6,080	6.8	9,479	10.6	13,208	14.8
6	58,333	59,151	60,966	63,318	65,788	68,417	1,815	3.1	4,167	7.0	6,637	11.2	9,266	15.7
7	26,969	27,366	28,234	29,359	30,552	31,813	867	3.2	1,993	7.3	3,185	11.6	4,446	16.2
8	21,786	22,018	22,530	23,172	23,852	24,628	512	2.3	1,154	5.2	1,835	8.3	2,610	11.9
9	10,409	10,496	10,691	10,927	11,177	11,483	195	1.9	431	4.1	681	6.5	987	9.4
10	29,215	29,459	30,006	30,667	31,370	32,229	547	1.9	1,208	4.1	1,910	6.5	2,770	9.4
11	11,027	11,119	11,325	11,575	11,840	12,165	206	1.9	456	4.1	721	6.5	1,046	9.4
12	7,467	7,539	7,698	7,895	8,104	8,349	159	2.1	356	4.7	565	7.5	810	10.7
13	6,472	6,533	6,669	6,837	7,015	7,225	136	2.1	304	4.7	482	7.4	692	10.6
14	11,756	11,854	12,074	12,340	12,623	12,969	220	1.9	486	4.1	769	6.5	1,115	9.4
15	9,766	9,848	10,030	10,252	10,486	10,774	183	1.9	404	4.1	639	6.5	926	9.4
16	15,206	15,348	15,666	16,086	16,474	16,870	318	2.1	738	4.8	1,126	7.3	1,522	9.9
Total	459,874	465,542	478,026	493,477	508,357	524,167	12,485	2.7	27,935	6.0	42,815	9.2	58,625	12.6

**Notes:**

[1] 2015 base population figure derived from Experian Retail Planner Area Profile Report for each zone (2011 Census).  
[2],[3],[4],[5], [6] Population projection figures derived from 'Suffolk District OAN Population Profiles' provided by Ipswich Borough Council on the 12/04/17 for Ipswich, Suffolk Coastal, Babergh, Mid Suffolk, and Waveney administrative areas. Where a zone extends across administrative areas relevant district/borough population projections have been applied to each part of the zone.  
Zone 5 extends into Colchester and Tendring administrative areas. Zone 6 extends into St Edmundsbury Borough administrative area.  
Population projections for Tendring administrative area derived from Tendring Retail Study Update, April 2017 (Appendix 2, Table 1).  
Population projections for Colchester and St Edmundsbury administrative areas derived from Experian Retail Planner Area Profile Report (in accordance with latest retail studies for the areas: Colchester Retail & Town Centre Study (December 2016) and West Suffolk Retail & Leisure Study (February 2017)).  
[7] = [3] - [2]  
[8] = [7] / [1]  
[9] = [4] - [2]  
[10] = [9] / [1]  
[11] = [5] - [2]  
[12] = [11] / [1]  
[13] = [6] - [2]  
[14] = [13] / [1]



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**Table 2: Per Capita Convenience Goods Expenditure, by Zone (£)**

Zone	2017	2021	2026	2031	3036
1	1,875	1,841	1,827	1,827	1,836
2	1,908	1,873	1,859	1,859	1,868
3	1,966	1,931	1,917	1,916	1,926
4	1,901	1,866	1,852	1,852	1,861
5	2,145	2,106	2,091	2,091	2,101
6	2,109	2,070	2,055	2,055	2,065
7	2,146	2,107	2,092	2,091	2,101
8	2,184	2,145	2,129	2,129	2,139
9	2,207	2,167	2,151	2,151	2,161
10	1,957	1,921	1,907	1,907	1,916
11	2,193	2,154	2,138	2,138	2,148
12	2,322	2,280	2,263	2,263	2,274
13	2,193	2,153	2,137	2,137	2,147
14	2,365	2,322	2,306	2,305	2,316
15	2,255	2,214	2,198	2,197	2,208
16	2,362	2,319	2,302	2,302	2,313

**Notes**

Per capita expenditure derived from Experian MMG3 data (March 2017)

Per capita expenditure projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 14 (November 2016)

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 14

**2015 Prices**



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**Table 3: Total Available Convenience Expenditure, by Zone (£m)**

Zone	2017	2021	2026	2031	2036	Change 2017-21		Change 2017-26		Change 2017-31		Change 2017-36	
						No.	%	No.	%	No.	%	No.	%
1	71.9	72.7	74.7	76.7	78.9	0.8	1.1	2.7	3.8	4.7	6.5	6.9	9.6
2	65.8	66.5	68.2	70.1	72.1	0.7	1.1	2.5	3.8	4.3	6.5	6.3	9.6
3	105.5	106.1	108.4	111.1	114.5	0.7	0.6	2.9	2.8	5.6	5.3	9.0	8.5
4	74.5	75.4	77.3	79.4	81.7	0.8	1.1	2.8	3.8	4.9	6.5	7.2	9.6
5	191.1	193.3	199.0	206.1	214.9	2.2	1.1	7.9	4.1	15.0	7.8	23.8	12.4
6	124.7	126.2	130.1	135.2	141.3	1.5	1.2	5.4	4.3	10.5	8.4	16.5	13.3
7	58.7	59.5	61.4	63.9	66.9	0.8	1.3	2.7	4.6	5.2	8.8	8.1	13.8
8	48.1	48.3	49.3	50.8	52.7	0.2	0.5	1.2	2.6	2.7	5.6	4.6	9.5
9	23.2	23.2	23.5	24.0	24.8	0.0	0.0	0.3	1.5	0.9	3.8	1.7	7.1
10	57.6	57.6	58.5	59.8	61.7	0.0	0.0	0.8	1.5	2.2	3.8	4.1	7.1
11	24.4	24.4	24.7	25.3	26.1	0.0	0.0	0.4	1.5	0.9	3.8	1.7	7.1
12	17.5	17.6	17.9	18.3	19.0	0.0	0.3	0.4	2.1	0.8	4.8	1.5	8.4
13	14.3	14.4	14.6	15.0	15.5	0.0	0.2	0.3	2.0	0.7	4.6	1.2	8.3
14	28.0	28.0	28.5	29.1	30.0	0.0	0.0	0.4	1.5	1.1	3.8	2.0	7.1
15	22.2	22.2	22.5	23.0	23.8	0.0	0.0	0.3	1.5	0.8	3.8	1.6	7.1
16	36.3	36.3	37.0	37.9	39.0	0.1	0.2	0.8	2.2	1.7	4.6	2.8	7.6
<b>Total</b>	<b>963.9</b>	<b>971.7</b>	<b>995.8</b>	<b>1,026</b>	<b>1,063</b>	<b>7.8</b>	<b>0.8</b>	<b>31.9</b>	<b>3.3</b>	<b>61.8</b>	<b>6.4</b>	<b>99.0</b>	<b>10.3</b>

**Notes**

[1] to [5] Calculated by multiplying population (Table 1) by per capita convenience goods expenditure (Table 2)

[6] = [2] - [1]

[7] = [2] / [1]

[8] = [3] - [1]

[9] = [3] / [1]

[10] = [4] - [1]

[11] = [4] / [1]

[12] = [5] - [1]

[13] = [5] / [1]

**2015 Prices**



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 4a - Per Capita Comparison Goods Expenditure, by Category, 2015 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	604	131	99	171	105	256	53	331	57	166	113	129	2,215
2	677	150	114	189	127	281	60	367	63	202	132	156	2,518
3	769	178	133	238	168	326	63	409	66	238	159	186	2,932
4	683	152	114	194	138	294	59	369	57	202	125	152	2,538
5	836	197	162	257	177	330	91	452	65	257	193	201	3,216
6	795	188	158	240	154	309	91	429	65	247	186	201	3,060
7	850	209	173	257	169	323	102	432	66	256	194	221	3,252
8	836	206	170	263	175	332	96	467	69	277	206	218	3,316
9	841	203	167	271	169	337	87	481	77	286	212	215	3,346
10	698	161	123	211	128	291	64	392	65	220	154	172	2,678
11	842	201	162	248	163	326	100	429	66	251	182	207	3,179
12	833	233	196	265	150	300	122	443	78	272	223	253	3,369
13	820	205	174	254	144	292	111	420	71	255	204	228	3,178
14	868	214	178	263	137	312	115	434	86	249	205	231	3,290
15	751	177	149	221	138	292	94	422	71	249	181	181	2,927
16	846	207	178	260	145	305	108	441	85	262	214	229	3,279

Table 4b - Per Capita Comparison Goods Expenditure, by Category, 2017 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	639	139	105	181	111	271	56	350	61	176	119	137	2,345
2	717	159	121	200	135	297	63	388	67	214	140	165	2,665
3	814	189	141	252	177	345	67	433	69	252	168	196	3,103
4	723	161	121	205	146	311	62	391	60	214	132	161	2,687
5	884	208	172	272	187	349	97	478	68	272	204	213	3,404
6	841	199	167	254	163	327	96	454	68	262	197	212	3,239
7	900	221	184	272	179	342	108	457	70	271	205	234	3,442
8	885	219	179	279	185	352	101	495	73	293	218	230	3,509
9	890	215	176	286	179	357	93	509	81	302	224	228	3,542
10	739	170	130	223	135	308	68	414	69	233	163	182	2,834
11	892	212	172	263	172	345	106	455	70	266	193	220	3,365
12	882	247	208	281	159	318	129	469	83	288	236	268	3,566
13	868	217	185	269	153	309	117	444	75	270	216	241	3,364
14	919	226	188	278	145	330	121	460	91	263	217	244	3,482
15	795	188	157	234	146	309	100	447	76	264	191	192	3,098
16	895	219	188	275	153	323	115	466	90	278	226	243	3,471

Table 4c: Per Capita Comparison Goods Expenditure, by Category, 2021 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	688	149	113	195	119	292	60	377	65	189	128	147	2,523
2	771	171	130	216	145	320	68	418	72	230	151	177	2,868
3	876	203	152	271	191	371	72	466	75	271	181	211	3,339
4	777	174	130	221	157	335	67	421	65	230	142	173	2,891
5	952	224	185	292	201	376	104	515	74	292	219	229	3,663
6	905	214	179	273	175	352	103	488	74	281	212	229	3,485
7	968	238	198	292	193	368	116	492	75	291	221	252	3,704
8	952	235	193	300	199	378	109	532	79	316	235	248	3,776
9	958	231	190	308	193	384	100	548	88	325	241	245	3,811
10	795	183	140	240	145	332	73	446	74	251	175	196	3,050
11	959	228	185	283	186	371	114	489	75	286	208	236	3,620
12	948	266	223	302	171	342	139	504	89	310	253	288	3,837
13	934	234	199	289	164	333	126	478	81	290	232	259	3,619
14	988	244	202	299	156	355	131	495	98	283	233	263	3,747
15	855	202	169	252	157	333	107	481	81	284	206	206	3,334
16	963	236	203	296	165	347	123	502	97	299	243	261	3,734



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 4d: Per Capita Comparison Goods Expenditure, by Category, 2026 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	809	175	133	230	140	344	71	443	77	223	151	173	2,967
2	907	201	153	254	170	376	80	491	85	270	177	208	3,373
3	1,030	239	178	318	225	436	85	548	88	319	213	249	3,928
4	914	204	153	260	184	394	79	495	76	271	167	204	3,400
5	1,119	263	217	344	237	442	122	605	87	344	258	270	4,309
6	1,065	252	211	321	206	413	121	574	87	331	249	269	4,099
7	1,139	280	232	344	226	433	136	578	88	343	260	297	4,356
8	1,120	277	227	353	234	445	128	626	93	371	276	291	4,441
9	1,127	272	223	363	227	452	117	645	103	383	284	288	4,482
10	935	215	165	282	171	390	86	525	87	295	206	230	3,587
11	1,128	269	217	333	218	436	134	575	89	337	244	278	4,258
12	1,116	313	263	356	202	402	163	593	104	365	298	339	4,513
13	1,099	275	234	340	193	391	148	562	95	341	273	305	4,257
14	1,163	287	238	352	183	417	154	582	115	333	275	309	4,407
15	1,006	238	199	297	184	391	126	565	96	334	242	243	3,921
16	1,133	277	239	348	194	408	145	590	114	351	286	307	4,393

Table 4e: Per Capita Comparison Goods Expenditure, by Category, 2031 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	942	204	155	268	163	400	82	517	89	259	176	202	3,457
2	1,056	234	178	295	198	438	94	572	99	315	207	243	3,930
3	1,200	278	208	371	262	508	99	638	102	372	248	290	4,575
4	1,065	238	178	302	215	459	92	576	89	316	194	238	3,961
5	1,304	307	253	401	276	515	142	705	101	401	301	314	5,019
6	1,240	294	246	374	240	482	141	669	101	386	290	313	4,775
7	1,327	327	271	401	264	504	159	674	103	399	302	346	5,075
8	1,304	322	265	411	273	519	149	729	108	433	322	340	5,174
9	1,313	317	260	422	264	526	136	751	120	446	331	336	5,222
10	1,089	250	192	329	199	455	100	611	102	343	240	268	4,179
11	1,315	313	253	388	254	508	156	670	103	392	285	324	4,960
12	1,300	364	306	414	235	468	190	691	122	425	347	395	5,257
13	1,280	320	272	396	225	456	173	655	111	397	318	355	4,959
14	1,354	334	277	410	214	486	179	678	134	388	320	360	5,134
15	1,172	277	232	345	215	456	147	659	111	389	282	283	4,568
16	1,319	323	278	405	226	476	169	687	133	409	333	358	5,117

Table 4f: Per Capita Comparison Goods Expenditure, by Category, 2036 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	1,109	241	182	315	192	471	97	608	105	305	207	237	4,070
2	1,244	276	209	348	234	516	110	674	116	371	243	286	4,627
3	1,413	327	244	437	308	598	116	752	121	438	292	341	5,387
4	1,254	280	209	356	253	540	108	679	105	372	229	280	4,664
5	1,535	361	298	472	325	606	168	830	119	472	354	370	5,909
6	1,461	346	290	440	282	567	166	788	119	454	342	369	5,623
7	1,562	384	319	472	311	593	187	793	121	470	356	407	5,975
8	1,536	379	312	484	321	610	176	858	127	509	379	400	6,091
9	1,545	373	306	497	311	620	161	884	141	525	389	395	6,148
10	1,283	295	226	387	234	535	117	720	120	404	283	316	4,920
11	1,548	369	298	456	299	598	184	789	121	462	335	381	5,840
12	1,530	429	360	488	276	551	223	814	143	501	409	465	6,190
13	1,507	377	320	467	265	537	203	771	131	468	375	418	5,839
14	1,595	393	326	482	252	572	211	798	158	457	377	424	6,044
15	1,380	326	273	407	253	537	173	775	131	458	332	333	5,378
16	1,553	380	327	477	266	560	199	809	156	482	393	421	6,025

**Notes**  
2015 base expenditure taken from Experian MMG3 data (March 2017)  
Comparison goods expenditure growth projected forward from 2015 base using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 14 (November 2016).  
Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 14 (November 2016)

2015 prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 5a: Total Comparison Goods Expenditure, by Category, 2017 (£m)

Zone	Expenditure Category											
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	24.5	5.3	4.0	7.0	4.2	10.4	2.1	13.4	2.3	6.7	4.6	5.2
2	24.7	5.5	4.2	6.9	4.6	10.2	2.2	13.4	2.3	7.4	4.8	5.7
3	43.7	10.1	7.6	13.5	9.5	18.5	3.6	23.2	3.7	13.5	9.0	10.5
4	28.3	6.3	4.7	8.0	5.7	12.2	2.4	15.3	2.4	8.4	5.2	6.3
5	78.8	18.5	15.3	24.2	16.7	31.1	8.6	42.6	6.1	24.2	18.2	19.0
6	49.8	11.8	9.9	15.0	9.6	19.3	5.7	26.8	4.0	15.5	11.6	12.6
7	24.6	6.1	5.0	7.4	4.9	9.4	2.9	12.5	1.9	7.4	5.6	6.4
8	19.5	4.8	4.0	6.1	4.1	7.7	2.2	10.9	1.6	6.5	4.8	5.1
9	9.3	2.3	1.9	3.0	1.9	3.7	1.0	5.3	0.9	3.2	2.4	2.4
10	21.8	5.0	3.8	6.6	4.0	9.1	2.0	12.2	2.0	6.9	4.8	5.4
11	9.9	2.4	1.9	2.9	1.9	3.8	1.2	5.1	0.8	3.0	2.1	2.4
12	6.6	1.9	1.6	2.1	1.2	2.4	1.0	3.5	0.6	2.2	1.8	2.0
13	5.7	1.4	1.2	1.8	1.0	2.0	0.8	2.9	0.5	1.8	1.4	1.6
14	10.9	2.7	2.2	3.3	1.7	3.9	1.4	5.4	1.1	3.1	2.6	2.9
15	7.8	1.8	1.6	2.3	1.4	3.0	1.0	4.4	0.7	2.6	1.9	1.9
16	13.7	3.4	2.9	4.2	2.4	5.0	1.8	7.2	1.4	4.3	3.5	3.7
Total	379.7	89.2	71.6	114.4	74.9	151.9	39.8	204.3	32.4	116.5	84.3	93.1

Table 5b: Total Comparison Goods Expenditure, by Category, 2021 (£m)

Zone	Expenditure Category											
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	27.2	5.9	4.5	7.7	4.7	11.5	2.4	14.9	2.6	7.5	5.1	5.8
2	27.4	6.1	4.6	7.7	5.1	11.3	2.4	14.8	2.6	8.2	5.3	6.3
3	48.1	11.2	8.3	14.9	10.5	20.4	4.0	25.6	4.1	14.9	10.0	11.6
4	31.4	7.0	5.2	8.9	6.3	13.5	2.7	17.0	2.6	9.3	5.7	7.0
5	87.3	20.5	17.0	26.8	18.5	34.5	9.5	47.2	6.8	26.8	20.1	21.1
6	55.2	13.1	10.9	16.6	10.7	21.4	6.3	29.8	4.5	17.2	12.9	13.9
7	27.3	6.7	5.6	8.3	5.4	10.4	3.3	13.9	2.1	8.2	6.2	7.1
8	21.4	5.3	4.4	6.8	4.5	8.5	2.5	12.0	1.8	7.1	5.3	5.6
9	10.2	2.5	2.0	3.3	2.1	4.1	1.1	5.9	0.9	3.5	2.6	2.6
10	23.9	5.5	4.2	7.2	4.4	10.0	2.2	13.4	2.2	7.5	5.3	5.9
11	10.9	2.6	2.1	3.2	2.1	4.2	1.3	5.5	0.9	3.2	2.4	2.7
12	7.3	2.0	1.7	2.3	1.3	2.6	1.1	3.9	0.7	2.4	2.0	2.2
13	6.2	1.6	1.3	1.9	1.1	2.2	0.8	3.2	0.5	1.9	1.5	1.7
14	11.9	2.9	2.4	3.6	1.9	4.3	1.6	6.0	1.2	3.4	2.8	3.2
15	8.6	2.0	1.7	2.5	1.6	3.3	1.1	4.8	0.8	2.8	2.1	2.1
16	15.1	3.7	3.2	4.6	2.6	5.4	1.9	7.9	1.5	4.7	3.8	4.1
Total	419.5	98.6	79.1	126.4	82.7	167.8	44.0	225.7	35.8	128.7	93.1	102.9

Table 5c: Total Comparison Goods Expenditure, by Category, 2026 (£m)

Zone	Expenditure Category											
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	33.0	7.2	5.4	9.4	5.7	14.0	2.9	18.1	3.1	9.1	6.2	7.1
2	33.3	7.4	5.6	9.3	6.3	13.8	2.9	18.0	3.1	9.9	6.5	7.7
3	58.3	13.5	10.1	18.0	12.7	24.7	4.8	31.0	5.0	18.0	12.1	14.1
4	38.2	8.5	6.4	10.8	7.7	16.4	3.3	20.7	3.2	11.3	7.0	8.5
5	106.5	25.1	20.7	32.7	22.5	42.0	11.6	57.6	8.2	32.7	24.6	25.7
6	67.4	16.0	13.4	20.3	13.0	26.2	7.7	36.4	5.5	21.0	15.8	17.0
7	33.4	8.2	6.8	10.1	6.6	12.7	4.0	17.0	2.6	10.1	7.6	8.7
8	25.9	6.4	5.3	8.2	5.4	10.3	3.0	14.5	2.2	8.6	6.4	6.8
9	12.3	3.0	2.4	4.0	2.5	4.9	1.3	7.0	1.1	4.2	3.1	3.1
10	28.7	6.6	5.0	8.7	5.2	12.0	2.6	16.1	2.7	9.0	6.3	7.1
11	13.1	3.1	2.5	3.9	2.5	5.0	1.6	6.7	1.0	3.9	2.8	3.2
12	8.8	2.5	2.1	2.8	1.6	3.2	1.3	4.7	0.8	2.9	2.4	2.7
13	7.5	1.9	1.6	2.3	1.3	2.7	1.0	3.8	0.7	2.3	1.9	2.1
14	14.3	3.5	2.9	4.3	2.3	5.1	1.9	7.2	1.4	4.1	3.4	3.8
15	10.3	2.4	2.0	3.0	1.9	4.0	1.3	5.8	1.0	3.4	2.5	2.5
16	18.2	4.5	3.8	5.6	3.1	6.6	2.3	9.5	1.8	5.7	4.6	4.9
Total	509.4	119.7	96.1	153.4	100.5	203.7	53.4	274.1	43.4	156.3	113.0	124.9



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 5d: Total Comparison Goods Expenditure, by Category, 2031 (£m)

Zone	Expenditure Category											
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	39.5	8.6	6.5	11.2	6.8	16.8	3.4	21.7	3.7	10.9	7.4	8.5
2	39.8	8.8	6.7	11.1	7.5	16.5	3.5	21.6	3.7	11.9	7.8	9.2
3	69.6	16.1	12.0	21.5	15.2	29.5	5.7	37.0	5.9	21.6	14.4	16.8
4	45.7	10.2	7.6	13.0	9.2	19.7	3.9	24.7	3.8	13.5	8.3	10.2
5	128.5	30.2	25.0	39.5	27.2	50.7	14.0	69.5	9.9	39.5	29.6	31.0
6	81.6	19.3	16.2	24.6	15.8	31.7	9.3	44.0	6.6	25.4	19.1	20.6
7	40.5	10.0	8.3	12.2	8.1	15.4	4.8	20.6	3.1	12.2	9.2	10.6
8	31.1	7.7	6.3	9.8	6.5	12.4	3.6	17.4	2.6	10.3	7.7	8.1
9	14.7	3.5	2.9	4.7	3.0	5.9	1.5	8.4	1.3	5.0	3.7	3.8
10	34.2	7.9	6.0	10.3	6.2	14.3	3.1	19.2	3.2	10.8	7.5	8.4
11	15.6	3.7	3.0	4.6	3.0	6.0	1.8	7.9	1.2	4.6	3.4	3.8
12	10.5	3.0	2.5	3.4	1.9	3.8	1.5	5.6	1.0	3.4	2.8	3.2
13	9.0	2.2	1.9	2.8	1.6	3.2	1.2	4.6	0.8	2.8	2.2	2.5
14	17.1	4.2	3.5	5.2	2.7	6.1	2.3	8.6	1.7	4.9	4.0	4.5
15	12.3	2.9	2.4	3.6	2.3	4.8	1.5	6.9	1.2	4.1	3.0	3.0
16	21.7	5.3	4.6	6.7	3.7	7.8	2.8	11.3	2.2	6.7	5.5	5.9
Total	611.4	143.7	115.4	184.2	120.6	244.5	64.2	329.0	52.1	187.6	135.7	149.9

Table 5e: Total Comparison Goods Expenditure, by Category, 2036 (£m)

Zone	Expenditure Category											
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	47.7	10.3	7.8	13.5	8.3	20.2	4.2	26.1	4.5	13.1	8.9	10.2
2	48.0	10.7	8.1	13.4	9.0	19.9	4.3	26.0	4.5	14.3	9.4	11.0
3	84.0	19.5	14.5	26.0	18.3	35.6	6.9	44.7	7.2	26.0	17.4	20.3
4	55.1	12.3	9.2	15.6	11.1	23.7	4.7	29.8	4.6	16.3	10.1	12.3
5	157.1	37.0	30.5	48.3	33.2	62.0	17.1	85.0	12.1	48.3	36.2	37.9
6	99.9	23.7	19.8	30.1	19.3	38.8	11.4	53.9	8.1	31.1	23.4	25.2
7	49.7	12.2	10.1	15.0	9.9	18.9	5.9	25.2	3.9	15.0	11.3	12.9
8	37.8	9.3	7.7	11.9	7.9	15.0	4.3	21.1	3.1	12.5	9.3	9.8
9	17.7	4.3	3.5	5.7	3.6	7.1	1.8	10.2	1.6	6.0	4.5	4.5
10	41.3	9.5	7.3	12.5	7.6	17.3	3.8	23.2	3.9	13.0	9.1	10.2
11	18.8	4.5	3.6	5.6	3.6	7.3	2.2	9.6	1.5	5.6	4.1	4.6
12	12.8	3.6	3.0	4.1	2.3	4.6	1.9	6.8	1.2	4.2	3.4	3.9
13	10.9	2.7	2.3	3.4	1.9	3.9	1.5	5.6	0.9	3.4	2.7	3.0
14	20.7	5.1	4.2	6.3	3.3	7.4	2.7	10.3	2.0	5.9	4.9	5.5
15	14.9	3.5	2.9	4.4	2.7	5.8	1.9	8.4	1.4	4.9	3.6	3.6
16	26.2	6.4	5.5	8.1	4.5	9.4	3.4	13.7	2.6	8.1	6.6	7.1
Total	742.6	174.5	140.2	223.7	146.5	296.9	78.0	399.5	63.2	227.8	164.8	182.1

Notes:  
Total Expenditure = Population for each zone (Table 1) multiplied by per capita expenditure for each zone (Table 4a-4f)

2015 Prices

---

# **Appendix J**

## Statistical Retail Tables - Convenience Goods Capacity



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 1: Main and Top Up Food Shopping Market Share of Convenience Facilities by Zone, 2017 (%)

	Zones																														
	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16
	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	
IPSWICH																															
Ipswich Town Centre	2	6	4	6	5	8	3	5	1	1			0		2	3	1	1	2				1	2	0					1	
Sainsbury's, Upper Brook Street	1	5	3	4	2	2	3								1	3	1		1	1			1		0					1	
Marks & Spencer, Westgate Street	0	1	1	2	2	4		1		1									0				1								
Little Waitrose, Corn Exchange, Princes Street					0			1							2		0	1					1								
Iceland, Sailmakers, Tavern Street		1	0	1	0		0	2		1			0																		
Other						1																1									
Ipswich Out-of-Centre	37	17	59	44	16	4	22	15	14	1	7	2	5		25	6	7	1	5	2	6		7		3	2	6		0		8
Sainsbury's, Hadleigh Road	20	6	15	7	4	4	9	13	7	1	0				1	3			1	1		0		1		1	7			0	
Asda, Whitehouse Industrial Estate, Goddard Road	4	1	27	24			3		1		2	2	4		10	3			3			4		0		2	2				7
Morrisons, Sproughton Road	6	1	14	5	3		5		2		3		1		7	1	1		3		1		1		1	1	1		0		
Waitrose, Futura Park, Crane Boulevard	1		2		8		4	2	1		1				7		6	1	2	1	1		1		1						
Lidl, London Road	6	10	2	8	2		1		2				1		1		0				4		1		1	1	2				
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	2		2	1	52	13	37	36	1				0		32	15	62	40	23	8	66	21	39	10	23	2	6	1	9		
Tesco Extra, Anson Road, Martlesham			1		22	7	2	3	0				0		24	14	40	31	11	4	57	13	35	10	19	2	4	1	7		
Sainsbury's, Felixstowe Road, Warren Heath	2		1		28	3	34	33	1						6		15	4	12	2	6		1		2	2	2				
M&S Simply Food, Martlesham Health Retail Park				1	2	3	1								2	1	8	6		2	3	7	2		2	2					
Ipswich Out-of-Centre South-Western Fringe (Babergh District)	29	7	10	1	2		9		16	5			2				1		0						1						
Tesco Extra, Copdock Interchange	25	3	10	1	2		9		15	5			2				1		0						1						
Aldi, Donald Mackintosh Way	4	4							1								1								1						
District Centre Stores	29	63	22	21	15	23	19	26	1	6	3			1	22	4	4	2	7	1	6	1	12	1	3		1		3		
Asda, Stoke Park Drive District Centre	23	44							1	4	0								6		1										
Aldi, Hines Road, Felixstowe Road District Centre	1		8		11	3	11	15			0				9		3		6		1		0		1				3		
Co-op, Hines Road, Felixstowe Road District Centre					1		1	1				1							0			1		1							
Aldi, Meredith Road District Centre	1		12	14	3		2	3			2				3	4	0						5				1				
Lidl, Hening Avenue, Ravenswood District Centre				2			3	5							2			2		1			1								
Co-op, Hawthorne Drive District Centre	3	19													6																
Sainsbury's Local, Woodbridge Rd/Cauldwell Rd District Centre			2	5		17	1	1																							
Tesco Express, Nacton Road District Centre					1	3	2	3					1					0													
Co-op, Woodbridge Road East District Centre									1																						
Ipswich - Other		6	1	25	2	27	6	16		2			2				1	1	2								1				
Co-op, Cauldwell Hall Road					1	4		1																							
Tesco Express, Foxhall Road						13	1	4																							
Tesco Express, Norwich Road Local Centre		1		9									2																		
Other		5	1	16	1	10	5	11		2			2			1	1	2													
SUFFOLK COASTAL AREA																															
WOODBIDGE			0												7	23	11	25			4	11	1		1						
Woodbridge Town Centre															7	16	9	20			4	7	1		1						
Co-op, Turban Centre															7	16	9	20			4	7	1		1						
Other Woodbridge			0												1	7	2	5			0	4									
Co-op, Old Barrack Road			0												1	7	2	3			0										
Co-op, Hasketon Road																															
FELIXSTOWE	0		0	1	2		3	2	1				2		3	1	11	16	63	88	2	1	1		1				2		
Felixstowe Town Centre							1	2	1						0	1	1	9	18												
Tesco Metro, Hamilton Road							0									1		9	20												
Co-op, Hamilton Road / High Road West							1	1	1									4	9												
Marks & Spencer, Hamilton Road															0			5	4												
Iceland, Hamilton Road							1	1										4	2												
Other Felixstowe																		4	3												
Morrisons, Grange Farm Avenue	0		0	1	2		1		0				2		3		10	8	44	51					1				2		
Morrisons, Grange Farm Avenue									0						1		3	30	27												
Lidl, Langer Road			0	1	0		1						2		2		7	5	12	11					1				2		
Other																		3	13												
SAXMUNDHAM							1		1				1		1		0				8	1	4	5	25	5	67	68	39	12</	



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 2: Main and Top Up Food Shopping Turnover of Convenience Facilities, 2017 (£m)

	Zones																															
	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16	
	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up	Main	Top-Up
IPSWICH																																
Ipswich Town Centre	0.9	1.4	2.1	1.2	3.4	2.4	1.8	1.0	1.1	0.5			0.1		0.8	0.5	0.2	0.1	0.9			0.1	0.1	0.0						0.1		
Sainsbury's, Upper Brook Street	0.7	1.0	1.5	0.7	1.3	0.6	1.6								0.3	0.5	0.1		0.3			0.1		0.0						0.1		
Marks & Spencer, Westgate Street	0.2	0.2	0.4	0.3	1.5	1.4		0.2		0.5							0.1	0.1	0.2													
Little Waitrose, Corn Exchange, Princes Street				0.3				0.3	1.1				0.1		0.5			0.1	0.1	0.4			0.1	0.0								
Iceland, Sailmakers, Tavern Street		0.2	0.1	0.2	0.3		0.2	0.5																								
Other						0.4																	0.0									
Ipswich Out-of-Centre	18.7	3.8	27.3	8.6	12.0	1.4	11.4	3.3	18.4	0.5	5.7	0.8	2.2		8.6	0.8	1.1	0.1	2.1	0.4	0.9		0.9		0.3	0.1	1.2		0.1	1.9		
Sainsbury's, Hadleigh Road	9.9	1.2	6.9	1.4	2.9	1.4	4.7	3.0	9.4	0.5	0.3				0.2	0.2			0.2	0.2	0.1		0.1		0.1	0.1	0.1			0.1	0.1	
Asda, Whitehouse Industrial Estate, Goddard Road	2.0	0.3	12.5	4.7			1.5		1.1		1.9	0.8	1.5		3.4	0.5			1.4			0.5		0.0		0.4						
Morrisons, Sroughton Road	3.2	0.2	6.4	0.9	1.9		2.7		3.2		2.7		0.5		2.3	0.2	0.1				0.1		0.1	0.0	0.2			0.1		1.9		
Waitrose, Futura Park, Crane Boulevard	0.4		0.8		6.0		2.1	0.3	1.7		0.9				2.4		0.9	0.1	0.8	0.2		0.1		0.1								
Lidl, London Road	3.1	2.1	0.7	1.6	1.2		0.4		3.0				0.2		0.5		0.1				0.7		0.1		0.0	0.4						
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	1.2		1.0	0.2	38.7	4.2	19.2	8.0	1.7				0.1		10.7	2.2	10.1	2.8	9.2	1.4	11.3	1.6	4.7	0.5	2.3	0.1	1.3	0.1	1.3			
Tesco Extra, Anson Road, Martlesham			0.5		16.5	2.2	1.3	0.6	0.5				0.1		8.2	2.1	6.5	2.1	4.5	0.7	9.7	0.9	4.3		1.9	0.1	0.8	0.1	1.1			
Sainsbury's, Felixstowe Road, Warren Heath	1.2		0.5		20.5	0.9	17.6	7.4	1.2						1.9		2.4	0.3	4.7	0.3	1.0	0.1	0.3		0.2		0.4		0.2			
M&S Simply Food, Martlesham Health Retail Park				0.2	1.7	1.0	0.3								0.6	0.2	1.3	0.4		0.4	0.6	0.5	0.2		0.2							
Ipswich Out-of-Centre South-Western Fringe (Babergh District)	14.8	1.5	4.6	0.2	1.2		4.9		21.6	2.7			0.8				0.2		0.1						0.1							
Tesco Extra, Copdock Interchange	12.6	0.7	4.6	0.2	1.2		4.9		19.9	2.7			0.8						0.1						0.1							
Aldi, Donald Mackintosh Way	2.2	0.9							1.7								0.2								0.1							
District Centre Stores	14.5	13.6	10.0	4.2	11.2	7.4	10.1	5.9	1.7	3.3	2.4		0.2	7.3	0.6	0.6	0.1	2.7	0.2	1.0	0.1	1.4	0.0	0.3		0.2		0.5				
Asda, Stoke Park Drive District Centre	11.5	9.5							1.7	2.1	0.4							2.6			0.1		0.1		0.1							
Aldi, Hines Road, Felixstowe Road District Centre	0.7		3.7		7.9	1.1	5.6	3.3			0.3				3.2		0.5		0.1			0.6	0.0	0.1					0.5			
Co-op, Hines Road, Felixstowe Road District Centre					0.6		0.3	0.3		0.5															0.1							
Aldi, Meredith Road District Centre	0.7		5.4	2.7	2.1		0.9				1.7				1.1	0.6	0.1										0.2					
Lidl, Hening Avenue, Ravenswood District Centre				0.4			1.7	1.2							0.8			0.1		0.2	0.1		0.6									
Co-op, Hawthorne Drive District Centre	1.5	4.1																														
Sainsbury's Local, Woodbridge Rd/Cauldwell Rd District Centre			0.9	1.1		5.4	0.6	0.3							2.2																	
Tesco Express, Nacton Road District Centre						0.6	0.9	1.0	0.7					0.2			0.1															
Co-op, Woodbridge Road East District Centre										0.7																						
Ipswich - Other		1.3	0.4	5.0	1.3	8.6	3.0	3.6		1.1		0.8	0.9	0.6		0.1	0.1	0.2									0.1					
Co-op, Cauldwell Hall Road					0.9	1.4		0.3																								
Tesco Express, Foxhall Road						4.0	0.3	1.0																								
Tesco Express, Norwich Road Local Centre		0.3		1.8									0.9	0.6																		
Other		1.1	0.4	3.1	0.4	3.2	2.7	2.4		1.1		0.8				0.1	0.1	0.2														
SUFFOLK COASTAL AREA																																
WOODBIDGE			0.2												2.5	3.3	1.8	1.7			0.7	0.8	0.2		0.1							
Woodbridge Town Centre															2.2	2.4	1.5	1.4			0.7	0.5	0.2		0.1							
Co-op, Turban Centre															2.2	2.4	1.5	1.4			0.7	0.5	0.2		0.1							
Other Woodbridge			0.2												0.3	1.0	0.3	0.4			0.1	0.3										
Co-op, Old Barrack Road			0.2												0.3	1.0	0.3	0.2			0.1	0.3										
Co-op, Hasketon Road																	0.2															
FELIXSTOWE	0.2		0.1	0.2	1.3		1.5	0.4	1.2				0.8		1.1	0.2	1.8	1.1	25.3	15.2	0.4	0.1	0.1		0.1			0.3				
Felixstowe Town Centre							0.7	0.4	0.7						0.1	0.2	0.2	0.6	7.4	6.3												
Tesco Metro, Hamilton Road							0.2		0.7							0.2			3.5	3.5												
Co-op, Hamilton Road / High Road West							0.3	0.2									0.2		1.4	1.5												
Marks & Spencer, Hamilton Road															0.1		0.4		1.5	0.8												
Iceland, Hamilton Road							0.3	0.2																								



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 3: Total Turnover of Convenience Facilities, 2017 (£m)

	Zones																												Total Survey Derived Turnover (£m)				
	(%) <sup>1</sup> (£m)	(%) <sup>2</sup> (£m)	(%) <sup>3</sup> (£m)	(%) <sup>4</sup> (£m)	(%) <sup>5</sup> (£m)	(%) <sup>6</sup> (£m)	(%) <sup>7</sup> (£m)	(%) <sup>8</sup> (£m)	(%) <sup>9</sup> (£m)	(%) <sup>10</sup> (£m)	(%) <sup>11</sup> (£m)	(%) <sup>12</sup> (£m)	(%) <sup>13</sup> (£m)	(%) <sup>14</sup> (£m)	(%) <sup>15</sup> (£m)	(%) <sup>16</sup> (£m)																	
IPSWICH																																	
Ipswich Town Centre	3	2.2	5	3.3	6	5.8	4	2.8	1	1.7			0	0.1	3	1.3	1	0.2	2	0.9			1	0.2	0	0.0					0	0.1	18.7
Sainsbury's, Upper Brook Street	2	1.7	3	2.2	2	1.9	2	1.6							2	0.7	0	0.1	1	0.3			0	0.1	0	0.0					0	0.1	8.7
Marks & Spencer, Westgate Street	1	0.4	1	0.8	3	2.9	0	0.2	0	0.5									0	0.2			0	0.0								5.0	
Little Waitrose, Corn Exchange, Princes Street					0	0.3	0	0.3	1	1.1			0	0.1	1	0.5	1	0.1	1	0.4			0	0.1								3.1	
Iceland, Sailmakers, Tavern Street	0	0.2	0	0.3	0	0.3	1	0.7														0	0.0									1.5	
Other					0	0.4																0	0.0									0.5	
Ipswich Out-of-Centre	31	22.4	55	35.9	13	13.4	20	14.7	10	18.9	5	6.5	4	2.2	19	9.4	5	1.2	4	2.5	4	0.9	5	0.9	3	0.4	4	1.2	0	0.1	5	1.9	132.6
Sainsbury's, Hadleigh Road	16	11.2	13	8.3	4	4.2	10	7.7	5	10.0	0	0.3			0	0.2			0	0.2	0	0.1	0	0.1	1	0.1	0	0.1			0	0.1	42.5
Asda, Whitehouse Industrial Estate, Goddard Road	3	2.3	26	17.2			2	1.5	1	1.1	2	2.6	3	1.5	8	3.9			2	1.4			3	0.5	0	0.0	2	0.4					32.4
Morrisons, Sproughton Road	5	3.4	11	7.3	2	1.9	4	2.7	2	3.2	2	2.7	1	0.5	5	2.5	0	0.1			0	0.1	1	0.1	1	0.1	1	0.2	0	0.1	5	1.9	26.7
Waitrose, Futura Park, Crane Boulevard	0	0.4	1	0.8	6	6.0	3	2.4	1	1.7	1	0.9			5	2.4	4	1.0	2	1.0	0	0.1	0	0.1	1	0.1							16.8
Lidl, London Road	7	5.2	4	2.3	1	1.2	1	0.4	2	3.0			0	0.2	1	0.5	0	0.1			3	0.7	1	0.1	0	0.0	2	0.4					14.2
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	2	1.2	2	1.3	41	42.9	37	27.2	1	1.7			0	0.1	27	12.9	56	12.9	18	10.5	53	12.9	30	5.2	16	2.4	5	1.4	6	1.3			133.9
Tesco Extra, Anson Road, Martlesham			1	0.5	18	18.8	3	1.9	0	0.5			0	0.1	21	10.3	37	8.6	9	5.2	44	10.7	27	4.8	14	1.9	3	1.0	5	1.1			65.4
Sainsbury's, Felixstowe Road, Warren Heath	2	1.2	1	0.5	20	21.4	34	25.0	1	1.2					4	1.9	11	2.6	9	5.0	5	1.1	1	0.3	2	0.2	1	0.4	1	0.2			61.0
M&S Simply Food, Martlesham Health Retail Park			0	0.2	3	2.7	0	0.3							2	0.8	7	1.7	1	0.4	4	1.1	1	0.2	1	0.2							7.5
Ipswich Out-of-Centre South-Western Fringe (Babergh District)	23	16.3	7	4.8	1	1.2	7	4.9	13	24.4			1	0.8				1	0.2	0	0.1					1	0.1						52.9
Tesco Extra, Copdock Interchange	18	13.3	7	4.8	1	1.2	7	4.9	12	22.6			1	0.8					0	0.1					1	0.1							47.9
Aldi, Donald Mackintosh Way	4	3.1						1	1.7								1	0.2							1	0.1							5.0
District Centre Stores	39	28.0	22	14.2	18	18.6	21	16.0	3	5.0	2	2.4	0	0.2	16	7.9	3	0.8	5	2.9	4	1.1	8	1.5	2	0.3	1	0.2	2	0.5			99.5
Asda, Stoke Park Drive District Centre	29	20.9							2	3.8	0	0.4						4	2.6	1	0.1	0	0.1	1	0.1								28.0
Aldi, Hines Road, Felixstowe Road District Centre	1	0.7	6	3.7	9	9.0	12	8.9			0	0.3			7	3.2	2	0.5	0	0.1	3	0.6	4	0.7	1	0.1			2	0.5			28.5
Co-op, Hines Road, Felixstowe Road District Centre					1	0.6	1	0.6	0	0.5																							1.9
Aldi, Meredith Road District Centre	1	0.7	12	8.2	2	2.1	1	0.9			1	1.7			4	1.8	0	0.1			1	0.2					1	0.2					16.2
Lidl, Hening Avenue, Ravenswood District Centre			1	0.4			4	2.9							2	0.8	0	0.1	0	0.2	1	0.1	1	0.1								4.7	
Co-op, Hawthorne Drive District Centre	8	5.6																															5.6
Sainsbury's Local, Woodbridge Rd/Cauldwell Rd District Centre			3	2.0	5	5.4	1	0.9					0	0.2	4	2.2																	10.5
Tesco Express, Nacton Road District Centre					1	1.5	2	1.7		0	0.7						0	0.1															1.9
Co-op, Woodbridge Road East District Centre																																	2.2
Ipswich - Other	2	1.3	8	5.4	9	10.0	9	6.7	1	1.1	1	0.8	3	1.5	0	0.1	1	0.3									0	0.1					27.3
Co-op, Cauldwell Hall Road					2	2.3	0	0.3																									2.7
Tesco Express, Foxhall Road					4	4.0	2	1.2																									5.2
Tesco Express, Norwich Road Local Centre	0	0.3	3	1.8									3	1.5																			3.6
Other	1	1.1	5	3.6	3	3.7	7	5.2	1	1.1	1	0.8			0	0.1	1	0.3															15.8
SUFFOLK COASTAL AREA																																	
WOODBIDGE			0	0.2											12	5.8	15	3.6			6	1.5	1	0.2	0	0.1							11.4
Woodbridge Town Centre															9	4.6	13	2.9			5	1.2	1	0.2	0	0.1							8.8
Co-op, Turban Centre			0	0.2											9	4.6	13	2.9			5	1.2	1	0.2	0	0.1							8.8
Other Woodbridge															3	1.3	3	0.7			2	0.4											2.5
Co-op, Old Barrack Road			0	0.2											3	1.3	3	0.7			2	0.4											2.3
Co-op, Hasketon Road												</																					



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 4. Survey-derived performance of convenience floorspace compared to expected benchmark performance at 2017

	Gross Floorspace (sq.m)	Net Sales (sq.m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq.m)	Benchmark Convenience Goods Turnover (£m)	Survey Turnover (£m)	Inflow Allowance (%)	Estimated Survey T/O with Inflow (£m)	Overtrading (£m)
<b>IPSWICH</b>									
<b>Ipswich Town Centre</b>									
Sainsbury's, Upper Brook Street	3,300	1,471	1,250	12,715	15.9	8.7	5	9.2	-6.7
Marks & Spencer, Westgate Street	1,638	983	983	11,239	11.0	5.0	5	5.3	-5.8
Little Waitrose, Corn Exchange, Princes Street	478	250	250	13,902	3.5	3.1	5	3.2	-0.2
Iceland, Sailmakers, Tavern Street	888	431	409	7,124	2.9	1.5		1.5	-1.5
Other	-	-	-	-	0.5	0.5	5	0.5	0.0
<b>Ipswich Out-of-Centre</b>									
Sainsbury's, Hadleigh Road	7,625	4,429	3,322	12,715	42.2	42.5		42.5	0.2
Asda, Whitehouse Industrial Estate, Goddard Road	9,974	5,845	3,139	12,750	40.0	32.4	5	34.0	-6.0
Morrisons, Sproughton Road	7,605	4,351	3,246	12,134	39.4	26.7		26.7	-12.7
Waitrose, Futura Park, Crane Boulevard	3,671	1,932	1,586	13,902	22.1	16.8	5	17.7	-4.4
Lidl, London Road	1,409	1,010	808	7,500	6.1	14.2		14.2	8.2
<b>Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)</b>									
Tesco Extra, Anson Road, Martlesham	8,742	5,963	3,900	13,491	52.6	65.4	5	68.6	16.0
Sainsbury's, Felixstowe Road, Warren Heath	10,457	6,016	4,512	12,715	57.4	61.0	5	64.0	6.7
M&S Simply Food, Martlesham Health Retail Park		671	637	11,239	7.2	7.5	5	7.9	0.7
<b>Ipswich Out-of-Centre South-Western Fringe (Babergh District)</b>									
Tesco Extra, Copdock Interchange	9,938	6,816	4,458	13,491	60.1	47.9	5	50.3	-9.8
Aldi, Donald Mackintosh Way	1,425	982	786	12,845	10.1	5.0	5	5.2	-4.9
<b>District Centre Stores</b>									
Asda, Stoke Park Drive District Centre	4,988	2,923	1,570	12,750	20.0	28.0		28.0	8.0
Aldi, Hines Road, Felixstowe Road District Centre	1,322	897	718	12,845	9.2	28.5		28.5	19.2
Co-op, Hines Road, Felixstowe Road District Centre	1,074	673	639	8,541	5.5	1.9		1.9	-3.6
Aldi, Meredith Road District Centre	1,370	921	737	12,845	9.5	16.2		16.2	6.8
Lidl, Hening Avenue, Ravenswood District Centre	1,209	867	694	7,500	5.2	4.7		4.7	-0.5
Co-op, Hawthorne Drive District Centre	779	518	492	8,541	4.2	5.6		5.6	1.4
Sainsbury's Local, Woodbridge Rd/Cauldwell Rd District Centre	357	220	220	12,715	2.8	10.5		10.5	7.7
Tesco Express, Nacton Road District Centre	387	225	225	13,491	3.0	1.9		1.9	-1.1
Co-op, Woodbridge Road East District Centre	548	365	365	8,541	3.1	2.2		2.2	-0.9
<b>Ipswich - Other</b>									
Co-op, Cauldwell Hall Road	1,038	651	618	8,541	5.3	2.7		2.7	-2.6
Tesco Express, Foxhall Road	331	198	198	13,491	2.7	5.2		5.2	2.6
Tesco Express, Norwich Road Local Centre	390	232	232	13,491	3.1	3.6		3.6	0.5
Other	-	-	-	-	15.8	15.8		15.8	
<b>SUFFOLK COASTAL AREA</b>									
<b>WOODBIDGE</b>									
<b>Woodbridge Town Centre</b>									
Co-op, Turban Centre	980	784	706	8,541	6.0	8.8	5	9.3	3.2
<b>Other Woodbridge</b>									
Co-op, Old Barrack Road	175	116	116	8,541	1.0	2.3		2.3	1.4
Co-op, Hasketon Road	249	166	166	8,541	1.4	0.2		0.2	-1.2
<b>FELIXSTOWE</b>									
<b>Felixstowe Town Centre</b>									
Tesco Metro, Hamilton Road	948	524	524	13,491	7.1	8.0	5	8.5	1.4
Co-op, Hamilton Road / High Road West	3,760	2,444	1,466	8,541	12.5	3.6	5	3.8	-8.8
Marks & Spencer, Hamilton Road		600	600	11,239	6.7	2.7	5	2.8	-3.9
Iceland, Hamilton Road	838	407	387	7,124	2.8	2.3		2.3	-0.5
<b>Other Felixstowe</b>									
Morrisons, Grange Farm Avenue	3,712	2,012	1,501	12,134	18.2	19.8	10	21.8	3.6
Lidl, Langer Road	1,378	988	790	7,500	5.9	11.5	5	12.0	6.1
Other	-	-	-	-	3.5	3.5		3.5	
<b>SAXMUNDHAM</b>									
<b>Saxmundham Town Centre</b>									
Waitrose, Church Street	2,348	1,274	1,147	13,902	15.9	18.5	5	19.4	3.5
Tesco, Church Street	2,375	1,386	1,109	13,491	15.0	17.2	5	18.0	3.1
<b>Other Saxmundham</b>									
	-	-	-	-	0.3	0.3		0.3	
<b>ALDEBURGH</b>									
<b>Aldeburgh Town Centre</b>									
Co-op, High Street	416	277	263	8,541	2.2	0.7	5	0.8	-1.5
<b>Other Aldeburgh</b>									
Tesco Express, Saxmundham Road	366	213	202	13,491	2.7	2.4	5	2.5	-0.2
Co-op, Saxmundham Road	760	506	455	8,541	3.9	1.6	5	1.7	-2.2
<b>FRAMLINGHAM</b>									
<b>Framlingham Town Centre</b>									
Co-op, Market Hill	1,870	1,034	931	8,541	7.9	11.5	5	12.1	4.2
<b>LEISTON</b>									
<b>Leiston Town Centre</b>									
Co-op, Sizewell Road	3,600	1,794	1,076	8,541	9.2	8.6	5	9.1	-0.1
<b>Wickham Market District Centre</b>									
Co-op, High Street	618	411	390	8,541	3.3	12.2		12.2	8.9
<b>Ropes Drive West District Centre</b>									
Tesco Metro, Ropes Drive West District Centre	1,469	847	762	13,491	10.3	12.4		12.4	2.1
<b>Other</b>									
					10.6	10.6		10.6	
<b>Total</b>					<b>960.4</b>	<b>967.3</b>		<b>992.7</b>	

**Notes:**  
Gross floorspace derived from ORC Storepoint Database, Experian Goad or WYG assessment  
Net convenience floorspace derived from ORC Storepoint Database where available or based on WYG professional judgement having regard to Experian Goad Data/WYG visits  
Proportion of net convenience floorspace assessed by WYG based on store visits.  
Sales densities derived from information provided by Verdict (verdict.com)  
It has been assumed that all unnamed convenience stores within a centre are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)  
Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 3  
For details on facilities included under 'other' categories refer to NEMS Survey attached at Appendix A

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

TABLE 5: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN IPSWICH BOROUGH

Table 5a: Estimated 'Capacity' for Convenience Goods Facilities in Ipswich Borough

Year	Benchmark Turnover £m <sup>1</sup>	Ipswich Borough Turnover £m <sup>2</sup>	Ipswich Borough Inflow £m	Surplus Expenditure £m
2017	272.9	278.2	3.3	8.6
2021	271.0	280.5	3.4	12.8
2026	270.5	287.4	3.4	20.4
2031	271.8	296.1	3.5	27.8
2036	273.2	306.8	3.7	37.3

Notes:  
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)  
2. Assumes constant market share claimed by Ipswich Borough facilities

2015 prices

Table 5b: Quantitative Need for Additional Convenience Goods Floorspace in Ipswich Borough

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	8.6	700	800
2021	12.8	1,000	1,300
2026	20.4	1,600	2,000
2031	27.8	2,200	2,700
2036	37.3	2,900	3,700

Notes:  
1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict  
2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict  
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

2015 prices

Table 5c: Net Quantitative Need for Additional Convenience Goods Floorspace in Ipswich Borough

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	8.6	14.5	-5.9	-500	-600
2021	12.8	14.4	-1.7	-100	-200
2026	20.4	14.4	5.9	500	600
2031	27.8	14.5	13.3	1,000	1,300
2036	37.3	14.6	22.7	1,800	2,200

Notes:  
1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict  
2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict  
Residual calculated by subtracting turnover of commitments (sourced from Table 5d) from surplus expenditure (sourced from Table 5a)

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

2015 prices

Table 5d: Extant Convenience Goods Commitments in Ipswich

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)	Status
Rosehill Development, Felixstowe Road District Centre	14/00080/FUL - amended by IP/16/00188/VC and IP/16/00189/VC	Mixed Use Development - Aldi	-	61	12,845	0.8	Extant permission
		Mixed Use Development - Poundstretcher	-	400	2,178	0.9	Extant permission
Land Adjacent To Hertz Scot Group Ltd, Europa Way, Ipswich Suffolk	15/00105/FUL	Erection of a retail foodstore (Aldi), and associated car parking, landscaping and new vehicular access.	1,726	1,003	12,845	12.9	Extant permission
TOTAL				1,464		14.5	

Notes:  
List of commitments provided by Ipswich Borough Council  
[Rosehill Development](#)  
Floorspace is uplift in floorspace and is derived from supporting planning application documents.  
Sales density for Aldi derived from information provided by Verdict (verdict.com)  
Sales density for Poundstretcher derived from Mintel Retail Rankings 2016  
[Europa Way](#)  
Net convenience floorspace derived from supporting planning application documents.  
Estimated sales density is Aldi's benchmark sales density derived from Verdict (verdict.com)

2015 prices



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN COPDOCK/INTERCHANGE RETAIL PARK**

**Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Copdock/Interchange Retail Park**

Year	Benchmark Turnover £m <sup>1</sup>	Copdock/Interchange Turnover £m <sup>2</sup>	Copdock/Interchange Inflow £m	Surplus Expenditure £m
2017	70.2	52.9	2.6	-14.7
2021	69.7	53.3	2.7	-13.8
2026	69.6	54.6	2.7	-12.2
2031	69.9	56.3	2.8	-10.9
2036	70.3	58.3	2.9	-9.1

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Ipswich Borough facilities

**2015 prices**

**Table 6b: Quantitative Need for Additional Convenience Goods Floorspace in Copdock/Interchange Retail Park**

Year	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	-14.7	-1,200	-1,400
2021	-13.8	-1,100	-1,400
2026	-12.2	-1,000	-1,200
2031	-10.9	-900	-1,100
2036	-9.1	-700	-900

**Notes:**

1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict
2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

**2015 prices**



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

TABLE 7 ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN SUFFOLK COASTAL DISTRICT

Table 7a: Estimated 'Capacity' for Convenience Goods Facilities in Suffolk Coastal District

Year	Benchmark Turnover £m <sup>1</sup>	Suffolk Coastal District Turnover £m <sup>2</sup>	Suffolk Coastal District Inflow £m	Surplus Expenditure £m
2017	263.8	292.7	13.4	42.4
2021	262.0	295.1	13.5	46.7
2026	261.4	302.4	13.9	54.8
2031	262.8	311.5	14.3	63.1
2036	264.1	322.8	14.8	73.5

- Notes:**  
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)  
2. Assumes constant market share claimed by Ipswich Eastern Fringe facilities  
**2015 prices**

Table 7b: Quantitative Need for Additional Convenience Goods Floorspace in Suffolk Coastal District

Year	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	42.4	3,300	4,200
2021	46.7	3,700	4,600
2026	54.8	4,300	5,400
2031	63.1	5,000	6,200
2036	73.5	5,800	7,200

- Notes:**  
1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict  
2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict  
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)  
**2015 prices**

Table 7c: Net Quantitative Need for Additional Convenience Goods Floorspace in Suffolk Coastal District

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	42.4	21.2	21.2	1,700	2,100
2021	46.7	21.1	25.6	2,000	2,500
2026	54.8	21.0	33.8	2,700	3,400
2031	63.1	21.1	41.9	3,300	4,100
2036	73.5	21.2	52.3	4,100	5,100

- Notes:**  
1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict  
2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict  
Residual calculated by subtracting turnover of commitments (sourced from Table 14d) from surplus expenditure (sourced from Table 14a)  
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)  
**2015 prices**

Table 7d: Extant Convenience Goods Commitments in Suffolk Coastal District

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)	Status
Land at Hartree Way, Kesgrave	DC/15/1900/FUL	Erection of new foodstore (Co-op), creation of car park, vehicular access and associated external works	388	268	8,541	2.3	Extant permission
M&S Simply Food, Martlesham Heath	NA	Expansion of existing foodstore into adjacent unit.	-	464	11,239	5.2	Implemented
Retail Park Haven Exchange, South Felixstowe	DC/14/2611/FUL	The erection of a foodstore (Asda) with associated petrol filling station, servicing and access.	2,750	1,211	8,541	10.3	Extant permission
Martinsyde, Beardmore Park, Martlesham	DC/16/3836/VOC	2x non-food bulky goods units	Unit 1 (Home Bargains) - 1,394	400	8,383	3.4	Under Construction
TOTAL				2,343		21.2	

- Notes:**  
List of commitments provided by Suffolk Coastal District Council  
[Land at Hartree Way](#)  
Net convenience floorspace derived from supporting planning application documents.  
Estimated sales density is Co-op's benchmark sales density derived from Verdict (verdict.com)  
[M&S Simply Food Extension](#)  
Net convenience floorspace provided by Suffolk Coastal District Council  
Estimated sales density is M&S's benchmark sales density derived from Verdict (verdict.com)

2015 prices



**TABLE 8: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN WOODBRIDGE**

**Table 8a: Estimated 'Capacity' for Convenience Goods Facilities in Woodbridge**

Year	Benchmark Turnover £m <sup>1</sup>	Woodbridge Turnover £m <sup>2</sup>	Woodbridge Inflow £m	Surplus Expenditure £m
2017	8.4	11.4	0.4	3.4
2021	8.4	11.4	0.4	3.5
2026	8.4	11.7	0.5	3.8
2031	8.4	12.1	0.5	4.2
2036	8.4	12.5	0.5	4.6

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Woodbridge facilities

**2015 prices**

**Table 8b: Quantitative Need for Additional Convenience Goods Floorspace in Woodbridge**

Year	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	3.4	300	300
2021	3.5	300	300
2026	3.8	300	400
2031	4.2	300	400
2036	4.6	400	400

**Notes:**

1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict
2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

There are currently no convenience goods retail commitments in Woodbridge.

**2015 prices**



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

TABLE 9: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN FELIXSTOWE

Table 9a: Estimated 'Capacity' for Convenience Goods Facilities in Felixstowe

Year	Benchmark Turnover £m <sup>1</sup>	Felixstowe Turnover £m <sup>2</sup>	Felixstowe Inflow £m	Surplus Expenditure £m
2017	56.8	51.4	3.3	-2.1
2021	56.4	51.8	3.3	-1.3
2026	56.3	53.1	3.4	0.2
2031	56.5	54.7	3.5	1.6
2036	56.8	56.7	3.6	3.5

**Notes:**  
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)  
2. Assumes constant market share claimed by Felixstowe facilities  
**2015 prices**

Table 9b: Quantitative Need for Additional Convenience Goods Floorspace in Felixstowe

Year	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	-2.1	-200	-200
2021	-1.3	-100	-100
2026	0.2	0	0
2031	1.6	100	200
2036	3.5	300	300

**Notes:**  
1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict  
2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict  
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)  
**2015 prices**

Table9c: Net Quantitative Need for Additional Convenience Goods Floorspace in Felixstowe

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	-2.1	15.4	-17.5	-1,400	-1,700
2021	-1.3	15.3	-16.6	-1,300	-1,600
2026	0.2	15.3	-15.1	-1,200	-1,500
2031	1.6	15.4	-13.7	-1,100	-1,400
2036	3.5	15.5	-12.0	-900	-1,200

**Notes:**  
1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015  
2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict  
Residual calculated by subtracting turnover of commitments (sourced from Table 11d) from surplus expenditure (sourced from Table 11a)  
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)  
**2015 prices**

Table9d: Extant Convenience Goods Commitments in Felixstowe

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)	Status
Retail Park Haven Exchange, South Felixstowe	DC/14/2611/FUL	The erection of a foodstore (Asda) with associated petrol filling station, servicing and access.	2,750	1,211	12,750	15.4	Extant permission
<b>TOTAL</b>				<b>1,211</b>		<b>15.4</b>	

**Notes:**  
List of commitments provided by Suffolk Coastal District Council  
Net convenience floorspace is uplift in floorspace and is derived from supporting planning application documents.  
Estimated sales density is Asda's benchmark sales density derived from Verdict (verdict.com)  
**2015 prices**



**TABLE 10: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN SAXMUNDHAM**

**Table 10a: Estimated 'Capacity' for Convenience Goods Facilities in Saxmundham**

Year	Benchmark Turnover £m <sup>1</sup>	Saxmundham Turnover £m <sup>2</sup>	Saxmundham Inflow £m	Surplus Expenditure £m
2017	31.2	36.0	1.8	6.5
2021	31.0	36.3	1.8	7.1
2026	30.9	37.2	1.8	8.1
2031	31.1	38.3	1.9	9.1
2036	31.3	39.7	2.0	10.4

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Saxmundham facilities

**2015 prices**

**Table 10b: Quantitative Need for Additional Convenience Goods Floorspace in Saxmundham**

Year	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	6.5	500	600
2021	7.1	600	700
2026	8.1	600	800
2031	9.1	700	900
2036	10.4	800	1,000

**Notes:**

1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict
  2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

There are currently no convenience goods retail commitments in Saxmundham

**2015 prices**



**TABLE 11: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN ALDEBURGH**

**Table 11a: Estimated 'Capacity' for Convenience Goods Facilities in Aldeburgh**

Year	Benchmark Turnover £m <sup>1</sup>	Aldeburgh Turnover £m <sup>2</sup>	Aldeburgh Inflow £m	Surplus Expenditure £m
2017	8.9	4.7	0.2	-3.9
2021	8.8	4.7	0.2	-3.8
2026	8.8	4.9	0.2	-3.7
2031	8.8	5.0	0.3	-3.6
2036	8.9	5.2	0.3	-3.4

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Aldeburgh facilities

**2015 prices**

**Table 11b: Quantitative Need for Additional Convenience Goods Floorspace in Aldeburgh**

Year	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	-3.9	-300	-400
2021	-3.8	-300	-400
2026	-3.7	-300	-400
2031	-3.6	-300	-400
2036	-3.4	-300	-300

**Notes:**

1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict
  2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

There are currently no convenience goods retail commitments in Aldeburgh

**2015 prices**



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**TABLE 12: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN FRAMLINGHAM**

**Table 12a: Estimated 'Capacity' for Convenience Goods Facilities in Framlingham**

Year	Benchmark Turnover £m <sup>1</sup>	Framlingham Turnover £m <sup>2</sup>	Aldeburgh Inflow £m	Surplus Expenditure £m
2017	7.9	11.5	0.6	4.2
2021	7.9	11.6	0.6	4.3
2026	7.9	11.9	0.6	4.6
2031	7.9	12.3	0.6	5.0
2036	8.0	12.7	0.6	5.4

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Framlingham facilities

**2015 prices**

**Table 12b: Quantitative Need for Additional Convenience Goods Floorspace in Framlingham**

Year	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	4.2	300	400
2021	4.3	300	400
2026	4.6	400	500
2031	5.0	400	500
2036	5.4	400	500

**Notes:**

1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict
2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

There are currently no convenience goods retail commitments in Framlingham

**2015 prices**



**TABLE 13: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN LEISTON**

**Table 13a: Estimated 'Capacity' for Convenience Goods Facilities in Leiston**

Year	Benchmark Turnover £m <sup>1</sup>	Leiston Turnover £m <sup>2</sup>	Leiston Inflow £m	Surplus Expenditure £m
2017	9.2	8.6	0.4	-0.1
2021	9.1	8.7	0.4	0.0
2026	9.1	8.9	0.4	0.2
2031	9.2	9.2	0.5	0.5
2036	9.2	9.5	0.5	0.8

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Leiston facilities

**2015 prices**

**Table 13b: Quantitative Need for Additional Convenience Goods Floorspace in Leiston**

Year	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	-0.1	0	0
2021	0.0	0	0
2026	0.2	0	0
2031	0.5	0	0
2036	0.8	100	100

**Notes:**

1. Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict
  2. Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

There are currently no convenience goods retail commitments in Leiston

**2015 prices**



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

TABLE 14: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN IPSWICH EASTERN FRINGE  
(SUFFOLK COASTAL DISTRICT)

Table 14a: Estimated 'Capacity' for Convenience Goods Facilities in Ipswich Eastern Fringe (including Ropes Drive West District Centre)

Year	Benchmark Turnover £m <sup>1</sup>	Ipswich Eastern Fringe Turnover £m <sup>2</sup>	Ipswich Eastern Fringe Inflow £m	Surplus Expenditure £m
2017	127.4	146.3	6.7	25.5
2021	126.5	147.5	6.7	27.7
2026	126.3	151.1	6.9	31.7
2031	126.9	155.7	7.1	35.9
2036	127.6	161.3	7.4	41.1

- Notes:
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)
  - Assumes constant market share claimed by Ipswich Eastern Fringe facilities

2015 prices

Table 14b: Quantitative Need for Additional Convenience Goods Floorspace in Ipswich Eastern Fringe (including Ropes Drive West District Centre)

Year	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	25.5	2,000	2,500
2021	27.7	2,200	2,700
2026	31.7	2,500	3,100
2031	35.9	2,800	3,500
2036	41.1	3,200	4,000

- Notes:
- Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict
  - Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from Verdict
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

2015 prices

Table 14c: Net Quantitative Need for Additional Convenience Goods Floorspace in Ipswich Eastern Fringe (including Ropes Drive West District Centre)

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	25.5	10.9	14.7	1,100	1,400
2021	27.7	10.8	16.9	1,300	1,700
2026	31.7	10.8	21.0	1,700	2,100
2031	35.9	10.8	25.0	2,000	2,500
2036	41.1	10.9	30.3	2,400	3,000

- Notes:
- Average sales density assumed to be £12,773 per sq.m based on the average sales density of the leading four supermarkets - derived by Verdict
  - Average sales density assumed to be £10,173 per sq.m is based on the average of discount operators (Aldi & Lid) - derived from Verdict
- Residual calculated by subtracting turnover of commitments (sourced from Table 13d) from surplus expenditure (sourced from Table 13a)
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

2015 prices

Table 14d: Extant Convenience Goods Commitments in Ipswich Eastern Fringe (including Ropes Drive West District Centre)

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)	Status
Land at Hartree Way, Kesgrave	DC/15/1900/FUL	Erection of new foodstore (Co-op), creation of car park, vehicular access and associated external works	388	268	8,541	2.3	Extant permission
M&S Simply Food, Martlesham Heath	NA	Expansion of existing foodstore into adjacent unit.	-	464	11,239	5.2	Implemented
Martinsyde, Beardmore Park, Martlesham	DC/16/3836/VOC	2x non-food bulky goods units	Unit 1 (Home Bargains) - 1,394	400	8,383	3.4	Under Construction
TOTAL				1,132		10.9	

- Notes:
- List of commitments provided by Suffolk Coastal District Council
- Land at Hartree Way
- Net convenience floorspace derived from supporting planning application documents.
- Estimated sales density is Co-op's benchmark sales density derived from Verdict (verdict.com)
- M&S Simply Food Extension
- Net convenience floorspace provided by Suffolk Coastal District Council
- Estimated sales density is M&S's benchmark sales density derived from Verdict (verdict.com)

2015 prices

---

## **Appendix K**

### Statistical Retail Tables - Comparison Goods Capacity



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 1: Expenditure pattern of clothing and footwear goods, by Zone, 2017

	Zone																		Total Survey														
	1 %		2 %		3 %		4 %		5 %		6 %		7 %		8 %		9 %		10 %		11 %		12 %		13 %		14 %		15 %		16 %		Derived Turnover (£m)
IPSWICH																																	
Ipswich Town Centre	69	16.9	83	20.5	80	35.0	77	21.7	29	22.9	20	10.0	34	8.4	30	5.9	37	3.4	40	8.6	31	3.1	46	3.1	44	2.5	37	4.0	30	2.3			168.5
Ipswich Out-of-Centre	5	1.2	3	0.8	1	0.5	2	0.6	1	0.7			10	1.9					3	0.7	2	0.2	9	0.6	1	0.0							7.2
Euro Retail Park, Ransomes Way	1	0.3	1	0.2			1	0.3											2	0.4	2	0.2	9	0.6								2.1	
Futura Park, Ransomes Way					1	0.5							9	1.7																		2.2	
Suffolk Retail Park, Yarmouth Road	3	0.7							1	0.7															1	0.0							1.4
Orwell Retail Park, Ranelagh Road							1	0.2											1	0.3												0.5	
Anglia Retail Park, Bury Road	1	0.2	2	0.6									1	0.2																			1.0
Commercial Road Retail Park, Commercial Road																																	
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)			1	0.3															1	0.2													0.5
Interchange Retail Park, London Road			1	0.3									2	0.5					1	0.2													0.5
Other Out-of-Centre	2	0.5			1	0.4							2	0.5																			1.4
All District & Local Centres	8	1.9			2	0.8	5	1.4					3	0.5			6	0.6	1	0.2			1	0.1	1	0.1	2	0.2					5.7
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre	1	0.4			2	0.7	1	0.3					20	3.8	10	1.0	4	0.8	30	3.0	12	0.8	3	0.2	6	0.6	2	0.2	1	0.1	1	0.1	11.9
Felixstowe Town Centre	2	0.5	2	0.4	2	0.7	5	1.3			1	0.7		2	0.4	5	0.4	31	6.7	3	0.3			1	0.0			1	0.1				11.7
Saxmundham Town Centre																			1	0.1	1	0.1			2	0.2			3	0.2			0.6
Framlingham Town Centre													1	0.2									1	0.0									0.7
Aldeburgh Town Centre									1	0.7					1	0.3							4	0.2	4	0.2							2.0
Leiston Town Centre																										2	0.2	10	0.8				1.9
Suffolk Coastal District Centres																			2	0.2	2	0.1	4	0.2					1	0.1			0.7
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)			5	1.2	6	2.7	4	1.1	1	0.6			9	1.8	23	2.2	9	2.0	14	1.4	5	0.3	6	0.4	20	2.2	5	0.4	1	0.2			16.5
Martlesham Heath Retail Park (including Tesco Extra)			5	1.2	6	2.7	4	1.1	1	0.6			9	1.8	23	2.2	9	2.0	14	1.4	5	0.3	6	0.4	20	2.2	5	0.4	1	0.2			16.5
Other in Suffolk Coastal Area													1	0.2																			0.2
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																	
Bury St Edmunds	1	0.2	1	0.2	3	1.1			13	10.4	59	29.1	32	7.8	9	1.8	1	0.1	1	0.2	1	0.1	2	0.1	2	0.1							51.2
Colchester	2	0.5	1	0.2	1	0.4	1	0.2	30	24.0					1	0.2	2	0.2			1	0.1											25.8
Sudbury									6	4.4																							4.4
Stowmarket			1	0.2							8	4.2	10	2.6															1	0.1			7.0
Norwich	1	0.3	1	0.3					3	2.1			11	2.6			1	0.1	1	0.2	4	0.4	6	0.4	16	0.9	13	1.4	10	0.8	57	7.8	17.3
Halesworth																											1	0.1	1	0.1	10	1.3	1.5
Diss																																	1.7
Hadleigh									2	1.6																							1.7
Chelmsford									7	5.7																	1	0.1					5.7
Cambridge	1	0.3					1	0.2	1	0.6	1	0.7	1	0.3																			2.7
Lowestoft																																	3.5
Freeport Shopping Park, Braintree			1	0.2					1	0.7	1	0.5					1	0.1															1.6
Lakeside, West Thurrock					1	0.6					3	1.4							8	1.8													3.8
Manningtree									1	0.6																							0.6
Central London			1	0.2	1	0.4	1	0.2	2	1.4	2	0.8			11	2.1	10	0.9			4	0.3	1	0.1	1	0.0	3	0.4					6.8
Other	8	1.9	1	0.3	1	0.4	4	1.2	3	2.5	5	2.3	3	0.6	3	0.5	3	0.3			6	0.6	2	0.1	15	0.8	4	0.5	10	0.8	14	1.9	14.8
Total	100	24.5	100	24.7	100	43.7	100	28.3	100	78.8	100	49.8	100	24.6	100	19.5	100	9.3	100	21.8	100	9.9	100	6.6	100	5.7	100	10.9	100	7.8	100	13.7	379.7

Notes:  
Market share figures derived from Question 7, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices

[illegible]

### 2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 3: Expenditure pattern of furnishings and household textile goods, by Zone, 2017

	Zone																	Total Survey																
	1 %	2 £m	3 %	4 £m	5 %	6 £m	7 %	8 £m	9 %	10 £m	11 %	12 £m	13 %	14 £m	15 %	16 %	Derived Turnover (£m)																	
IPSWICH																																		
Ipswich Town Centre	24	1.0	50	2.1	41	3.1	38	1.8	35	5.3	21	2.0	15	0.8	28	1.1	34	0.6	22	0.9	40	0.8	30	0.5	46	0.6	48	1.1	41	0.6	3	0.1	22.2	
Ipswich Out-of-Centre	50	2.0	39	1.6	33	2.5	42	2.0	7	1.1	9	0.9	2	0.1	33	1.3	24	0.5	36	1.4	14	0.3	34	0.5	15	0.2	21	0.5	12	0.2	1	0.0	14.9	
Euro Retail Park, Ransomes Way	4	0.2	18	0.8	5	0.4	21	1.0							13	0.5	8	0.2	5	0.2	1	0.0	15	0.2	5	0.1			1	0.0			3.5	
Futura Park, Ransomes Way	1	0.1	5	0.2	11	0.9	6	0.3	4	0.5					10	0.4	9	0.2	17	0.6	2	0.0	16	0.2	2	0.0	6	0.1			1	0.0	3.7	
Suffolk Retail Park, Yarmouth Road	36	1.4	11	0.5	12	0.9	9	0.4	3	0.5	1	0.1	2	0.1	7	0.3	6	0.1	14	0.5	9	0.2	3	0.1	3	0.0	15	0.3	10	0.2			5.6	
Orwell Retail Park, Ranelagh Road	7	0.3	3	0.1	4	0.3	5	0.2							2	0.1	1	0.0							1	0.0							1.1	
Anglia Retail Park, Bury Road	2	0.1	1	0.0							8	0.8			1	0.1									3	0.0							1.0	
Commercial Road Retail Park, Commercial Road																					2	0.0											0.0	
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	16	0.7	1	0.0			2	0.1	2	0.3											1	0.0											1.2	
Interchange Retail Park, London Road	16	0.7	1	0.0			2	0.1	2	0.3											1	0.0											1.2	
Other Out-of-Centre	2	0.1			1	0.1									4	0.2											2	0.1					0.4	
All District & Local Centres					3	0.2	5	0.2			1	0.1					1	0.0			3	0.1	1	0.0									0.7	
SUFFOLK COASTAL AREA																																		
Woodbridge Town Centre															25	1.0	12	0.2			19	0.4	3	0.1	4	0.0			3	0.1			2.3	
Felixstowe Town Centre	1	0.0	1	0.0	7	0.5	1	0.1							4	0.1	4	0.1	33	1.2	1	0.0											1.6	
Saxmundham Town Centre							3	0.1																			4	0.0	5	0.1	1	0.0		0.2
Framlingham Town Centre															1	0.1							1	0.0									0.1	
Aldeburgh Town Centre																													2	0.0			0.0	
Leiston Town Centre																													4	0.1			0.1	
Suffolk Coastal District Centres																																		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	2	0.1	4	0.2	10	0.7	8	0.4	1	0.2	3	0.3	2	0.1	3	0.1	16	0.3	5	0.2	12	0.2	16	0.2	14	0.2	2	0.1	1	0.0			3.2	
Martlesham Heath Retail Park (including Tesco Extra)	2	0.1	4	0.2	10	0.7	8	0.4	1	0.2	3	0.3	2	0.1	3	0.1	16	0.3	5	0.2	12	0.2	16	0.2	14	0.2	2	0.1	1	0.0			3.2	
Other in Suffolk Coastal Area																					3	0.1							1	0.0			0.1	
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																		
Bury St Edmunds			4	0.2					7	1.1	50	4.9	46	2.3	1	0.1	1	0.0			3	0.1											8.5	
Colchester	1	0.0							28	4.3													1	0.0									4.4	
Sudbury					1	0.1			9	1.3																							1.4	
Stowmarket											14	1.4	14	0.7																			2.1	
Norwich	1	0.1							1	0.2			12	0.6	1	0.1							5	0.1	7	0.1	2	0.0	11	0.2	41	1.2	2.5	
Halesworth																															6	0.2	0.2	
Diss																															1	0.0	0.5	
Hadleigh	1	0.0							3	0.5			9	0.4									2	0.0	2	0.0							0.6	
Chelmsford																																		
Cambridge					2	0.1			1	0.2	1	0.1																					0.4	
Lowestoft							1	0.1																									1.7	
Freeport Shopping Park, Braintree																	1	0.0					1	0.0			16	0.4	22	0.3	33	0.9	0.0	
Lakeside, West Thurrock			1	0.1	3	0.2									1	0.1	3	0.1															0.4	
Manningtree																																		
Central London									1	0.2					3	0.1																	0.4	
Other	1	0.0							4	0.7	1	0.1	2	0.1	2	0.1			5	0.2	2	0.0			6	0.1	1	0.0	2	0.0	1	0.0	14	0.4
Total	100	4.0	100	4.2	100	7.6	100	4.7	100	15.3	100	9.9	100	5.0	100	4.0	100	1.9	100	3.8	100	1.9	100	1.6	100	1.2	100	2.2	100	1.6	100	2.9	71.6	

Notes:  
Market share figures derived from Question 9, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 4: Expenditure pattern of small household goods such as glassware and utensils, by Zone, 2017

	Zone																	Total Survey																	
	1 %		2 %		3 %		4 %		5 %		6 %		7 %		8 %		9 %		10 %		11 %		12 %		13 %		14 %		15 %		16 %		Derived Turnover (£m)		
IPSWICH																																			
Ipswich Town Centre	53	3.7	67	4.6	54	7.3	72	5.8	36	8.6	17	2.6	28	2.1	37	2.2	32	1.0	28	1.9	34	1.0	24	0.5	26	0.5	28	0.9	37	0.8			43.5		
Ipswich Out-of-Centre	23	1.6	21	1.5	9	1.2	9	0.7			2	0.3	4	0.3	22	1.3	11	0.3	18	1.2	6	0.2	22	0.5	9	0.2	1	0.0	20	0.5			9.6		
Euro Retail Park, Ransomes Way	1	0.1	11	0.8									4	0.3	1	0.1	6	0.2	6	0.4			21	0.4	4	0.1			1	0.0			2.3		
Futura Park, Ransomes Way	2	0.1	4	0.3	7	1.0	6	0.5							6	0.3	3	0.1	7	0.5	3	0.1	1	0.0	2	0.0	1	0.0	3	0.1			3.0		
Suffolk Retail Park, Yarmouth Road	17	1.2	4	0.3	1	0.2	1	0.1		2	0.3				2	0.1	2	0.1	5	0.3	3	0.1			1	0.0			16	0.4			3.0		
Orwell Retail Park, Ranelagh Road	3	0.2	1	0.1			1	0.1																									0.4		
Anglia Retail Park, Bury Road															14	0.8								1	0.0								0.9		
Commercial Road Retail Park, Commercial Road																																			
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	8	0.5	4	0.3			1	0.1									1	0.0															0.9		
Interchange Retail Park, London Road	8	0.5	4	0.3			1	0.1									1	0.0															0.9		
Other Out-of-Centre	3	0.2	3	0.2	4	0.5							2	0.1	1	0.1																	1.1		
All District & Local Centres	6	0.4	1	0.1	10	1.3	7	0.6	1	0.3					1	0.1	5	0.1			5	0.1	4	0.1	1	0.0					2	0.1	3.3		
SUFFOLK COASTAL AREA																																			
Woodbridge Town Centre					4	0.5									17	1.1	26	0.8			15	0.4	6	0.1	11	0.2	5	0.2	2	0.0			3.3		
Felixstowe Town Centre					1	0.2	4	0.3									3	0.1	36	2.3	3	0.1	2	0.0	2	0.0			4	0.1			3.2		
Saxmundham Town Centre															2	0.1					4	0.1			1	0.0	38	1.3					1.5		
Framlingham Town Centre																							1	0.0	9	0.2							0.2		
Aldeburgh Town Centre																							1	0.0					1	0.0			0.1		
Leiston Town Centre																											3	0.1	19	0.4			0.6		
Suffolk Coastal District Centres					4	0.5							1	0.1	1	0.1							3	0.1			1	0.0					0.7		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	1	0.1	1	0.1	11	1.4	3	0.2	3	0.6					4	0.3	17	0.5	16	1.0	23	0.7	23	0.5	13	0.2	14	0.5	4	0.1			6.2		
Martlesham Heath Retail Park (including Tesco Extra)	1	0.1	1	0.1	11	1.4	3	0.2	3	0.6					4	0.3	17	0.5	16	1.0	23	0.7	23	0.5	13	0.2	14	0.5	4	0.1			6.2		
Other in Suffolk Coastal Area															11	0.6														2	0.0			0.7	
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																			
Bury St Edmunds	4	0.3					2	0.2	3	0.7	46	6.9	21	1.5					1	0.1	2	0.1											9.8		
Colchester									23	5.6											4	0.1											5.7		
Sudbury									27	6.5																		2	0.1					6.5	
Stowmarket																																	4.9		
Norwich					1	0.2					22	3.4	20	1.5									5	0.1	8	0.1	1	0.0				33	1.4	2.6	
Halesworth													9	0.7							1	0.0									16	0.7	0.7		
Diss													9	0.7																			0.7		
Hadleigh									3	0.6																							0.7		
Chelmsford	2	0.1																																	
Cambridge									1	0.3	4	0.6																							
Lowestoft																																			
Freeport Shopping Park, Braintree																											5	0.2	1	0.0	23	1.0			1.2
Lakeside, West Thurrock			1	0.1	1	0.2					4	0.6			3	0.2	2	0.1					3	0.1	2	0.0			8	0.2	1	0.1			0.0
Manningtree																																			1.4
Central London							2	0.2	1	0.3	1	0.2	6	0.5	1	0.1	2	0.1			1	0.0	3	0.1			1	0.0			11	0.5	1.4		
Other			1	0.1	2	0.2			2	0.6	3	0.5							1	0.1	2	0.1	1	0.0	20	0.3			1	0.0	13	0.5			3.0
Total	100	7.0	100	6.9	100	13.5	100	8.0	100	24.2	100	15.0	100	7.4	100	6.1	100	3.0	100	6.6	100	2.9	100	2.1	100	1.8	100	3.3	100	2.3	100	4.2			114.4

Notes:  
Market share figures derived from Question 10, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 5: Expenditure pattern of clocks, jewellery and watches, by Zone, 2017

	Zone																	Total Survey																
	1 %		2 %		3 %		4 %		5 %		6 %		7 %		8 %		9 %		10 %		11 %		12 %		13 %		14 %		15 %		16 %		Derived Turnover (£m)	
IPSWICH																																		
Ipswich Town Centre	83	3.5	85	3.9	81	7.7	82	4.7	27	4.4	6	0.6	7	0.3	37	1.5	34	0.6	37	1.5	58	1.1	44	0.5	28	0.3	35	0.6	32	0.5			31.8	
Ipswich Out-of-Centre	2	0.1	3	0.2	7	0.7			2	0.4					1	0.1					2	0.0	2	0.0									1.4	
Euro Retail Park, Ransomes Way			2	0.1	2	0.2															2	0.0										0.3		
Futura Park, Ransomes Way					5	0.5			2	0.4					1	0.1																	0.9	
Suffolk Retail Park, Yarmouth Road	2	0.1																					2	0.0									0.1	
Orwell Retail Park, Ranelagh Road																																		
Anglia Retail Park, Bury Road			2	0.1																													0.1	
Commercial Road Retail Park, Commercial Road																																		
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)																																		
Interchange Retail Park, London Road																																		
Other Out-of-Centre																																		
All District & Local Centres					1	0.1	4	0.3					4	0.2																			0.6	
SUFFOLK COASTAL AREA																																		
Woodbridge Town Centre	3	0.1			3	0.3	5	0.3							52	2.1	41	0.8			25	0.5	15	0.2			8	0.1	2	0.0			4.5	
Felixstowe Town Centre																	10	0.2			2	0.0					21	0.4	6	0.1			2.7	
Saxmundham Town Centre																			61	2.4					29	0.3					2	0.0	0.6	
Framlingham Town Centre																							18	0.2									0.3	
Aldeburgh Town Centre																							1	0.0			2	0.0	20	0.3			0.3	
Leiston Town Centre																													3	0.0			0.0	
Suffolk Coastal District Centres																																		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	1	0.1									1	0.1					1	0.0			2	0.0	18	0.2									0.4	
Martlesham Heath Retail Park (including Tesco Extra)	1	0.1									1	0.1					1	0.0			2	0.0	18	0.2									0.4	
Other in Suffolk Coastal Area																																		
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																		
Bury St Edmunds	2	0.1							5	0.8	61	5.9	35	1.7	5	0.2									2	0.0							8.7	
Colchester	5	0.2	2	0.1	2	0.2			31	5.1	1	0.1																					5.7	
Sudbury									7	1.2																							1.2	
Stowmarket			1	0.1							23	2.2	19	0.9																			3.3	
Norwich			2	0.1	2	0.2	6	0.3			2	0.2	9	0.4	1	0.1	1	0.0	1	0.1	2	0.0			14	0.1	19	0.3	20	0.3	63	1.5	3.6	
Halesworth																																	0.5	
Diss													13	0.6																			0.6	
Hadleigh									2	0.4																							0.4	
Chelmsford									2	0.4	1	0.1																						
Cambridge	1	0.1																															0.5	
Lowestoft																																	0.4	
Freeport Shopping Park, Braintree					2	0.2	3	0.1	18	3.0																7	0.1	7	0.1	2	0.0			3.2
Lakeside, West Thurrock																																		
Manningtree																																		
Central London									2	0.4			7	0.4																			1.2	
Other	1	0.1	6	0.3	2	0.2			4	0.7	4	0.4	6	0.3	3	0.1	12	0.2			2	0.0	2	0.0	2	0.0	3	0.1	8	0.1			2.8	
Total	100	4.2	100	4.6	100	9.5	100	5.7	100	16.7	100	9.6	100	4.9	100	4.1	100	1.9	100	4.0	100	1.9	100	1.2	100	1.0	100	1.7	100	1.4	100	2.4	74.9	

Notes:  
Market share figures derived from Question 11, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 6: Expenditure pattern of toys, games, bicycles and other recreational / sports goods, by Zone, 2017

	Zone																		Total Survey														
	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		Derived Turnover (£m)
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
IPSWICH																																	
Ipswich Town Centre	44	4.5	72	7.3	44	8.1	74	9.0	11	3.3	31	5.9	37	3.5	48	3.7	40	1.5	46	4.2	41	1.6	42	1.0	46	0.9	28	1.1	18	0.5		56.1	
Ipswich Out-of-Centre	7	0.8	16	1.7	29	5.4	10	1.2					2	0.2	5	0.4	29	1.1	12	1.1	10	0.4	7	0.2			22	0.9	11	0.3		13.6	
Euro Retail Park, Ransomes Way	2	0.2	16	1.7	27	5.0	7	0.9							3	0.2	26	1.0	7	0.6	7	0.3							11	0.3		10.1	
Futura Park, Ransomes Way							1	0.2									3	0.1			2	0.1	4	0.1								0.5	
Suffolk Retail Park, Yarmouth Road	4	0.4											2	0.2					6	0.5	2	0.1	2	0.0								1.3	
Orwell Retail Park, Ranelagh Road					2	0.3									2	0.2																0.5	
Anglia Retail Park, Bury Road																																0.9	
Commercial Road Retail Park, Commercial Road	1	0.1					2	0.2																			22	0.9				0.3	
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	28	2.9	9	0.9	4	0.7	7	0.9	3	0.9	3	0.5	7	0.6	5	0.4	10	0.4	7	0.7	2	0.1	15	0.4			8	0.3	6	0.2		9.7	
Interchange Retail Park, London Road	28	2.9	9	0.9	4	0.7	7	0.9	3	0.9	3	0.5	7	0.6	5	0.4	10	0.4	7	0.7	2	0.1	15	0.4			8	0.3	6	0.2		9.7	
Other Out-of-Centre	5	0.5			6	1.0															5	0.2					3	0.1				1.8	
All District & Local Centres					2	0.4	5	0.6																					3	0.1		1.1	
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre																																3.3	
Felixstowe Town Centre	4	0.4																														2.9	
Saxmundham Town Centre																																0.4	
Framlingham Town Centre																																1.1	
Aldeburgh Town Centre																																0.3	
Leiston Town Centre																																0.7	
Suffolk Coastal District Centres																																0.2	
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)					13	2.5																											4.3
Martlesham Heath Retail Park (including Tesco Extra)					13	2.5																											4.3
Other in Suffolk Coastal Area																																0.4	
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																	
Bury St Edmunds																																9.4	
Colchester	11	1.1	2	0.2	3	0.5			34	10.5	42	8.2	14	1.3							2	0.1	13	0.3	8	0.2			2	0.1		15.9	
Sudbury									19	5.9	13	2.5	6	0.6																		6.2	
Stowmarket											1	0.3																				2.9	
Norwich	2	0.2									4	0.7	23	2.1									1	0.0								3.6	
Halesworth											3	0.6	2	0.2							2	0.1	7	0.2	13	0.3	13	0.5	33	1.6		1.5	
Diss																																0.6	
Hadleigh													5	0.5																		1.3	
Chelmsford																																	
Cambridge			2	0.2				4	1.1																								
Lowestoft																																	
Freeport Shopping Park, Braintree																																	
Lakeside, West Thurrock																																	
Manningtree																																	
Central London																																	
Other																																	

Notes:  
Market share figures derived from Question 12, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 7: Expenditure pattern of pets / pet related products, by Zone, 2017

	Zone																	Total Survey
	1 % £m	2 % £m	3 % £m	4 % £m	5 % £m	6 % £m	7 % £m	8 % £m	9 % £m	10 % £m	11 % £m	12 % £m	13 % £m	14 % £m	15 % £m	16 % £m	Derived Turnover (£m)	
IPSWICH																		
Ipswich Town Centre	26 0.6	63 1.4	17 0.6	59 1.4	28 2.4	9 0.5	7 0.2	17 0.4	12 0.1	7 0.1	5 0.1	3 0.0	4 0.0	3 0.0	8 0.1		8.0	
Ipswich Out-of-Centre	46 1.0	28 0.6	4 0.2	6 0.1			3 0.1	2 0.1	6 0.1	1 0.0	1 0.0	2 0.0	1 0.0				2.2	
Euro Retail Park, Ransomes Way	11 0.2	3 0.1	2 0.1					1 0.0	1 0.0	1 0.0	2 0.0						0.5	
Futura Park, Ransomes Way		1 0.0															0.0	
Suffolk Retail Park, Yarmouth Road	13 0.3			2 0.1			1 0.0		4 0.0								0.4	
Orwell Retail Park, Ranelagh Road	22 0.5	20 0.4		3 0.1			1 0.0										1.1	
Anglia Retail Park, Bury Road		1 0.0						1 0.0									0.1	
Commercial Road Retail Park, Commercial Road		2 0.0										1 0.0					0.0	
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	7 0.2	1 0.0			6 0.6	1 0.1		3 0.1							1 0.0		0.9	
Interchange Retail Park, London Road	7 0.2	1 0.0			6 0.6	1 0.1		3 0.1							1 0.0		0.9	
Other Out-of-Centre	6 0.1	3 0.1	2 0.1	2 0.1			2 0.1				2 0.0	2 0.0		2 0.0			0.4	
All District & Local Centres	12 0.3		3 0.1	12 0.3	1 0.1			1 0.0	5 0.0	1 0.0		5 0.0			6 0.1		1.0	
SUFFOLK COASTAL AREA																		
Woodbridge Town Centre			2 0.1	2 0.0				27 0.6	15 0.1		20 0.2	8 0.1	3 0.0	3 0.0			1.2	
Felixstowe Town Centre			3 0.1	6 0.1					2 0.0	71 1.4	2 0.0	1 0.0					1.7	
Saxmundham Town Centre							3 0.1	2 0.0			1 0.0	1 0.0	16 0.1	57 0.8	14 0.1	4 0.1	1.2	
Framlingham Town Centre								3 0.1	2 0.0			29 0.3	51 0.4	4 0.1	8 0.1		0.9	
Aldeburgh Town Centre												2 0.0			20 0.2		0.1	
Leiston Town Centre														1 0.0			0.2	
Suffolk Coastal District Centres	2 0.0		6 0.2					5 0.1	8 0.1		15 0.2	21 0.2	3 0.0	17 0.2	5 0.0		1.1	
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)		4 0.1	61 2.2	11 0.3	1 0.1		3 0.1	32 0.7	47 0.5	19 0.4	54 0.6	26 0.3	17 0.1	5 0.1	16 0.2	4 0.1	5.5	
Martlesham Heath Retail Park (including Tesco Extra)		4 0.1	61 2.2	11 0.3	1 0.1		3 0.1	32 0.7	47 0.5	19 0.4	54 0.6	26 0.3	17 0.1	5 0.1	16 0.2	4 0.1	5.5	
Other in Suffolk Coastal Area								6 0.1						2 0.0	5 0.0		0.2	
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																		
Bury St Edmunds																	3.0	
Colchester				2 0.0	10 0.9	50 2.9	6 0.2										0.9	
Sudbury					38 3.2												3.2	
Stowmarket					1 0.1	39 2.2	38 1.1					2 0.0					3.4	
Norwich																		
Halesworth																	0.8	
Diss																42 0.7	0.8	
Hadleigh					6 0.5		27 0.8						4 0.0	1 0.0			0.5	
Chelmsford																	0.0	
Cambridge									2 0.0									
Lowestoft																		
Freeport Shopping Park, Braintree				2 0.0										4 0.1	11 0.1	24 0.4	0.6	
Lakeside, West Thurrock																		
Manningtree					5 0.4												0.4	
Central London																		
Other		1 0.0	2 0.1		3 0.3	1 0.1	11 0.3	1 0.0	3 0.0				2 0.0		6 0.1	26 0.5	1.4	
Total	100 2.1	100 2.2	100 3.6	100 2.4	100 8.6	100 5.7	100 2.9	100 2.2	100 1.0	100 2.0	100 1.2	100 1.0	100 0.8	100 1.4	100 1.0	100 1.8	39.8	

Notes:  
Market share figures derived from Question 13, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 8: Expenditure pattern of chemist goods (including health and beauty products), by Zone, 2017

	Zone																	Total Survey															
	1 %    £m		2 %    £m		3 %    £m		4 %    £m		5 %    £m		6 %    £m		7 %    £m		8 %    £m		9 %    £m		10 %    £m		11 %    £m		12 %    £m		13 %    £m		14 %    £m		15 %    £m		16 %    £m		Derived Turnover (£m)
IPSWICH																																	
Ipswich Town Centre	75	10.0	97	13.0	59	13.6	79	12.2	22	9.2	4	1.2	9	1.1	21	2.2	7	0.4	2	0.2	7	0.3	7	0.2	5	0.2	14	0.7	12	0.5		65.1	
Ipswich Out-of-Centre					3	0.7	1	0.2							2	0.2															1.1		
Euro Retail Park, Ransomes Way							1	0.2																							0.2		
Futura Park, Ransomes Way					3	0.7																									0.7		
Suffolk Retail Park, Yarmouth Road																																	
Orwell Retail Park, Ranelagh Road																																	
Anglia Retail Park, Bury Road																															0.2		
Commercial Road Retail Park, Commercial Road																																	
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	7	0.9							3	1.3																					2.2		
Interchange Retail Park, London Road	7	0.9							3	1.3																					2.2		
Other Out-of-Centre	3	0.4	2	0.2	1	0.2											1	0.1	1	0.1							1	0.1			1.1		
All District & Local Centres	16	2.1			9	2.0	13	2.0							3	0.3	15	0.8	3	0.4	1	0.0	1	0.0					1	0.1	7.8		
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre					4	1.0	1	0.2							63	6.9	59	3.2	93	11.3	66	3.3	20	0.7	9	0.3	6	0.4	2	0.1		16.0	
Felixstowe Town Centre			1	0.1			1	0.1	1	0.4							9	0.5			1	0.1	1	0.0					3	0.1	1	0.1	12.5
Saxmundham Town Centre																	2	0.2	1	0.0	1	0.1	1	0.0	3	0.1	57	3.1	3	0.1	1	0.1	3.6
Framlingham Town Centre																	1	0.0	1	0.1	1	0.1	19	0.7	60	1.7	1	0.1	1	0.1	2.8		
Aldeburgh Town Centre																					1	0.1			7	0.2	2	0.1	20	0.9	1.2		
Leiston Town Centre																											9	0.5	58	2.6	3.0		
Suffolk Coastal District Centres					12	2.7									3	0.3	3	0.2			6	0.3	33	1.2							4.6		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)					13	2.9	3	0.5							6	0.7	5	0.3			12	0.6	12	0.4	8	0.2	3	0.2	2	0.1	6.0		
Martlesham Heath Retail Park (including Tesco Extra)					13	2.9	3	0.5							6	0.7	5	0.3			12	0.6	12	0.4	8	0.2	3	0.2	2	0.1	6.0		
Other in Suffolk Coastal Area																																	
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																	
Bury St Edmunds									14	6.0	29	7.8	6	0.8									1	0.0							8.6		
Colchester									38	16.1	1	0.2			1	0.1							1	0.0							6.1		
Sudbury									1	0.4	39	10.5	38	4.7									2	0.1							16.3		
Stowmarket									7	0.9			7	0.9									1	0.0							15.7		
Norwich																							2	0.1	2	0.1	1	0.0			1.3		
Halesworth																							1	0.0	2	0.1	1	0.0	4	0.3	4.9		
Diss																							1	0.0	1	0.0	1	0.1	67	4.8	2.9		
Hadleigh																							2	0.0							3.1		
Chelmsford																																	
Cambridge																																	
Lowestoft																																	
Freeport Shopping Park, Braintree																							1	0.0			3	0.1	3	0.1	9	0.6	0.9
Lakeside, West Thurrock																															0.5		
Manningtree																															3.0		
Central London																															0.3		
Other																							1	0.0	1	0.0	1	0.0			18	1.3	13.7
Total	100	13.4	100	13.4	100	23.2	100	15.3	100	42.6	100	26.8	100	12.5	100	10.9	100	5.3	100	12.2	100	5.1	100	3.5	100	2.9	100	5.4	100	4.4	100	7.2	204.3

Notes:  
Market share figures derived from Question 14, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 9: Expenditure pattern of large household electrical items (white goods), by Zone, 2017

	Zone																Total Survey																
	1 %	£m	2 %	£m	3 %	£m	4 %	£m	5 %	£m	6 %	£m	7 %	£m	8 %	£m	9 %	£m	10 %	£m	11 %	£m	12 %	£m	13 %	£m	14 %	£m	15 %	£m	16 %	£m	Derived Turnover (£m)
IPSWICH																																	
Ipswich Town Centre	26	0.6	44	1.0	36	1.3	35	0.8	28	1.7	11	0.4	21	0.4	14	0.2	14	0.1	18	0.4	20	0.2	19	0.1	27	0.1	22	0.2	11	0.1		7.8	
Ipswich Out-of-Centre	21	0.5	22	0.5	21	0.8	26	0.6	11	0.7	5	0.2	5	0.1	10	0.2	12	0.1	2	0.1	5	0.0	3	0.0	10	0.0	1	0.0	4	0.0		3.9	
Euro Retail Park, Ransomes Way	4	0.1	11	0.2	5	0.2	16	0.4	5	0.3			3	0.0	3	0.0	3	0.0	1	0.0	3	0.0			5	0.0			2	0.0		1.4	
Futura Park, Ransomes Way	4	0.1	7	0.2	14	0.5	10	0.2	6	0.3	2	0.1			7	0.1	6	0.1	1	0.0			3	0.0	3	0.0	1	0.0				1.7	
Suffolk Retail Park, Yarmouth Road	7	0.2	2	0.0							2	0.1					3	0.0											2	0.0		0.3	
Orwell Retail Park, Ranelagh Road	8	0.2			3	0.1					1	0.0											2	0.0								0.3	
Anglia Retail Park, Bury Road			2	0.0									5	0.1							2	0.0										0.1	
Commercial Road Retail Park, Commercial Road																																	
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	47	1.1	20	0.5	4	0.2	15	0.4	13	0.8	1	0.0	11	0.2	18	0.3	15	0.1	23	0.5	10	0.1	3	0.0	2	0.0	4	0.0	11	0.1		4.2	
Interchange Retail Park, London Road	47	1.1	20	0.5	4	0.2	15	0.4	13	0.8	1	0.0	11	0.2	18	0.3	15	0.1	23	0.5	10	0.1	3	0.0	2	0.0	4	0.0	11	0.1		4.2	
Other Out-of-Centre																																	
All District & Local Centres	2	0.0	3	0.1			14	0.3							1	0.0	1	0.0					1	0.0						2	0.0	0.5	
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre															3	0.0	4	0.0			1	0.0	1	0.0			1	0.0				0.1	
Felixstowe Town Centre			2	0.0													2	0.0	36	0.7							10	0.1	2	0.0		0.8	
Saxmundham Town Centre																							3	0.0								0.1	
Framlingham Town Centre																							4	0.0	16	0.1			1	0.0	5	0.0	0.1
Aldeburgh Town Centre																											5	0.1				0.0	
Leiston Town Centre																											5	0.1	30	0.2		0.3	
Suffolk Coastal District Centres	1	0.0			2	0.1											1	0.0			5	0.0	5	0.0	5	0.0	3	0.0				0.3	
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	3	0.1	10	0.2	36	1.4	8	0.2	2	0.1	1	0.0	7	0.1	49	0.8	49	0.4	20	0.4	55	0.4	56	0.3	33	0.2	25	0.3	18	0.1	2	0.0	5.1
Martlesham Heath Retail Park (including Tesco Extra)	3	0.1	10	0.2	36	1.4	8	0.2	2	0.1	1	0.0	7	0.1	49	0.8	49	0.4	20	0.4	55	0.4	56	0.3	33	0.2	25	0.3	18	0.1	2	0.0	5.1
Other in Suffolk Coastal Area																																	
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																	
Bury St Edmunds									9	0.5	53	2.2	2	0.0																		2.7	
Colchester									21	1.3																						1.3	
Sudbury									8	0.5																				1	0.0		0.5
Stowmarket									2	0.1																						1.6	
Norwich											27	1.1	24	0.5																		0.7	
Halesworth									2	0.1			11	0.2																		0.4	
Diss																																0.3	
Hadleigh													15	0.3	2	0.0																0.2	
Chelmsford									3	0.2																							
Cambridge																																	
Lowestoft																																	
Freeport Shopping Park, Braintree																											19	0.2	4	0.0	25	0.4	0.6
Lakeside, West Thurrock																																	
Manningtree																																	
Central London					2	0.0							2	0.0																		0.1	
Other									3	0.2			2	0.0	3	0.1			1	0.0			1	0.0	1	0.0	2	0.0	11	0.1	18	0.2	0.7
Total	100	2.3	100	2.3	100	3.7	100	2.4	100	6.1	100	4.0	100	1.9	100	1.6	100	0.9	100	2.0	100	0.8	100	0.6	100	0.5	100	1.1	100	0.7	100	1.4	32.4

Notes:  
Market share figures derived from Question 15, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 10: Expenditure pattern of small electrical goods (cameras, tablets, hairdryers, blenders), by Zone, 2017

	Zone																	Total Survey																	
	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		Derived Turnover (£m)		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m			
IPSWICH																																			
Ipswich Town Centre	35	2.4	63	4.6	44	5.9	43	3.6	27	6.5	11	1.7	36	2.6	16	1.0	11	0.3	8	0.5	21	0.6	35	0.8	16	0.3	30	0.9	21	0.5			32.4		
Ipswich Out-of-Centre	27	1.8	16	1.2	17	2.2	26	2.2	4	1.0	2	0.4	8	0.6	11	0.7	18	0.6	8	0.5	5	0.2	5	0.1	10	0.2			3	0.1			11.7		
Euro Retail Park, Ransomes Way	13	0.9	2	0.2	2	0.2	15	1.2			1	0.2	5	0.3	2	0.1	3	0.1	1	0.1	2	0.0			6	0.1			1	0.0			3.5		
Futura Park, Ransomes Way	3	0.2	10	0.7	12	1.6	8	0.6	4	1.0			2	0.1	9	0.6	10	0.3	7	0.4	2	0.0	5	0.1	4	0.1			2	0.0			5.9		
Suffolk Retail Park, Yarmouth Road	10	0.7	2	0.2	2	0.2	4	0.3			1	0.2	2	0.1			4	0.1															1.8		
Orwell Retail Park, Ranelagh Road					1	0.2											1	0.0															0.2		
Anglia Retail Park, Bury Road	1	0.1	2	0.2																	2	0.1												0.3	
Commercial Road Retail Park, Commercial Road																																			
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	31	2.1	7	0.5	9	1.2	12	1.0	14	3.5	2	0.3	2	0.1	5	0.3	19	0.6	22	1.5	8	0.2	4	0.1	6	0.1	4	0.1	13	0.3			12.1		
Interchange Retail Park, London Road	31	2.1	7	0.5	9	1.2	12	1.0	14	3.5	2	0.3	2	0.1	5	0.3	19	0.6	22	1.5	8	0.2	4	0.1	6	0.1	4	0.1	13	0.3			12.1		
Other Out-of-Centre			4	0.3									2	0.2	2	0.1					2	0.1											0.6		
All District & Local Centres	4	0.3	2	0.1	2	0.3	9	0.7					4	0.3	1	0.1	3	0.1			2	0.0											1.9		
SUFFOLK COASTAL AREA																																			
Woodbridge Town Centre															6	0.4	3	0.1			2	0.1	8	0.2									0.7		
Felixstowe Town Centre					2	0.3	1	0.1											52	3.6							19	0.6	2	0.1			3.9		
Saxmundham Town Centre																					2	0.1											0.7		
Framlingham Town Centre																							5	0.1	18	0.3			3	0.1	4	0.1	0.4		
Aldeburgh Town Centre																					2	0.1							4	0.1			0.2		
Leiston Town Centre																					2	0.0					3	0.1	24	0.6	1	0.0	0.8		
Suffolk Coastal District Centres																	5	0.2			7	0.2	5	0.1	2	0.0	2	0.1					0.6		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)			9	0.6	27	3.6	7	0.6	2	0.4			4	0.3	55	3.6	41	1.3	11	0.7	42	1.2	29	0.6	34	0.6	4	0.1	10	0.3	1	0.1	14.0		
Martlesham Heath Retail Park (including Tesco Extra)			9	0.6	27	3.6	7	0.6	2	0.4			4	0.3	55	3.6	41	1.3	11	0.7	42	1.2	29	0.6	34	0.6	4	0.1	10	0.3	1	0.1	14.0		
Other in Suffolk Coastal Area																																			
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																			
Bury St Edmunds									26	6.3	59	9.1	3	0.2											2	0.0	3	0.1					9.4		
Colchester	2	0.1						23	5.6																1	0.0							6.5		
Sudbury																																	5.6		
Stowmarket									20	3.1			14	1.0	2	0.1																	4.3		
Norwich									3	0.5			5	0.3							2	0.0	5	0.1			4	0.1	16	0.4	25	1.1	2.6		
Halesworth																																	1.1		
Diss																																	1.5		
Hadleigh													20	1.5																			0.5		
Chelmsford																																			
Cambridge																																			
Lowestoft																																			
Freeport Shopping Park, Braintree																									5	0.1	26	0.8	1	0.0	45	1.9			0.4
Lakeside, West Thurrock																																			
Manningtree																																			
Central London							2	0.2					2	0.1																				2.8	
Other	1	0.1							2	0.4			1	0.1	1	0.1					2	0.0	1	0.0			2	0.1	6	0.1	5	0.2			0.6
																					2	0.1	2	0.0	1	0.0								1.0	
Total	100	6.7	100	7.4	100	13.5	100	8.4	100	24.2	100	15.5	100	7.4	100	6.5	100	3.2	100	6.9	100	3.0	100	2.2	100	1.8	100	3.1	100	2.6	100	4.3			116.5

Notes:  
Market share figures derived from Question 16, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 11: Expenditure pattern of furniture, carpets and floor coverings, by Zone, 2017

	Zone																	Total Survey															
	1 %		2 %		3 %		4 %		5 %		6 %		7 %		8 %		9 %		10 %		11 %		12 %		13 %		14 %		15 %		16 %		Derived Turnover (£m)
IPSWICH																																	
Ipswich Town Centre	39	2.0	57	3.2	39	4.1	38	2.4	29	5.6	9	1.1	13	0.9	17	0.9	15	0.4	10	0.5	40	1.0	20	0.4	30	0.5	31	0.9	25	0.5	11	0.4	24.7
Ipswich Out-of-Centre	48	2.5	37	2.1	26	2.8	43	2.7	8	1.4	3	0.4	2	0.1	34	1.7	47	1.1	35	1.9	11	0.3	17	0.3	23	0.4	5	0.1	32	0.6		18.5	
Euro Retail Park, Ransomes Way	11	0.6	23	1.3	14	1.5	27	1.7	1	0.2	2	0.3	2	0.1	17	0.9	17	0.4	15	0.8	6	0.1	6	0.1	18	0.3	7	0.1	7	0.1		8.4	
Futura Park, Ransomes Way	3	0.1	2	0.1	9	0.9	12	0.7	2	0.4					11	0.6	27	0.6	19	1.0	3	0.1	4	0.1	2	0.0	3	0.1	21	0.4		5.3	
Suffolk Retail Park, Yarmouth Road	1	0.1																									1	0.0	1	0.0		0.1	
Orwell Retail Park, Ranelagh Road	6	0.3	6	0.4	1	0.2	3	0.2	4	0.8					4	0.2	3	0.1					2	0.0	2	0.0	1	0.0	1	0.0		2.2	
Anglia Retail Park, Bury Road	17	0.9	5	0.3	1	0.1													2	0.1			2	0.0			1	0.0	1	0.0		1.6	
Commercial Road Retail Park, Commercial Road	11	0.6					1	0.1							2	0.1					2	0.0	3	0.1	1	0.0			1	0.0		0.9	
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	3	0.2	4	0.2					1	0.2			1	0.1					2	0.1					1	0.0	2	0.1	3	0.1		0.9	
Interchange Retail Park, London Road	3	0.2	4	0.2					1	0.2			1	0.1					2	0.1					1	0.0	2	0.1	3	0.1		0.9	
Other Out-of-Centre																																	
All District & Local Centres							1	0.1							3	0.1	1	0.0			5	0.1										0.4	
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre	2	0.1			8	0.8	1	0.1							26	1.3	17	0.4	1	0.1	22	0.5	9	0.2	3	0.0	3	0.1			2	0.0	3.7
Felixstowe Town Centre															4	0.1	4	0.1	43	2.3	3	0.1										2.5	
Saxmundham Town Centre																							4	0.1	1	0.0	30	0.9	19	0.4	1	0.0	1.4
Framlingham Town Centre													2	0.1	3	0.1							8	0.2	16	0.3			1	0.0		0.7	
Aldeburgh Town Centre																													1	0.0		0.0	
Leiston Town Centre																											1	0.0	10	0.2		0.2	
Suffolk Coastal District Centres					7	0.7									3	0.2	5	0.1			1	0.0	13	0.3	3	0.0			1	0.0		1.4	
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)					15	1.6			1	0.1			1	0.1	3	0.2	3	0.1	5	0.3	12	0.3	18	0.4	8	0.1	4	0.1	2	0.0	1	0.0	3.3
Martlesham Heath Retail Park (including Tesco Extra)					15	1.6			1	0.1			1	0.1	3	0.2	3	0.1	5	0.3	12	0.3	18	0.4	8	0.1	4	0.1	2	0.0	1	0.0	3.3
Other in Suffolk Coastal Area									1	0.2					2	0.1																	0.3
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																	
Bury St Edmunds																					1	0.0	1	0.0	1	0.0							10.5
Colchester	4	0.2	1	0.1	1	0.2	12	0.8	4	0.7	61	7.7	30	1.9	1	0.1																	4.3
Sudbury									15	2.8									3	0.1												5.5	
Stowmarket									29	5.5																							3.2
Norwich																																	1.2
Halesworth																																	0.9
Diss																																	1.4
Hadleigh																																	0.7
Chelmsford	2	0.1					2	0.1	2	0.5																							0.5
Cambridge																																	1.8
Lowestoft																																	1.0
Freeport Shopping Park, Braintree																																	0.7
Lakeside, West Thurrock																																	1.0
Manningtree	2	0.1	1	0.1	1	0.1	2	0.1																									0.7
Central London									4	0.7																							1.0
Other									2	0.5																							1.0
									5	0.9	2	0.2	1	0.1	1	0.1	2	0.0															2.6
Total	100	5.2	100	5.7	100	10.5	100	6.3	100	19.0	100	12.6	100	6.4	100	5.1	100	2.4	100	5.4	100	2.4	100	2.0	100	1.6	100	2.9	100	1.9	100	3.7	93.1

Notes:  
Market share figures derived from Question 17, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices

[illegible]

### 2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 13: Comparison Goods Expenditure Pattern - Bulky Goods, by Zone, 2017

	Zone																	Total Survey																
	1 %		2 %		3 %		4 %		5 %		6 %		7 %		8 %		9 %		10 %		11 %		12 %		13 %		14 %		15 %		16 %		Derived Turnover (£m)	
IPSWICH																																		
Ipswich Town Centre	28	3.4	43	5.6	30	7.0	31	4.3	23	9.9	7	2.0	17	2.4	14	1.6	13	0.7	7	0.9	29	1.6	17	0.8	24	0.8	27	1.8	18	0.8	5	0.4	43.9	
Ipswich Out-of-Centre	47	5.8	46	5.9	39	9.0	47	6.5	11	4.8	4	1.0	5	0.7	33	3.8	42	2.3	27	3.3	21	1.1	24	1.1	16	0.6	12	0.8	26	1.2		47.8		
Euro Retail Park, Ransomes Way	18	2.2	35	4.5	28	6.6	37	5.1	2	3.0	2	0.6	4	0.5	22	2.5	27	1.5	18	2.1	15	0.8	17	0.8	13	0.5	9	0.6	15	0.7		32.1		
Futura Park, Ransomes Way	3	0.4	3	0.4	7	1.7	8	1.1	2	0.8	0	0.1	0	0.1	8	0.9	12	0.7	9	1.0	4	0.2	3	0.1	1	0.0	1	0.1	9	0.4		7.9		
Suffolk Retail Park, Yarmouth Road	3	0.3	1	0.1	1	0.2			0	0.1	0	0.1					1	0.0			1	0.0			1	0.1	1	0.1	1	0.1		0.9		
Orwell Retail Park, Ranelagh Road	12	1.4	3	0.4	1	0.3	2	0.2	2	0.8	0	0.0			2	0.2	1	0.1			1	0.1	1	0.1	1	0.0	1	0.0	1	0.0		3.7		
Anglia Retail Park, Bury Road	8	0.9	4	0.5	1	0.2			1	0.2			1	0.1						1	0.1	0	0.0	1	0.0	1	0.0			0	0.0		2.1	
Commercial Road Retail Park, Commercial Road	5	0.6			1	0.1	0	0.2					1	0.2						1	0.1	1	0.1	1	0.0							1.1		
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	12	1.5	5	0.7	2	0.4	3	0.4	3	1.3	1	0.2	3	0.4	3	0.3	2	0.1	5	0.6	1	0.1	4	0.2	1	0.0	1	0.1	3	0.1		6.3		
Interchange Retail Park, London Road	12	1.5	5	0.7	2	0.4	3	0.4	3	1.3	1	0.2	3	0.4	3	0.3	2	0.1	5	0.6	1	0.1	4	0.2	1	0.0	1	0.1	3	0.1		6.3		
Other Out-of-Centre	1	0.1																														0.1		
All District & Local Centres	3	0.4	1	0.1	2	0.6	8	1.1	0	0.2					2	0.2	3	0.1	2	0.3	4	0.2	1	0.0	0	0.0	1	0.1	1	0.1	0	0.0	3.3	
SUFFOLK COASTAL AREA																																		
Woodbridge Town Centre	2	0.3	1	0.1	4	0.9	1	0.1							25	2.9	14	0.8	0	0.1	20	1.1	9	0.4	2	0.1	2	0.1	1	0.0		6.8		
Felixstowe Town Centre	0	0.0	0	0.0	0	0.1	1	0.1							5	0.3	5	0.3	50	6.1	1	0.1	1	0.1	1	0.1	1	0.1	1	0.1		6.8		
Saxmundham Town Centre																																		
Framlingham Town Centre													1	0.2	2	0.2																0	0.0	1.8
Aldeburgh Town Centre																					1	0.0	11	0.5	33	1.2			0	0.0	3	0.1	0.1	
Leiston Town Centre																													7	0.4	26	1.2	1.6	
Suffolk Coastal District Centres	0	0.0			6	1.4									2	0.2	6	0.3			1	0.1	9	0.4	2	0.1	1	0.0	0	0.0		2.6		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	1	0.1	2	0.2	13	3.1	1	0.2	0	0.1	1	0.2	2	0.3	11	1.3	12	0.7	6	0.7	17	0.9	17	0.7	10	0.3	7	0.4	4	0.2	1	0.1	9.5	
Martlesham Heath Retail Park (including Tesco Extra)	1	0.1	2	0.2	13	3.1	1	0.2	0	0.1	1	0.2	2	0.3	11	1.3	12	0.7	6	0.7	17	0.9	17	0.7	10	0.3	7	0.4	4	0.2	1	0.1	9.5	
Other in Suffolk Coastal Area			1	0.1	1	0.2			1	0.2					3	0.4	0	0.0			1	0.1	0	0.0	1	0.0					0	0.0	1.1	
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																		
Bury St Edmunds																																		
Colchester	2	0.2	1	0.1	1	0.2	6	0.8	3	1.2	60	17.0	17	2.4	1	0.1					1	0.0	1	0.0	1	0.0					0	0.0	20.8	
Sudbury									17	7.2			1	0.1																			8.6	
Stowmarket									29	12.3	0	0.1	23	3.2														1	0.1	1	0.1	13	1.2	9.4
Norwich									0	0.1	21	6.0	3	0.4														2	0.1	1	0.1	32	2.7	2.2
Halesworth					0	0.1			0	0.1																		2	0.1	1	0.1		3.2	
Diss																																	2.1	
Hadleigh	1	0.1			0	0.1	1	0.1	5	1.9			14	2.0	0	0.0												1	0.0	5	0.3	1	0.1	2.3
Chelmsford																																		
Cambridge																																	0.5	
Lowestoft																																	3.8	
Freeport Shopping Park, Braintree																																		
Lakeside, West Thurrock	1	0.1	1	0.1	1	0.1	1	0.1	2	0.8	1	0.4			1	0.1	1	0.0															1.0	
Manningtree									1	0.5																							0.8	
Central London					1	0.2	0	0.0	6	2.7	3	0.9	13	1.8	2	0.3	1	0.1	1	0.1	1	0.0	2	0.1	3	0.1	1	0.0	0	0.0			1.1	
Other	1	0.1							6	2.7	3	0.9	13	1.8	2	0.3			0	0.0	1	0.0	2	0.1	3	0.1	2	0.1	2	0.1	15	1.3	7.4	
Total	100	12.1	100	12.8	100	23.3	100	13.9	100	43.3	100	28.3	100	13.9	100	11.5	100	5.6	100	12.2	100	5.4	100	4.4	100	3.5	100	6.5	100	4.5	100	8.6	209.8	

Notes:  
Derived from Tables 9, 10, 11, 12  
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 14: Comparison Goods Expenditure Pattern - Non-Bulky Goods (excluding Clothing & Footwear), by Zone, 2017

	Zone																		Total Survey Derived Turnover (£m)																
	1 %		2 %		3 %		4 %		5 %		6 %		7 %		8 %		9 %			10 %		11 %		12 %		13 %		14 %		15 %		16 %			
IPSWICH																																			
Ipswich Town Centre	55	29.4	78	42.2	54	53.3	68	43.0	24	44.2	14	15.8	21	11.7	29	13.2	25	5.5	21	10.4	28	6.1	25	4.0	27	3.5	27	6.3	25	4.6	0	0.1	293.2		
Ipswich Out-of-Centre	14	7.3	12	6.7	13	12.9	10	6.4	1	2.4	1	1.5	2	1.2	9	4.0	11	2.5	9	4.2	5	1.0	8	1.3	4	0.5	6	1.4	6	1.0	0	0.0	54.5		
Euro Retail Park, Ransomes Way	3	1.6	6	3.5	6	5.9	5	3.2					1	0.6	2	0.9	6	1.4	3	1.3	2	0.4	4	0.7	2	0.2			2	0.4			20.4		
Futura Park, Ransomes Way	1	0.4	2	1.3	5	4.7	3	1.6	1	1.9			0	0.1	3	1.4	3	0.7	3	1.6	1	0.2	3	0.5	1	0.1	1	0.2	1	0.1	0	0.0	14.8		
Suffolk Retail Park, Yarmouth Road	8	4.1	2	0.9	1	1.3	1	0.9	0	0.5	1	0.6	1	0.5	1	0.4	1	0.3	3	1.4	1	0.3	1	0.1	0	0.1	1	0.3	3	0.5			12.2		
Orwell Retail Park, Ranelagh Road	2	1.0	1	0.7	1	0.9	1	0.4					0	0.0	1	0.3	0	0.1							0	0.0							3.3		
Anglia Retail Park, Bury Road	0	0.2	1	0.3																	0	0.1	0	0.0	0	0.1							3.4		
Commercial Road Retail Park, Commercial Road	0	0.1	0	0.0			0	0.2													0	0.0					4	0.9					0.4		
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	16	8.3	3	1.8	2	1.9	4	2.3	4	6.5	1	0.9	1	0.7	2	0.8	5	1.0	4	2.2	2	0.3	3	0.4	1	0.1	2	0.4	3	0.5			28.2		
Interchange Retail Park, London Road	16	8.3	3	1.8	2	1.9	4	2.3	4	6.5	1	0.9	1	0.7	2	0.8	5	1.0	4	2.2	2	0.3	3	0.4	1	0.1	2	0.4	3	0.5			28.2		
Other Out-of-Centre	3	1.8	2	1.0	2	1.9	0	0.2					1	0.5	1	0.3				0	0.1	2	0.3	0	0.0			1	0.3				6.5		
All District & Local Centres	6	3.0	0	0.2	5	4.8	9	5.7	0	0.8	0	0.1	1	0.5	1	0.6	6	1.2	1	0.5	2	0.3	2	0.3	0	0.0			0	0.1	1	0.3	18.5		
SUFFOLK COASTAL AREA																																			
Woodbridge Town Centre	0	0.1			3	3.1	1	0.6									28	6.3			27	6.1	10	1.6	5	0.7	4	1.0	3	0.5	0	0.1	37.2		
Felixstowe Town Centre	1	0.4	0	0.2	1	0.6	2	1.0	0	0.4							4	1.0	57	28.0	1	0.3	0	0.1	1	0.1			1	0.1			32.3		
Saxmundham Town Centre																	0	0.1			2	0.4	1	0.1	2	0.3	32	7.6	3	0.5	0	0.1	9.1		
Framlingham Town Centre											0	0.1	2	0.9			0	0.1	0	0.1			10	1.5	28	3.6	0	0.1			0	0.0	6.4		
Aldeburgh Town Centre																					1	0.2	0	0.1	2	0.2	2	0.4	11	2.0			2.8		
Leiston Town Centre																					0	0.0					3	0.7	27	4.9	0	0.0	5.7		
Suffolk Coastal District Centres	0	0.0			4	4.3							0	0.1	1	0.5	2	0.5			3	0.8	10	1.7	0	0.1	1	0.3	0	0.0			8.3		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	0	0.3	2	1.0	14	13.9	3	2.0	1	1.6	0	0.4	1	0.4	13	5.8	15	3.3	7	3.3	21	4.6	19	3.0	11	1.4	4	0.9	4	0.7	1	0.3	42.9		
Martlesham Heath Retail Park (including Tesco Extra)	0	0.3	2	1.0	14	13.9	3	2.0	1	1.6	0	0.4	1	0.4	13	5.8	15	3.3	7	3.3	21	4.6	19	3.0	11	1.4	4	0.9	4	0.7	1	0.3	42.9		
Other in Suffolk Coastal Area															2	0.9				0	0.2	1	0.1					0	0.0	1	0.1		1.4		
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																			
Bury St Edmunds	1	0.4	0	0.2	0	0.3	0	0.2	3	5.2	47	53.3	18	9.9	1	0.5	0	0.1	0	0.1	1	0.1			1	0.1	0	0.1					70.2		
Colchester	3	1.5	0	0.3	1	0.7	0	0.0	24	44.2	2	2.6	1	0.6	0	0.1					1	0.2	3	0.4	1	0.2					0	0.1	50.7		
Sudbury					0	0.1			24	43.4	0	0.5																					44.0		
Stowmarket			0	0.1					0	0.5	23	25.8	23	12.8	0	0.1					1	0.1	0	0.1	0	0.0	0	0.1					39.5		
Norwich	0	0.2	0	0.1	0	0.3	1	0.3	0	0.7	1	1.2	7	3.8	0	0.1	0	0.1	0	0.1	1	0.2	3	0.5	7	0.9	5	1.1	5	0.9	28	8.7	19.2		
Halesworth																																	10.4		
Diss																																	8.6		
Hadleigh	0	0.2	0	0.2					4	7.4																								7.7	
Chelmsford																																	0.1		
Cambridge	0	0.1			0	0.1			0	0.8	2	1.9					0	0.0	0	0.1	0	0.1											3.2		
Lowestoft																																	10.4		
Freeport Shopping Park, Braintree					0	0.2			6	10.1							0	0.0			0	0.1			0	0.0	1	0.1	9	2.2	6	1.1	22	6.7	10.3
Lakeside, West Thurrock			0	0.2	0	0.4					1	1.1			0	0.2	1	0.1					2	0.3	0	0.0			1	0.2	0	0.1		2.7	
Manningtree					2	3.7																												3.7	
Central London			0	0.1	0	0.3	1	0.5	0	0.9	0	0.2	1	0.7	0	0.2	2	0.4			1	0.1	2	0.3	0	0.1	2	0.4	2	0.4	2	0.5	4.9		
Other	1	0.3	1	0.4	0	0.5	1	0.6	5	8.7	7	8.3	7	4.2	1	0.5	0	0.0	1	0.4	3	0.6	0	0.1	7	0.9	1	0.2	2	0.4	13	4.0	30.0		
Total	100	53.3	100	54.4	100	99.5	100	63.2	100	181.3	100	113.6	100	55.6	100	46.3	100	22.2	100	49.5	100	22.1	100	15.8	100	12.8	100	23.8	100	18.2	100	31.0	862.6		

Notes:  
Derived from Tables 2, 3, 4, 5, 6, 7, 8  
Excludes responses Special Forms of Trading, 'Don't do this, 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

Table 15: Comparison Goods Expenditure Pattern - Combined, by Zone, 2017

	Zone																Total Survey Derived Turnover (£m)	Inflow																			
	1 %	£m	2 %	£m	3 %	£m	4 %	£m	5 %	£m	6 %	£m	7 %	£m	8 %	£m		9 %	£m	10 %	£m	11 %	£m	12 %	£m	13 %	£m	14 %	£m	15 %	£m	16 %	£m	(%)	£m		
IPSWICH																																					
Ipswich Town Centre	55	49.7	74	68.2	57	95.2	66	69.0	25	77.0	15	27.8	24	22.6	27	20.7	26	9.7	24	19.9	29	10.8	29	7.8	31	6.8	29	12.1	26	7.8	1	0.5	505.6	15	75.8		
Ipswich Out-of-Centre	16	14.3	15	13.4	13	22.4	13	13.5	3	7.8	1	2.6	2	1.9	13	9.7	13	4.9	10	8.2	6	2.4	11	3.0	5	1.1	5	2.2	7	2.2	0	0.0	109.5	5	5.5		
Euro Retail Park, Ransomes Way	5	4.1	9	8.3	8	12.5	8	8.7	1	3.0	0	0.8	1	1.1	4	3.4	8	3.0	5	3.8	4	1.4	8	2.1	3	0.7	1	0.6	3	1.1			54.5	5	2.7		
Futura Park, Ransomes Way	1	0.7	2	1.6	4	6.9	3	2.7	1	2.7	0	0.1	0	0.2	5	4.0	4	1.4	3	2.6	1	0.4	2	0.6	1	0.2	1	0.3	2	0.5	0	0.0	24.9	5	1.2		
Suffolk Retail Park, Yarmouth Road	6	5.2	1	1.0	1	1.5	1	0.9	0	1.2	0	0.6	0	0.5	0	0.4	1	0.4	2	1.4	1	0.3	0	0.1	0	0.1	1	0.4	2	0.6			14.5	5	0.7		
Orwell Retail Park, Ranelagh Road	3	2.4	1	1.0	1	1.2	1	0.9	0	0.8	0	0.0	0	0.0	1	0.5	0	0.1	0	0.3	0	0.1	0	0.1	0	0.1	0	0.0	0	0.0			7.5	5	0.4		
Anglia Retail Park, Bury Road	1	1.3	2	1.4	0	0.2					1	1.0	0	0.1	2	1.3			0	0.1	0	0.1	0	0.1	0	0.1	2	0.9	0	0.0			6.6	5	0.3		
Commercial Road Retail Park, Commercial Road	1	0.7	0	0.0			0	0.3	0	0.2					0	0.2					0	0.1	0	0.1	0	0.0							1.5	5	0.1		
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	11	9.8	3	2.7	1	2.3	3	2.6	3	7.8	1	1.0	1	1.1	1	1.1	3	1.2	4	3.0	1	0.4	2	0.6	1	0.1	1	0.5	2	0.7			35.0	5	1.8		
Interchange Retail Park, London Road	11	9.8	3	2.7	1	2.3	3	2.6	3	7.8	1	1.0	1	1.1	1	1.1	3	1.2	4	3.0	1	0.4	2	0.6	1	0.1	1	0.5	2	0.7			35.0	5	1.8		
Other Out-of-Centre	3	2.4	1	1.0	1	2.3	0	0.2					1	1.0	0	0.3			0	0.1	1	0.3	0	0.0			1	0.3					8.0	5	0.4		
All District & Local Centres	6	5.3	0	0.3	4	6.1	8	8.2	0	0.9	0	0.1	1	0.5	2	1.4	5	2.0	1	1.1	1	0.5	1	0.4	0	0.1	1	0.3	0	0.1	1	0.3	27.6				
SUFFOLK COASTAL AREA																																					
Woodbridge Town Centre	1	0.7	0	0.1	3	4.7	1	1.0							31	23.9	22	8.0	1	0.9	27	10.1	10	2.8	4	0.9	4	1.7	2	0.7	0	0.2	55.9	10	5.6		
Felixstowe Town Centre	1	1.0	1	0.6	1	1.4	2	2.5	0	0.4	0	0.7			1	0.5	4	1.7	49	40.9	2	0.7	0	0.1	1	0.1	1	0.3	1	0.3	1	0.3	50.8	10	5.1		
Saxmundham Town Centre															0	0.1			0	0.5	1	0.5	1	0.3	1	0.3	22	9.1	3	1.0	0	0.2	11.6	10	1.2		
Framlingham Town Centre													1	0.5			0	0.1	0	0.1			0	0.0	8	2.2	23	5.0	0	0.0	0	0.0	9.2	5	0.5		
Aldeburgh Town Centre									0	0.7					0	0.3			0	0.1	1	0.2	0	0.1	1	0.2	2	0.7	9	2.9	4.9	15	0.7				
Leiston Town Centre															0	0.0					0	0.0			4	1.5	25	7.6	0	0.0	9.2	5	0.5				
Suffolk Coastal District Centres	0	0.1			3	5.7							0	0.1	1	0.7	2	0.8			3	1.1	8	2.2	2	0.3	1	0.4	1	0.2			11.5				
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	0	0.4	3	2.4	12	19.8	3	3.3	1	2.3	0	0.5	1	0.7	12	8.9	17	6.2	7	6.0	19	6.9	15	4.1	10	2.1	8	3.5	4	1.3	1	0.5	68.9	5	3.4		
Martlesham Heath Retail Park (including Tesco Extra)	0	0.4	3	2.4	12	19.8	3	3.3	1	2.3	0	0.5	1	0.7	12	8.9	17	6.2	7	6.0	19	6.9	15	4.1	10	2.1	8	3.5	4	1.3	1	0.5	68.9	5	3.4		
Other in Suffolk Coastal Area			0	0.1	0	0.2			0	0.2					2	1.5	0	0.0	0	0.2	1	0.2	0	0.0	0	0.0	0	0.0	0	0.1	0	0.0	2.7				
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																					
Bury St Edmunds	1	0.6	0	0.4	1	1.4	0	0.2	6	16.8	52	99.4	21	20.1	3	2.4	0	0.1	0	0.3	1	0.2	1	0.1	1	0.2	0	0.1					142.2				
Colchester	2	2.2	1	0.5	1	1.3	1	1.1	25	75.3	1	2.6	1	0.7	0	0.3	1	0.2	0	0.1	1	0.3	2	0.4	1	0.2			0	0.1			85.2				
Sudbury					0	0.1			20	60.2	0	0.5																					60.8				
Stowmarket			0	0.3					0	0.6	19	35.9	20	18.6	0	0.1							0	0.1	0	0.0	0	0.1	0	0.1	0	0.1	55.8				
Norwich	1	0.5	0	0.4	0	0.3	0	0.4	1	2.8	1	1.3	7	6.8	0	0.1	1	0.3	0	0.4	2	0.7	4	1.0	8	1.8	6	2.5	6	1.7	33	17.7	38.7				
Halesworth																					0	0.1	0	0.1	0	0.1	2	0.9	0	0.1	26	14.0	15.1				
Diss													13	11.8	0	0.0					0	0.1	0	0.1	1	0.3					0	0.0	12.4				
Hadleigh	0	0.3	0	0.2	0	0.1	0	0.1	4	10.9											0	0.1					0	0.1					11.7				
Chelmsford									2	5.7							0	0.0			0	0.1											5.8				
Cambridge	0	0.3			0	0.1	0	0.2	0	1.4	2	3.2	0	0.3			0	0.1			2	0.5	0	0.1					1	0.2			6.4				
Lowestoft					0	0.2	0	0.2									0	0.1			0	0.1	0	0.1	1	0.1	9	3.6	5	1.6	22	11.8	17.7				
Freeport Shopping Park, Braintree			0	0.2	0	0.2			4	10.8	0	0.5					0	0.0	0	0.2			0	0.0										11.9			
Lakeside, West Thurrock	0	0.1	0	0.2	1	1.1	0	0.1			2	2.9			0	0.4	0	0.2	2	1.8			1	0.3	0	0.0			1	0.2	0	0.1	7.5				
Manningtree									2	5.1																									5.1		
Central London			0	0.3	0	0.8	1	0.8	1	2.7	1	1.0	1	0.8	3	2.4	4	1.3			1	0.5	2	0.4	0	0.1	2	0.7	2	0.5	1	0.5	12.8				
Other	3	2.3	1	0.7	1	0.9	2	1.8	5	13.9	6	11.5	7	6.6	2	1.3	1	0.3	0	0.4	3	1.2	1	0.2	8	1.8	2	0.8	4	1.3	14	7.2	52.2				
Total	100	90.0	100	91.9	100	166.5	100	105.4	100	303.3	100	191.6	100	94.2	100	77.3	100	37.2	100	83.5	100	37.4	100	26.9	100	22.0	100	41.3	100	30.5	100	53.3	1452.1				

Notes:  
Market share figures derived from Questions 7-18, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016  
Excludes responses Special Forms of Trading, 'Don't do this, 'Don't know / varies', and 'Other'  
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

TABLE 16: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN IPSWICH BOROUGH

Table 16a: Estimated 'Capacity' for Comparison Goods Facilities in Ipswich

Year	Benchmark Turnover £m <sup>1</sup>	Ipswich Borough Turnover - £m <sup>2</sup>	Ipswich Borough Inflow - £m	Surplus Expenditure - £m
2017	732.5	650.8	81.7	0.0
2021	803.9	746.5	93.7	36.3
2026	899.0	906.5	113.8	121.3
2031	1,002	1,088	136.6	222.4
2036	1,118	1,322	166.0	370.1
Market Share	44.8			

- Notes:
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)
  - Assumes constant market share claimed by Ipswich facilities at 44.8% from Study Area
- 2015 prices

Table 16b: Quantitative Need for Additional Comparison Goods Floorspace in Ipswich

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	36.3	6,000	11,000
2026	121.3	18,000	33,000
2031	222.4	29,600	54,200
2036	370.1	44,100	80,900

- Notes:
- Average sales density assumed to be £5,500 per sq.m which WYG considers to be towards the higher end of what could be achieved in Ipswich
  - Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Ipswich
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)
- 2015 prices

Table 16c: Net Quantitative Need for Additional Comparison Goods Floorspace in Ipswich

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	15.3	-15.3	-2,800	-5,100
2021	36.3	16.8	19.6	3,200	5,900
2026	121.3	18.8	102.6	15,200	27,900
2031	222.4	20.9	201.5	26,800	49,100
2036	370.1	23.3	346.7	41,300	75,800

- Notes:
- Average sales density assumed to be £5,500 per sq.m which WYG considers to be towards the higher end of what could be achieved in Ipswich
  - Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Ipswich
- Residual calculated by subtracting turnover of commitments (sourced from Table 16d) from surplus expenditure (sourced from Table 16a)
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)
- 2015 prices

Table 16d: Extant Comparison Goods Commitments in Ipswich

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Rosehill Development, Felixstowe Road District Centre	14/00080/FUL - amended by IP/16/00188/VC and IP/16/00189/VC	Mixed Use Development - Poundstretcher	-	779	2,178	1.7	Extant permission
		Mixed Use Development - New Retail Unit fronting Felixstowe Road	-	111	4,000	0.4	Extant permission
Land Adjacent To Hertz Scot Group Ltd, Europa Way	15/00105/FUL	Erection of a retail foodstore (Aldi), and associated car parking, landscaping and new vehicular access.	1,726	251	8,535	2.1	Extant permission
Namco Funscape, Boss Hall Road	15/00313/FUL	Change of use from bowling alley (D2) to non- food retail (A1).	-	2,000	5,500	11.0	Extant permission (permitted at appeal)
TOTAL				3,141		15.3	

- Notes:
- List of commitments provided by Ipswich Borough Council

Rosehill Development

Floorspace is uplift in floorspace and is derived from supporting planning application documents.

Sales density for Poundstretcher derived from information derived from Mintel Retail Rankings

Sales density for new retail unit fronting Felixstowe Road WYG estimate based on experience
- Europa Way

Net comparison floorspace derived from supporting planning application documents.

Estimated sales density is Aldi's benchmark sales density derived from Verdict (verdict.com)

Namco Funscape

Net comparison floorspace derived from supporting planning application documents.

Estimated sales density is WYG estimate based on experience
- 2015 prices



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**TABLE 17: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN COPDOCK/INTERCHANGE RETAIL PARK**

**Table 17a: Estimated 'Capacity' for Comparison Goods Facilities in Copdock/Interchange Retail Park**

Year	Benchmark Turnover £m <sup>1</sup>	Turnover - £m <sup>2</sup>	Inflow - £m	Surplus Expenditure £m
2017	36.8	35.0	1.8	0.0
2021	40.3	38.7	1.9	0.3
2026	45.1	47.0	2.3	4.2
2031	50.3	56.4	2.8	8.9
2036	56.1	68.5	3.4	15.8
<b>Market Share</b>	<b>2.4</b>			

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Copdock/Interchange Retail Park at 2.4% from Study Area

**2015 prices**

**Table 17b: Quantitative Need for Additional Comparison Goods Floorspace in Copdock/Interchange Retail Park**

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	0.3	0	100
2026	4.2	600	1,100
2031	8.9	1,200	2,200
2036	15.8	1,900	3,500

**Notes:**

1. Average sales density assumed to be £5,500 per sq.m which WYG considers to be towards the higher end of what could be achieved in Ipswich
  2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Ipswich
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

**2015 prices**



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

TABLE 18: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN SUFFOLK COASTAL DISTRICT

Table 18a: Estimated 'Capacity' for Comparison Goods Facilities in Suffolk Coastal District

Year	Benchmark Turnover - £m <sup>1</sup>	Suffolk Coastal District Turnover - £m <sup>2</sup>	Suffolk Coastal District Inflow - £m	Surplus Expenditure - £m
2017	241.8	224.8	16.9	0.0
2021	265.3	248.4	18.7	1.7
2026	296.7	301.6	22.7	27.6
2031	330.8	362.0	27.3	58.5
2036	368.8	439.7	33.1	104.0
Market Share	15.5			

**Notes:**  
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
2. Assumes constant market share claimed by Suffolk Coastal District facilities at 15.5% from Study Area  
**2015 prices**

Table 18b: Quantitative Need for Additional Comparison Goods Floorspace in Suffolk Coastal District

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	1.7	300	500
2026	27.6	4,500	7,500
2031	58.5	8,500	14,200
2036	104.0	13,600	22,700

**Notes:**  
1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Suffolk Coastal District  
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Suffolk Coastal District  
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
**2015 prices**

Table 18c: Net Quantitative Need for Additional Comparison Goods Floorspace in Suffolk Coastal District

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	26.8	-26.8	-5,400	-8,900
2021	1.7	29.5	-27.7	-5,100	-8,400
2026	27.6	32.9	-5.4	-900	-1,500
2031	58.5	36.7	21.7	3,200	5,300
2036	104.0	41.0	63.0	8,300	13,800

**Notes:**  
1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Suffolk Coastal District  
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Suffolk Coastal District  
Residual calculated by subtracting turnover of commitments (sourced from Table 18d) from surplus expenditure (sourced from Table 18a)  
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
**2015 prices**

Table 18d: Extant Comparison Goods Commitments in Suffolk Coastal District

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Retail Park Haven Exchange South Felixstowe	DC/14/2611/FUL	The erection of a foodstore (Class A1) (Asda) with associated petrol filling station, servicing and access.	2,750	652	8,511	5.5	Extant permission
Land off Anson Road, Martlesham	DC/16/2828/FUL	2x non-food bulky goods units	Unit 1 - 1,315	1,052	3,000	3.2	Under Construction
			Unit 2 (Wickes) - 2,402	1,922	2,260	4.3	Under Construction
Martinsyde, Beardmore Park, Martlesham	DC/16/3836/VOC	2x non-food bulky goods units	Unit 1 (Home Bargains) - 1,394	715	8,383	6.0	Under Construction
			Unit 2 (Hughes Electrical) - 1,394	1,115	7,000	7.8	Under Construction
TOTAL				5,456		26.8	

**Notes:**  
List of commitments provided by Suffolk Coastal District Council  
Estimated sales density for Asda derived from Verdict (verdict.com)  
Estimated sales density for non-food retailers derived from Mintel Retail Rankings  
**2015 prices**



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**TABLE 19: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN WOODBRIDGE**

**Table 19a: Estimated 'Capacity' for Comparison Goods Facilities in Woodbridge**

Year	Benchmark Turnover - £m <sup>1</sup>	Woodbridge Turnover - £m <sup>2</sup>	Woodbridge Inflow - £m	Surplus Expenditure - £m
2017	61.5	55.9	5.6	0.0
2021	67.5	61.8	6.2	0.4
2026	75.5	75.0	7.5	7.0
2031	84.2	90.0	9.0	14.9
2036	93.8	109.4	10.9	26.5
<b>Market Share</b>	<b>3.9</b>			

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Woodbridge facilities at 3.9% from Study Area

**2015 prices**

**Table 19b: Quantitative Need for Additional Comparison Goods Floorspace in Woodbridge**

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	0.4	100	100
2026	7.0	1,100	1,900
2031	14.9	2,200	3,600
2036	26.5	3,500	5,800

**Notes:**

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Woodbridge
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Woodbridge

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

Suffolk Coastal District Council has confirmed that there are no comparison retail commitments in Woodbridge

**2015 prices**



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

TABLE 20: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN FELIXSTOWE

Table 20a: Estimated 'Capacity' for Comparison Goods Facilities in Felixstowe

Year	Benchmark Turnover £m <sup>1</sup>	Felixstowe Turnover - £m <sup>2</sup>	Felixstowe Inflow - £m	Surplus Expenditure £m
2017	55.9	50.8	5.1	0.0
2021	61.4	56.1	5.6	0.4
2026	68.6	68.2	6.8	6.4
2031	76.5	81.8	8.2	13.5
2036	85.3	99.4	9.9	24.0
Market Share	3.5			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
2. Assumes constant market share claimed by Felixstowe facilities at 3.5% from Study Area

2015 prices

Table 20b: Quantitative Need for Additional Comparison Goods Floorspace in Felixstowe

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	0.4	100	100
2026	6.4	1,000	1,700
2031	13.5	2,000	3,300
2036	24.0	3,200	5,300

Notes:

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Felixstowe  
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Felixstowe  
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

2015 prices

Table 20c: Net Quantitative Need for Additional Comparison Goods Floorspace in Felixstowe

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	5.5	-5.5	-1,100	-1,800
2021	0.4	6.1	-5.7	-1,000	-1,700
2026	6.4	6.8	-0.4	-100	-100
2031	13.5	7.6	5.9	900	1,400
2036	24.0	8.5	15.6	2,000	3,400

Notes:

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Felixstowe  
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Felixstowe  
Residual calculated by subtracting turnover of commitments (sourced from Table 20d) from surplus expenditure (sourced from Table 20a)

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

2015 prices

Table 20d: Extant Comparison Goods Commitments in Suffolk Coastal District

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Retail Park Haven Exchange South Felixstowe Suffolk	DC/14/2611/FUL	The erection of a foodstore (Class A1) (Asda) with associated petrol filling station, servicing and access.	2,750	652	8,511	5.5	Extant permission
TOTAL				652		5.5	

Notes:

List of commitments provided by Suffolk Coastal District Council  
Net comparison goods floorspace derived from supporting planning application documents.  
Estimated sales density is Asda's benchmark sales density derived from Verdict (verdict.com)

2015 prices



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**TABLE 21: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN SAXMUNDHAM**

**Table 21a: Estimated 'Capacity' for Comparison Goods Facilities in Saxmundham**

Year	Benchmark Turnover £m <sup>1</sup>	Saxmundham Turnover - £m <sup>2</sup>	Saxmundham Inflow - £m	Surplus Expenditure - £m
2017	12.8	11.6	1.2	0.0
2021	14.0	12.8	1.3	0.1
2026	15.7	15.6	1.6	1.5
2031	17.5	18.7	1.9	3.1
2036	19.5	22.7	2.3	5.5
<b>Market Share</b>	<b>0.8</b>			

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Saxmundham facilities at 0.8% from Study Area

**2015 prices**

**Table 21b: Quantitative Need for Additional Comparison Goods Floorspace in Saxmundham**

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	0.1	0	0
2026	1.5	200	400
2031	3.1	500	800
2036	5.5	700	1,200

**Notes:**

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Saxmundham
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Saxmundham

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

Suffolk Coastal District Council has confirmed that there are no comparison retail commitments in Saxmundham

**2015 prices**



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**TABLE 22: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN ALDEBURGH**

**Table 22a: Estimated 'Capacity' for Comparison Goods Facilities in Aldeburgh**

Year	Benchmark Turnover £m <sup>1</sup>	Aldeburgh Turnover - £m <sup>2</sup>	Aldeburgh Inflow - £m	Surplus Expenditure £m
2017	5.7	4.9	0.7	0.0
2021	6.2	5.4	0.8	0.0
2026	6.9	6.6	1.0	0.6
2031	7.7	7.9	1.2	1.4
2036	8.6	9.6	1.4	2.4
<b>Market Share</b>	<b>0.3</b>			

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Aldeburgh facilities at 0.3% from Study Area

**2015 prices**

**Table 22b: Quantitative Need for Additional Comparison Goods Floorspace in Aldeburgh**

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	0.0	0	0
2026	0.6	100	200
2031	1.4	200	300
2036	2.4	300	500

**Notes:**

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Aldeburgh
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Aldeburgh

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

Suffolk Coastal District Council has confirmed that there are no comparison retail commitments in Aldeburgh

**2015 prices**



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**TABLE 23: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN FRAMLINGHAM**

**Table 23a: Estimated 'Capacity' for Comparison Goods Facilities in Framlingham**

Year	Benchmark Turnover £m <sup>1</sup>	Framlingham Turnover - £m <sup>2</sup>	Framlingham Inflow - £m	Surplus Expenditure £m
2017	9.7	9.2	0.5	0.0
2021	10.6	10.2	0.5	0.1
2026	11.9	12.3	0.6	1.1
2031	13.2	14.8	0.7	2.3
2036	14.7	18.0	0.9	4.2
<b>Market Share</b>	<b>0.6</b>			

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Framlingham facilities at 0.6% from Study Area

**2015 prices**

**Table 23b: Quantitative Need for Additional Comparison Goods Floorspace in Framlingham**

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	0.1	0	0
2026	1.1	200	300
2031	2.3	300	600
2036	4.2	500	900

**Notes:**

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Framlingham
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Framlingham

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

Suffolk Coastal District Council has confirmed that there are no comparison retail commitments in Framlingham

**2015 prices**



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY**

**TABLE 24: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN LEISTON**

**Table 24a: Estimated 'Capacity' for Comparison Goods Facilities in Leiston**

Year	Benchmark Turnover £m <sup>1</sup>	Leiston Turnover - £m <sup>2</sup>	Leiston Inflow - £m	Surplus Expenditure £m
2017	9.6	9.2	0.5	0.0
2021	10.6	10.1	0.5	0.1
2026	11.8	12.3	0.6	1.1
2031	13.2	14.8	0.7	2.3
2036	14.7	18.0	0.9	4.1
<b>Market Share</b>	<b>0.6</b>			

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)
2. Assumes constant market share claimed by Leiston facilities at 0.6% from Study Area

**2015 prices**

**Table 24b: Quantitative Need for Additional Comparison Goods Floorspace in Leiston**

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	0.1	0	0
2026	1.1	200	300
2031	2.3	300	600
2036	4.1	500	900

**Notes:**

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Leiston
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Leiston

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

Suffolk Coastal District Council has confirmed that there are no comparison retail commitments in Leiston

**2015 prices**



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT  
RETAIL AND COMMERCIAL LEISURE STUDY

TABLE 25: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN IPSWICH EASTERN FRINGE  
(SUFFOLK COASTAL DISTRICT)

Table 25a: Estimated 'Capacity' for Comparison Goods Facilities in Ipswich Eastern Fringe

Year	Benchmark Turnover £m <sup>1</sup>	Ipswich Eastern Fringe Turnover - £m <sup>2</sup>	Ipswich Eastern Fringe Inflow - £m	Surplus Expenditure £m
2017	72.4	68.9	3.4	0.0
2021	79.4	76.1	3.8	0.5
2026	88.8	92.5	4.6	8.3
2031	99.0	111.0	5.5	17.5
2036	110.4	134.8	6.7	31.1
Market Share	4.7			

Notes:  
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
2. Assumes constant market share claimed by Ipswich Eastern Fringe facilities at 4.7% from Study Area  
2015 prices

Table 25b: Quantitative Need for Additional Comparison Goods Floorspace in Ipswich Eastern Fringe

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	0.5	100	200
2026	8.3	1,200	2,200
2031	17.5	2,300	4,300
2036	31.1	3,700	6,800

Notes:  
1. Average sales density assumed to be £5,500 per sq.m which WYG considers to be towards the higher end of what could be achieved in Ipswich Eastern Fringe  
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Ipswich Eastern Fringe  
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
Suffolk Coastal District Council has confirmed that there are no comparison retail commitments in the Ipswich Eastern Fringe area  
2015 prices

Table 25c: Net Quantitative Need for Additional Comparison Goods Floorspace in Ipswich Eastern Fringe

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2021	0.5	21.3	-20.8	-3,400	-6,300
2026	8.3	23.4	-15.1	-2,200	-4,100
2031	17.5	26.1	-8.6	-1,100	-2,100
2036	31.1	29.1	2.0	200	400

Notes:  
1. Average sales density assumed to be £5,500 per sq.m which WYG considers to be towards the higher end of what could be achieved in Ipswich Eastern Fringe  
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Ipswich Eastern Fringe  
Residual calculated by subtracting turnover of commitments (sourced from Table 20d) from surplus expenditure (sourced from Table 25a)  
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
2015 prices

Table 25d: Extant Comparison Goods Commitments in Ipswich Eastern Fringe

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Land off Anson Road, Martlesham	DC/16/2828/FUL	2x non-food bulky goods units	Unit 1 - 1,315	1,052	3,000	3.2	Under Construction
			Unit 2 (Wickes) - 2,402	1,922	2,260	4.3	Under Construction
Martinsyde, Beardmore Park, Martlesham	DC/16/3836/VOC	2x non-food bulky goods units	Unit 1 (Home Bargains) - 1,394	715	8,383	6.0	Under Construction
			Unit 2 (Hughes Electrical) - 1,394	1,115	7,000	7.8	Under Construction
TOTAL				4,804		21.3	

Notes:  
List of commitments provided by Suffolk Coastal District Council  
Estimated sales density for non-food retailers derived from Mintel Retail Rankings  
2015 prices