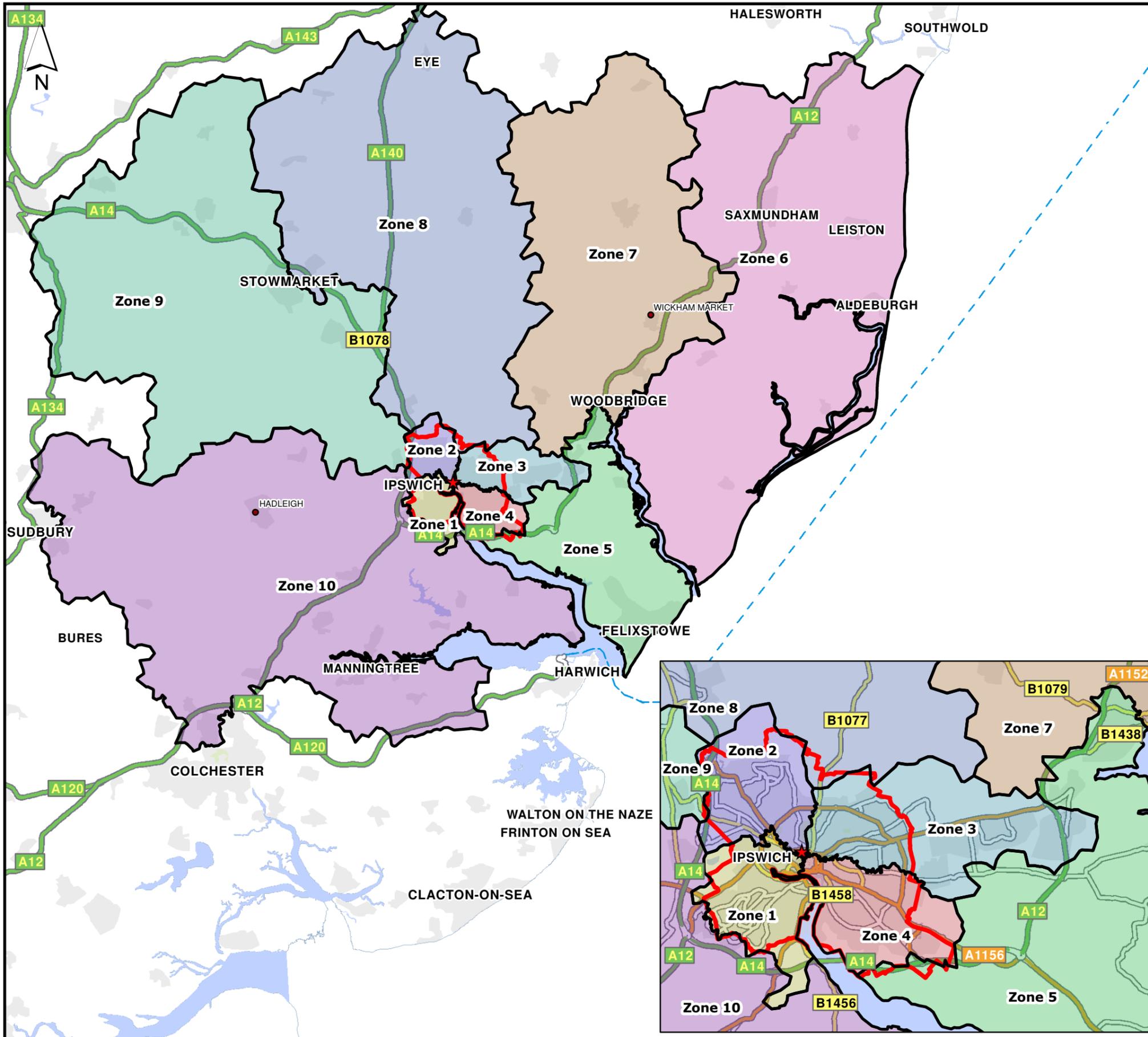


## **APPENDIX 1: HOUSEHOLD SURVEY – COMPRISING CATCHMENT AREA MAP AND RESULTS**



- ★ IP1 3BB
- Ipswich Borough

**Retail Catchment Zones**

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



24 Bruton Place London W1J 6NE  
 T: 020 7529 1500 F: 020 7491 9654  
[www.strategicper.com](http://www.strategicper.com)

**Retail Catchment Zones  
& Borough Boundary**

**Not to scale - March 2010**

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**Ipswich Household Survey  
for  
Strategic Perspectives**

February 2010

Job Ref: 120210

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# Introduction

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## 1.1 Research Background & Objectives

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

## 1.2 Research Methodology

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

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

## 1.2.1 Sampling

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

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

## 1.2.2 Weightings

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

## 1.2.3 Statistical Reliability

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

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

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

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

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

#### 1.2.4 Rebasing

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

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

## **Appendix 1:**

Data Tabulations

By Area

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

*Those who do top up food shopping*

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

#### Bingo

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

#### Cinema

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

## Q27 Where did you or members of your household last go to play bingo?

*Those who play bingo.*

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

## Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

**AGE Can I just ask, how old are you?**

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

**SEG Social Grading**

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

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

**ZON Survey Zone**

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

**AREA Catchment Area**

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

# Ipswich Household Survey for Strategic Perspectives

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

## Appendix 2:

Data Tabulations

By Area Rebase 1

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		976		395		286		199		96

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

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

# Ipswich Household Survey for Strategic Perspectives

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

*Those who do top up food shopping*

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

**Q25 When you do your household's non-food shopping, how do you usually travel?***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q25*

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

**Q26A How often do you and your family visit the following leisure attractions? Bingo***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26A*

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

**Q26B How often do you and your family visit the following leisure attractions? Cinema***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26B*

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

**Q26C How often do you and your family visit the following leisure attractions? Gym/ health club***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26C*

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

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

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

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

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

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

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

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

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

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

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

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

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

Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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**Q26J How often do you and your family visit the following leisure attractions? Other activity mentioned***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26J*

Once a week	70.5%	79	71.1%	32	63.6%	21	73.9%	17	81.8%	9
Once a fortnight	15.2%	17	15.6%	7	18.2%	6	8.7%	2	18.2%	2
Once a month	10.7%	12	11.1%	5	9.1%	3	17.4%	4	0.0%	0
Once every two months	2.7%	3	2.2%	1	6.1%	2	0.0%	0	0.0%	0
Once every six months	0.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		45		33		23		11

**Q27 Where did you or members of your household last go to play bingo?***Those who play bingo and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q27*

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q35 Where did you or members of your household last go to the theatre?</b>										
<i>Those who go to the theatre and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q35</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	17.8%	73	20.1%	32	13.9%	16	20.5%	18	14.9%	7
The New Wolsey Theatre, Civic Drive, Ipswich	29.3%	120	46.5%	74	16.5%	19	22.7%	20	14.9%	7
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.2%	9	2.5%	4	1.7%	2	1.1%	1	4.3%	2
Sea Pavilion, Felixstowe, Felixstowe	4.2%	17	2.5%	4	8.7%	10	3.4%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
The Quay Theatre, Sudbury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Mercury Theatre, Colchester	2.2%	9	0.0%	0	0.9%	1	0.0%	0	17.0%	8
The Theatre Royal, Bury St Edmunds	3.9%	16	0.6%	1	2.6%	3	12.5%	11	2.1%	1
Theatre Royal, Norwich	2.2%	9	0.6%	1	3.5%	4	4.5%	4	0.0%	0
Seckford Theatre, Woodbridge	3.2%	13	0.6%	1	8.7%	10	2.3%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	4.2%	17	6.3%	10	2.6%	3	3.4%	3	2.1%	1
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	23.5%	96	14.5%	23	29.6%	34	23.9%	21	38.3%	18
Other - Aldeburgh	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Colchester	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Other - Odeon, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	1.0%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Woodbridge Theatre	0.7%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		409		159		115		88		47

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

**AGE Can I just ask, how old are you?**

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

**SEG Social Grading**

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

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

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

**ZON Survey Zone**

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

**AREA Catchment Area**

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

# Ipswich Household Survey for Strategic Perspectives

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

### **Appendix 3:**

Data Tabulations

By Area Rebase 2

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

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

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

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

*Those who do top up food shopping*

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
Other - Harwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.5%	3	0.8%	2	0.0%	0	0.8%	1	0.0%	0
Other - London	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Manchester	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Diss	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.4%	1	0.0%	0	0.8%	1	0.0%	0
Other - Smaller Centre - Tavern Street	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Stanstead Airport	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Varies	2.6%	16	3.2%	8	2.1%	4	1.5%	2	3.7%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		624		248		191		131		54

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Q26E How often do you and your family visit the following leisure attractions? Nightclub or musical venue**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26E*

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

**Q26F How often do you and your family visit the following leisure attractions? Pub/bar**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26F*

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

**Q26G How often do you and your family visit the following leisure attractions? Restaurant**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26G*

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

**Q26H How often do you and your family visit the following leisure attractions? Tenpin bowling**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26H*

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

**Q26I How often do you and your family visit the following leisure attractions? Theatre**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26I*

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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**Q30 Where did you or members of your household last go to a museum or place of historical interest?**

*Those who go to museums or places of historical interest and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q30*

Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	11.2%	33	18.3%	23	9.7%	7	3.0%	2	3.3%	1
Town Hall Galleries, Cornhill, Ipswich	0.7%	2	0.8%	1	0.0%	0	1.5%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	1.4%	4	1.6%	2	2.8%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	25.5%	75	42.1%	53	9.7%	7	16.7%	11	13.3%	4
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.7%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.7%	5	1.6%	2	2.8%	2	0.0%	0	3.3%	1
Museum of East Anglian Life, Crowe Street, Stowmarket	3.1%	9	0.0%	0	2.8%	2	9.1%	6	3.3%	1
Orford Castle, Aldeburgh	1.0%	3	0.8%	1	2.8%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	2.0%	6	0.0%	0	1.4%	1	6.1%	4	3.3%	1
The Guildhall, Lavenham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Norwich Castle Museum and Gallery, Norwich	2.7%	8	0.8%	1	5.6%	4	4.5%	3	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	1.0%	3	0.8%	1	2.8%	2	0.0%	0	0.0%	0
Other - Alnwick Castle, Northumberland	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Bristol	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Cambridge	1.4%	4	1.6%	2	0.0%	0	3.0%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	1.4%	4	0.0%	0	0.0%	0	4.5%	3	3.3%	1
Other - Cornwall	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Derbyshire	0.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Dorset	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - FitzWilliam Museum, Cambridge	2.0%	6	2.4%	3	0.0%	0	3.0%	2	3.3%	1
Other - Gainsbrough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Great Yarmouth	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Hampshire	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Horingar	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Iron Bridge	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Kent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Leiston	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Liverpool	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	28.9%	85	17.5%	22	45.8%	33	28.8%	19	36.7%	11
Other - Longmelford Hall, Longmelford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Lyme Park, Cheshire	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q32 Where did you or members of your household last go to a pub/bar?</b>										
<i>Those who go to pubs or bars and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q32</i>										
Cardinal Park, Ipswich	2.4%	10	2.4%	4	2.2%	3	0.0%	0	8.1%	3
Ipswich Town Centre, Including St Nicholas Street, Ipswich	25.6%	109	51.8%	86	5.0%	7	15.7%	13	8.1%	3
Ipswich Waterfront, Ipswich	2.6%	11	4.2%	7	0.0%	0	3.6%	3	2.7%	1
Isaacs, Ipswich	0.7%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
The Dove, Ipswich	1.6%	7	4.2%	7	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Aldringham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Bacton	0.9%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Other - Barham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Bedford	0.5%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Blaxhall	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Bramford	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.7%	3	0.0%	0	1.4%	2	1.2%	1	0.0%	0
Other - Brantham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Brickham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Bury St.Edmunds	1.6%	7	0.6%	1	0.6%	0	7.2%	6	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.5%	2	0.0%	0	0.7%	1	1.2%	1	0.0%	0
Other - Claydon	0.7%	3	0.6%	1	0.7%	1	1.2%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	1.2%	5	0.0%	0	0.0%	0	0.0%	0	13.5%	5
Other - Cotton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Cretingham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Debenham	0.5%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eastbridge	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Elmswell	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eye	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Felixstowe	7.3%	31	1.2%	2	20.9%	29	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Framlingham	1.4%	6	0.0%	0	4.3%	6	0.0%	0	0.0%	0
Other - Gainsbrough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Great Briscip	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Groton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Grundisburgh	0.7%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Hadleigh	0.7%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3
Other - Halesworth	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Harkstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Harrogate	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Ipswich	0.9%	4	1.2%	2	0.7%	1	1.2%	1	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ipswich East	0.5%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	4	1.2%	2	0.7%	1	0.0%	0	2.7%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Laxfield	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Leiston	0.9%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Other - Levington	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

*Those who go to restaurants and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q33*

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q35 Where did you or members of your household last go to the theatre?</b>										
<i>Those who go to the theatre and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q35</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	17.8%	73	20.1%	32	13.9%	16	20.5%	18	14.9%	7
The New Wolsey Theatre, Civic Drive, Ipswich	29.3%	120	46.5%	74	16.5%	19	22.7%	20	14.9%	7
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.2%	9	2.5%	4	1.7%	2	1.1%	1	4.3%	2
Sea Pavilion, Felixstowe, Felixstowe	4.2%	17	2.5%	4	8.7%	10	3.4%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
The Quay Theatre, Sudbury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Mercury Theatre, Colchester	2.2%	9	0.0%	0	0.9%	1	0.0%	0	17.0%	8
The Theatre Royal, Bury St Edmunds	3.9%	16	0.6%	1	2.6%	3	12.5%	11	2.1%	1
Theatre Royal, Norwich	2.2%	9	0.6%	1	3.5%	4	4.5%	4	0.0%	0
Seckford Theatre, Woodbridge	3.2%	13	0.6%	1	8.7%	10	2.3%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	4.2%	17	6.3%	10	2.6%	3	3.4%	3	2.1%	1
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	23.5%	96	14.5%	23	29.6%	34	23.9%	21	38.3%	18
Other - Aldeburgh	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Colchester	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Other - Odeon, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	1.0%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Woodbridge Theatre	0.7%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		409		159		115		88		47

# Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q36 Where did you or members of your household undertake the activity mentioned?</b>										
<i>Those who undertake any other activity and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q36</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	16.2%	18	26.8%	11	11.1%	4	9.1%	2	8.3%	1
Ipswich Waterfront	1.8%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.8%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.8%	2	2.4%	1	2.8%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	9.0%	10	7.3%	3	19.4%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.6%	4	0.0%	0	0.0%	0	18.2%	4	0.0%	0
Sudbury	1.8%	2	0.0%	0	2.8%	1	0.0%	0	8.3%	1
Woodbridge	9.0%	10	9.8%	4	16.7%	6	0.0%	0	0.0%	0
Other - Alton	1.8%	2	0.0%	0	2.8%	1	0.0%	0	8.3%	1
Other - Barham	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Barking	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Blaxhall	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Bramford	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Claydon	1.8%	2	2.4%	1	0.0%	0	4.5%	1	0.0%	0
Other - Crowfield	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Darsham	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Denton	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Easton	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Eye	1.8%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Other - Finn Valley	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.8%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	2
Other - Haughton	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	2.7%	3	0.0%	0	8.3%	3	0.0%	0	0.0%	0
Other - London	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Needham Market	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Newbourne	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Rushmere	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Stoke by Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Stratford St.Mary	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Sudbourne	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Suffolk Yacht	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

# Ipswich Household Survey for Strategic Perspectives

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

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

**AGE Can I just ask, how old are you?**

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

**SEG Social Grading**

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

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

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

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

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

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

# Ipswich Household Survey for Strategic Perspectives

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

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

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

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

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

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

### ZON Survey Zone

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

### AREA Catchment Area

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

# Ipswich Household Survey for Strategic Perspectives

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

## **Appendix 4:**

Data Tabulations

By Area

(Weighted)

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?</b>										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.6%	13	0.0%	0	0.0%	0	0.5%	1
Asda, Goddard Road, Ipswich	6.9%	69	10.4%	37	2.0%	5	10.9%	23	1.8%	4
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	0.9%	9	2.3%	8	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.3%	63	12.1%	43	0.3%	1	3.5%	7	6.1%	12
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.7%	1	0.0%	0
M.R.S Food Store and Off	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Licence, 142 Felixstowe Road										
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	9.1%	91	16.3%	58	2.5%	6	6.7%	14	6.6%	13
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Asda, Wilkes Way, STOWMARKET	5.8%	58	0.2%	1	0.5%	1	26.1%	56	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
WITHAM										
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.6%	16	0.0%	0	0.0%	0	7.5%	16	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
J Sainsbury, Stanway, COLCHESTER	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	8
J Sainsbury, London Road, THETFORD	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.8%	4
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	10.6%	106	19.9%	71	8.0%	19	0.8%	2	7.7%	15
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.2%	12	0.0%	0	1.6%	4	4.1%	9	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	2.6%	26	0.0%	0	11.2%	26	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Morrisons, Gisleham, LOWESTOFT	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Hamilton Road, FELIXSTOWE	0.8%	8	0.0%	0	3.4%	8	0.0%	0	0.0%	0
Solar Superstore, Market Hill, FRAMLINGHAM	0.6%	6	0.0%	0	2.5%	6	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

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	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.9%	9	0.0%	0	4.0%	9	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tesco, St Saviours, BURY ST EDMUNDS	0.8%	8	0.0%	0	0.0%	0	3.7%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	3.3%	33	0.0%	0	0.0%	0	0.0%	0	16.6%	33
Tesco, Victoria Road, DISS	0.4%	4	0.0%	0	0.5%	1	1.4%	3	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	4.3%	43	0.0%	0	0.0%	0	19.9%	43	0.0%	0
Tesco, Springlands Way, SUDBURY	2.5%	25	0.0%	0	0.0%	0	0.8%	2	11.5%	23
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.0%	60	11.0%	39	1.1%	3	1.3%	3	7.7%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	11.5%	115	9.5%	34	32.5%	75	1.9%	4	0.8%	2
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.7%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Tesco Metro, 125-127	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich Household Survey for Strategic Perspectives

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February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
London Road, LOWESTOFT										
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.9%	9	0.0%	0	3.9%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.2%	12	0.0%	0	0.0%	0	0.0%	0	6.2%	12
Internet - Online Asda	1.0%	10	0.5%	2	0.6%	1	1.3%	3	2.1%	4
Internet - Online Ocado	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online Tesco	2.8%	28	1.5%	5	5.1%	12	2.9%	6	2.3%	4
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Aldeburgh	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Hadleigh	0.8%	8	0.0%	0	0.0%	0	0.0%	0	3.9%	8
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Saxons Way, Halesworth	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Street, Capel St Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Co-op, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Priory, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Tesco, Northolk	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet / Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
(Don't know / varies)	2.7% 27	1.1% 4	6.2% 14	0.5% 1	4.0% 8
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

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

Accessibility by public transport	0.9% 9	1.1% 4	1.5% 3	0.8% 2	0.0% 0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Choice of food goods available	4.8% 48	3.8% 14	9.4% 22	1.6% 3	4.9% 10
Clean shopping environment	0.2% 2	0.3% 1	0.0% 0	0.5% 1	0.0% 0
Clubcard / Rewards system	1.8% 18	1.7% 6	1.3% 3	1.4% 3	2.7% 5
Convenient to home	48.2% 482	46.6% 166	51.5% 119	48.1% 103	47.6% 94
Convenient to work	1.7% 17	2.1% 8	1.6% 4	2.1% 5	0.8% 2
Free car parking	1.3% 13	0.3% 1	2.2% 5	2.4% 5	0.8% 2
Good car parking provision	1.2% 12	0.3% 1	1.0% 2	2.2% 5	1.7% 3
Good shopping environment	0.2% 2	0.0% 0	0.0% 0	1.1% 2	0.0% 0
Low prices	11.5% 115	11.3% 40	11.1% 26	11.3% 24	12.6% 25
Part of shopping trip for non- food goods	0.1% 1	0.0% 0	0.0% 0	0.5% 1	0.0% 0
Preference for retailer	12.0% 120	16.3% 58	4.4% 10	11.5% 25	13.9% 28
Provision of leisure services nearby	0.3% 3	0.3% 1	0.0% 0	0.8% 2	0.0% 0
Provision of services nearby, such as banks and other financial services	0.4% 4	0.4% 1	0.6% 1	0.5% 1	0.0% 0
Quality of fresh food	5.1% 51	6.2% 22	4.7% 11	3.4% 7	5.4% 11
Safe (during the day)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Safe (during the evening /night time)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Use of cafe	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Use of cash point / ATM	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Provision of petrol station / car wash	0.1% 1	0.0% 0	0.0% 0	0.3% 1	0.0% 0
Provision of self service tills	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Provision of delicatessen / bakery / fresh fish counter etc	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Convenient / easy	1.1% 11	0.7% 2	0.8% 2	2.6% 6	0.8% 2
Delivery offered	1.4% 14	1.2% 4	1.3% 3	1.6% 3	1.7% 3
Employees discount	1.4% 14	2.5% 9	0.0% 0	1.5% 3	0.9% 2
Friendly / helpful staff	0.2% 2	0.2% 1	0.6% 1	0.0% 0	0.0% 0
Good layout	0.6% 6	0.8% 3	1.0% 2	0.3% 1	0.0% 0
Habit / always gone there	0.7% 7	1.3% 5	0.5% 1	0.5% 1	0.0% 0
Provision for disabled people is good	0.3% 3	0.2% 1	0.3% 1	0.7% 2	0.0% 0
(Don't know / varies)	3.0% 30	1.2% 4	3.8% 9	2.8% 6	5.5% 11
Other	1.4% 14	1.2% 4	2.1% 5	1.5% 3	0.8% 2
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

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

Car / van (as driver)	64.6% 646	61.5% 219	63.3% 147	67.0% 143	69.2% 137
Car / van (as passenger)	18.3% 183	17.7% 63	17.5% 41	19.9% 43	18.6% 37
Bus, minibus or coach	4.2% 42	8.0% 29	2.6% 6	2.5% 5	0.9% 2
Using park & ride facility	0.2% 2	0.0% 0	0.0% 0	0.7% 2	0.0% 0
Motorcycle, scooter or moped	0.1% 1	0.0% 0	0.3% 1	0.3% 1	0.0% 0
Walk	6.0% 60	9.6% 34	5.6% 13	3.1% 7	3.3% 7
Taxi	0.3% 3	0.4% 1	0.0% 0	0.0% 0	0.9% 2
Train	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Bicycle	0.4% 4	0.2% 1	1.0% 2	0.5% 1	0.0% 0
Other	0.1% 1	0.2% 1	0.3% 1	0.0% 0	0.0% 0
(Don't know / varies)	1.3% 13	0.2% 1	2.5% 6	0.8% 2	2.3% 4
Not applicable / goods delivered	4.5% 45	2.3% 8	6.9% 16	5.2% 11	4.9% 10
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q04 How often do you normally do your main food shopping at ..... STORE/DESTINATION MENTIONED AT Q01?</b>										
More than once a week	6.6%	66	7.9%	28	8.8%	20	5.0%	11	3.5%	7
Once a week	66.4%	664	67.8%	242	57.7%	134	73.8%	158	65.7%	130
Once a fortnight	17.6%	176	14.7%	52	20.8%	48	13.0%	28	24.2%	48
Once a month	7.9%	79	9.1%	32	9.6%	22	7.0%	15	4.5%	9
Less often	0.5%	5	0.0%	0	1.4%	3	0.0%	0	1.0%	2
Varies	1.0%	10	0.5%	2	1.6%	4	1.2%	2	1.0%	2
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000	356		232		214		198		
Sample:	1000	400		300		200		100		

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?</b>										
Aldi, 14 Meredith Road	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.7%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.6%	13	0.0%	0	0.3%	1	0.0%	0
Asda, Goddard Road, Ipswich	4.0%	40	7.2%	26	2.2%	5	3.8%	8	0.8%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.6%	2	0.3%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.5%	5	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.3%	3	0.4%	1	0.9%	2	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	18	2.7%	9	0.3%	1	0.0%	0	3.7%	7
J Sainsbury, 40 Hadleigh Road, Ipswich	3.1%	31	4.0%	14	0.7%	2	5.1%	11	2.3%	5
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.3%	1	0.0%	0	0.8%	2
Lidl, Handford Road	0.5%	5	0.5%	2	0.2%	0	1.5%	3	0.0%	0
M.R.S Food Store and Off	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Licence, 142 Felixstowe Road									
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencers, 16-26 Westgate Street	1.7%	17	3.3%	12	0.4%	1	1.1%	2	0.8%
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Sproughton Road, Ipswich	3.5%	35	5.2%	18	0.9%	2	5.2%	11	2.0%
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Duke Street	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%
Tesco Express & Post Office, 651 Bramford Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling Street, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Turner Rise, COLCHESTER	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.7%
Asda, Wilkes Way, STOWMARKET	1.4%	14	0.0%	0	0.5%	1	5.8%	12	0.0%
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, The Thoroughfare, WOODBRIDGE	0.8%	8	0.0%	0	3.5%	8	0.0%	0	0.0%
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.7%	7	0.6%	2	2.1%	5	0.0%	0	0.0%
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, The Newlands,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
WITHAM										
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.3%	13	0.0%	0	0.0%	0	5.5%	12	0.9%	2
J Sainsbury, 14 Priory Walk, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	5
J Sainsbury, Stanway, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
J Sainsbury, London Road, THETFORD	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	5.7%	57	8.7%	31	7.7%	18	0.6%	1	3.4%	7
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.5%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.7%	7	0.0%	0	0.5%	1	3.0%	6	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	3.5%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Solar Superstore, Hamilton Road, FELIXSTOWE	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Solar Superstore, Market Hill, FRAMLINGHAM	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.2%	0	0.9%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	5
Tesco, Victoria Road, DISS	0.1%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.7%	17	0.0%	0	0.5%	1	7.6%	16	0.0%	0
Tesco, Springlands Way, SUDBURY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.4%	44	5.8%	21	1.3%	3	2.6%	6	7.7%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	3.7%	37	5.6%	20	7.5%	17	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Tesco Metro, 125-127	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
London Road, LOWESTOFT										
Tesco Metro, Grange Farm, Kesgrave	0.7%	7	2.1%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.6%	6	0.0%	0	2.6%	6	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.0%	10	0.0%	0	0.0%	0	1.4%	3	3.5%	7
Internet - Online Ocado	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Internet - Online Tesco	0.5%	5	0.0%	0	1.3%	3	0.9%	2	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Other Local Shops - Local Shops, Birch Street, Nayland	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	7
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattingsstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.5%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Newborne Farm Shop, Mill Road, Newbourne	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other Local Shops - Spar, Freehold Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	7	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.7%	3
Internet / Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	3.1%	31	2.7%	10	5.8%	13	0.3%	1	3.8%	7
	46.7%	467	44.7%	159	51.4%	119	48.0%	103	43.4%	86
Weighted base:	1000			356		232		214		198
Sample:	1000			400		300		200		100

**Q06 How often do you normally do you visit the stores mentioned at Q5 previously?***Those who regularly visit other stores for their main food shopping.*

More than once a week	13.4%	71	13.6%	27	11.7%	13	9.1%	10	18.8%	21
Once a week	27.1%	145	35.2%	69	24.0%	27	30.0%	33	13.1%	15
Once a fortnight	18.0%	96	17.0%	33	19.3%	22	22.1%	25	14.3%	16
Once a month	26.8%	143	24.4%	48	27.0%	30	28.8%	32	29.0%	32
Less often	7.5%	40	6.5%	13	8.7%	10	4.5%	5	11.0%	12
Varies	5.3%	28	3.2%	6	7.1%	8	5.5%	6	7.2%	8
(Don't know)	1.9%	10	0.0%	0	2.3%	3	0.0%	0	6.5%	7
Weighted base:	533			197		113		111		112
Sample:	534			222		147		109		56

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

Yes – non-food shopping	12.3%	123	8.3%	30	16.6%	39	13.2%	28	13.2%	26
Yes – leisure activity	5.5%	55	2.7%	10	6.4%	15	6.4%	14	8.3%	16
Yes – travelling to / from work	3.4%	34	2.4%	9	2.6%	6	6.2%	13	3.0%	6
Yes – travelling to / from school / college	1.0%	10	0.2%	1	0.2%	1	1.5%	3	2.7%	5
Yes - other food shopping	2.5%	25	1.9%	7	3.1%	7	2.0%	4	3.4%	7
Yes – visiting services such as banks and other financial institutions	5.8%	58	1.5%	5	5.4%	13	8.6%	18	11.2%	22
Yes - petrol station / car wash	2.5%	25	3.9%	14	2.1%	5	2.0%	4	1.0%	2
Yes - recycling facilities	1.0%	10	1.6%	6	1.2%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.6%	6	1.2%	4	0.0%	0	0.5%	1	0.0%	0
No	66.6%	666	76.1%	271	60.4%	140	63.3%	135	60.4%	120
Yes - visit a friend / relative	1.4%	14	1.6%	6	1.9%	4	0.0%	0	1.9%	4
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	1.8%	4	0.0%	0	1.4%	3
Yes - visit a personal service such as the library	0.8%	8	1.0%	4	1.6%	4	0.3%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.1%	3	0.5%	1	0.8%	1
(Don't know / varies)	1.0%	10	0.8%	3	2.0%	5	0.8%	2	0.5%	1
Weighted base:	1000			356		232		214		198
Sample:	1000			400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q08 Where do you buy non-food goods when it's linked to your main food shopping?</b>										
<i>Those who link their main-food shopping trips with non-food shopping.</i>										
In-store	9.5%	12	20.4%	6	6.5%	3	5.7%	2	5.7%	1
Ipswich Town Centre	34.0%	42	42.2%	13	30.4%	12	20.7%	6	44.3%	12
Ipswich - Anglia Retail Park	1.9%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	1.5%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.9%	5	0.0%	0	0.0%	0	16.8%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.9%	5	0.0%	0	0.0%	0	0.0%	0	18.4%	5
Felixstowe	5.9%	7	5.4%	2	9.4%	4	0.0%	0	7.6%	2
Framlingham	2.4%	3	0.0%	0	7.7%	3	0.0%	0	0.0%	0
Halesworth	0.8%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Leiston	0.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Lowestoft	1.7%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.5%	2	6.2%	2	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.7%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	12.2%	15	0.0%	0	4.9%	2	46.1%	13	0.0%	0
Sudbury	1.4%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Woodbridge	4.5%	6	2.6%	1	12.4%	5	0.0%	0	0.0%	0
Other (Don't know / can't remember)	4.3%	5	3.6%	1	5.6%	2	3.5%	1	3.9%	1
Weighted base:		123		30		39		28		26
Sample:		125		34		56		22		13

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

Ipswich Town Centre	32.3%	18	74.8%	7	32.5%	5	4.0%	1	30.9%	5
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.9%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	6.5%	4	0.0%	0	0.0%	0	25.8%	4	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	14.5%	8	25.2%	2	20.5%	3	0.0%	0	14.9%	2
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	5.7%	3	0.0%	0	0.0%	0	0.0%	0	18.9%	3
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	8.5%	5	0.0%	0	0.0%	0	21.3%	3	10.5%	2
Stowmarket	11.6%	6	0.0%	0	2.4%	0	43.7%	6	0.0%	0
Other (Don't know / can't remember)	9.0%	5	0.0%	0	11.4%	2	5.3%	1	15.3%	3
Weighted base:		55		10		15		14		16
Sample:		55		12		22		11		10

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

Yes	71.2%	712	73.3%	261	73.7%	171	69.2%	148	66.9%	132
No	28.8%	288	26.7%	95	26.3%	61	30.8%	66	33.1%	66
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?</b>										
<i>Those who do top up food shopping</i>										
Aldi, 14 Meredith Road	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.7%	5	1.6%	4	0.6%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	10	3.0%	8	0.0%	0	0.0%	0	1.5%	2
Asda, Goddard Road, Ipswich	1.3%	10	2.3%	6	0.0%	0	2.4%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.8%	6	1.7%	4	0.0%	0	0.9%	1	0.0%	0
Co-op , 65-67 Colchester Road	0.6%	4	1.6%	4	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.1%	15	4.0%	10	2.5%	4	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.3%	9	3.1%	8	0.0%	0	0.7%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.9%	7	1.4%	4	0.0%	0	2.1%	3	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.2%	8	3.2%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Caldwell Hall Road	1.1%	8	3.0%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.2%	9	3.3%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.5%	4	1.0%	3	0.6%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.9%	7	2.6%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	1.4%	10	1.5%	4	3.7%	6	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.6%	5	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.4%	10	3.2%	8	0.0%	0	0.0%	0	1.5%	2
Farmfoods, 88 Bramford Road	0.5%	4	1.2%	3	0.3%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.6%	11	3.6%	10	0.2%	0	1.0%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.1%	8	2.5%	7	0.0%	0	0.7%	1	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Lidl, Handford Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.6%	12	4.2%	11	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	2.1%	15	3.7%	10	0.0%	0	2.1%	3	1.5%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.7%	5	1.2%	3	0.3%	1	0.9%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.9%	7	1.8%	5	0.0%	0	1.5%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	2.1%	15	0.0%	0	0.0%	0	9.9%	15	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	1.6%	11	0.0%	0	6.6%	11	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
THETFORD										
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stanway, COLCHESTER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	1.9%	14	4.1%	11	0.0%	0	0.0%	0	2.3%	3
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.0%	7	0.0%	0	4.0%	7	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.5%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	1.2%	8	0.0%	0	4.9%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gisleham, LOWESTOFT	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Solar Superstore, Hamilton Road, FELIXSTOWE	1.0%	7	0.0%	0	4.2%	7	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Solar Superstore, Market Hill, FRAMLINGHAM	1.2%	9	0.0%	0	5.2%	9	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	1.5%	11	0.0%	0	6.3%	11	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.9%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	6
Tesco, Victoria Road, DISS	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	2.1%	15	0.0%	0	0.4%	1	9.8%	14	0.0%	0
Tesco, Springlands Way, SUDBURY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tesco Extra, Copdock Interchange, Copdock	1.6%	11	3.7%	10	0.0%	0	0.0%	0	1.2%	2
Tesco Extra, Martlesham Heath, Martlesham Heath	1.5%	11	1.7%	4	3.6%	6	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 88 Hamilton	1.5%	11	0.0%	0	6.2%	11	0.0%	0	0.0%	0

Column %ges.

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	2.7%	19	7.2%	19	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	1.7%	12	0.0%	0	7.3%	12	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	5
Other - Felixstowe - Local Shops, Felixstowe	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.5%	4	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Other - Local Shops, Hollesley	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other - Local Shops, Renolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.2%	9	0.0%	0	0.0%	0	5.8%	9	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.5%	4	0.0%	0	0.0%	0	1.5%	2	1.2%	2
Other Local Shops - Co-op, Chancery Lane, Debenham	1.0%	7	0.0%	0	0.5%	1	4.1%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.6%	4	0.3%	1	2.1%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	1.5%	11	0.0%	0	0.0%	0	0.9%	1	7.1%	9
Other Local Shops - Co-op, High Street, Hadleigh	1.6%	11	0.0%	0	0.0%	0	0.0%	0	8.4%	11
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the Naze	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other Local Shops - Co-op, High Street, Wickham Market	0.9%	7	0.0%	0	3.9%	7	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.8%	6	0.0%	0	0.0%	0	4.0%	6	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	0.7%	5	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	0.6%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.6%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other Local Shops - Co-op, The Street, Bramford	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.4%	10	0.3%	1	0.0%	0	0.0%	0	7.0%	9
Other Local Shops - Co-op, The Street, Rickingham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other Local Shops - Local Shops, Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.4%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	1.0%	7	0.0%	0	0.0%	0	0.0%	0	5.5%	7
Other Local Shops - Local Shops, Brick Street, Nacton	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.5%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Other Local Shops - Local Shops, Claydon	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other Local Shops - Local Shops, The Street, Elmsett	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Other Local Shops - Local Shops, The Street, Hollisley	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Monks Elleigh	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other Local Shops - Local Shops, Thorpness	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.7%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.5%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.6%	4	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	5	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet / Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.5%	89	9.6%	25	14.2%	24	8.6%	13	20.1%	27
Weighted base:		712		261		171		148		132
Sample:		723		292		222		140		69

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
<b>Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?</b>					
<i>Those who do top up food shopping</i>					
Daily	7.0% 50	4.5% 12	6.5% 11	6.4% 9	13.5% 18
More than once a week	44.4% 316	49.3% 129	47.2% 81	38.7% 57	37.2% 49
Once a week	30.8% 219	30.2% 79	33.4% 57	33.0% 49	25.9% 34
Once a fortnight	8.3% 59	9.2% 24	3.2% 5	9.1% 13	12.0% 16
Once a month	2.2% 16	1.6% 4	3.0% 5	4.5% 7	0.0% 0
Less often	0.3% 2	0.3% 1	0.0% 0	0.7% 1	0.0% 0
Varies	7.1% 50	4.7% 12	6.8% 12	7.6% 11	11.4% 15
Weighted base:	712	261	171	148	132
Sample:	723	292	222	140	69

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

0-10%	0.2% 2	0.4% 1	0.2% 1	0.0% 0	0.0% 0
11-20%	0.8% 8	2.3% 8	0.0% 0	0.0% 0	0.0% 0
21-30%	1.7% 17	2.5% 9	1.5% 3	0.7% 2	1.4% 3
31-40%	1.1% 11	1.3% 5	0.9% 2	1.2% 3	0.9% 2
41-50%	6.5% 65	6.8% 24	4.4% 10	3.1% 7	12.2% 24
51-60%	4.7% 47	3.0% 11	6.6% 15	4.5% 10	5.9% 12
61-70%	6.2% 62	7.0% 25	6.1% 14	8.3% 18	2.5% 5
71-80%	23.4% 234	25.3% 90	22.6% 52	21.9% 47	22.4% 44
81-90%	18.7% 187	20.7% 74	14.4% 33	19.0% 41	19.7% 39
91-100%	25.8% 258	19.6% 70	31.4% 73	32.0% 68	23.6% 47
(Don't know / varies)	10.9% 109	11.0% 39	12.0% 28	9.3% 20	11.5% 23
<i>Mean:</i>	77.3	74.6	79.2	80.8	76.2
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?</b>										
Ipswich Town Centre	51.9%	519	76.1%	271	37.1%	86	39.0%	83	39.6%	78
Ipswich - Anglia Retail Park	1.2%	12	2.5%	9	0.5%	1	1.0%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.5%	5	1.2%	4	0.4%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.7%	7	1.4%	5	0.0%	0	1.0%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.4%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.8%	8	1.3%	5	1.6%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	6.1%	61	0.3%	1	0.9%	2	24.7%	53	2.6%	5
Cambridge	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.5%	45	0.2%	1	0.0%	0	0.0%	0	22.3%	44
Felixstowe	5.4%	54	2.9%	10	17.5%	41	0.3%	1	1.2%	2
Framlingham	0.5%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	0.4%	4	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Lowestoft	0.8%	8	0.0%	0	3.6%	8	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Norwich	1.9%	19	2.4%	8	2.5%	6	2.0%	4	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.9%	39	0.0%	0	0.4%	1	17.7%	38	0.0%	0
Sudbury	2.5%	25	0.2%	1	0.0%	0	0.8%	2	11.5%	23
Woodbridge	4.3%	43	1.5%	5	14.4%	33	0.5%	1	1.9%	4
Catalogue / Mail order	1.3%	13	0.3%	1	0.9%	2	3.4%	7	1.4%	3
Copdock - Copdock Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Amazon	0.6%	6	0.4%	1	1.2%	3	0.6%	1	0.0%	0
Internet - Online - Ebay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Internet - Online - John Lewis	0.2%	2	0.0%	0	0.2%	0	0.0%	0	0.8%	2
Internet - Online - Marks & Spencer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Internet - Online - Next	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.1%	11	1.0%	4	1.6%	4	0.3%	1	1.7%	3
Other - Beccles	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Diss	0.3%	3	0.0%	0	0.4%	1	1.0%	2	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Other - Harlesden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.7%	7	0.8%	3	0.5%	1	0.0%	0	1.8%	4
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Smaller Centre - Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.3%	13	1.6%	6	1.8%	4	0.3%	1	1.4%	3
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.0%	20	0.8%	3	3.4%	8	2.0%	4	2.7%	5
(Do not do non-food shopping)	2.9%	29	2.3%	8	4.0%	9	4.3%	9	1.4%	3
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing &amp; footwear items?</b>										
Ipswich Town Centre	56.8%	568	79.8%	284	46.9%	109	44.5%	95	40.2%	80
Ipswich - Anglia Retail Park	0.2%	2	0.2%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.2%	1	1.0%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.5%	5	0.4%	1	0.0%	0	0.0%	0	1.7%	3
Bury St. Edmunds - Robert Bobby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.9%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	1	0.0%	0	0.2%	0	0.3%	1	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	4.8%	48	0.2%	1	0.3%	1	18.8%	40	3.1%	6
Cambridge	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	4.9%	49	0.0%	0	0.0%	0	0.0%	0	25.0%	49
Felixstowe	3.6%	36	1.3%	4	13.6%	32	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Lowestoft	0.9%	9	0.0%	0	4.0%	9	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	3.1%	31	2.5%	9	5.3%	12	3.5%	7	1.0%	2
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.2%	32	0.0%	0	0.2%	0	14.7%	31	0.0%	0
Sudbury	1.6%	16	0.2%	1	0.0%	0	0.8%	2	6.6%	13
Woodbridge	2.3%	23	1.3%	5	7.5%	17	0.5%	1	0.0%	0
Catalogue / Mail order	4.4%	44	3.4%	12	5.6%	13	4.1%	9	5.2%	10
Internet - Online - Amazon	0.3%	3	0.0%	0	0.3%	1	0.0%	0	0.9%	2
Internet - Online - BHS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Classic Confidence	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Cotton Traders	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet - Online - Crew Clothing	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Internet - Online - Ebay	0.1%	1	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Landsend	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Laredoute	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Marks & Spencer	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.5%	1
Internet - Online - Next	0.4%	4	0.2%	1	1.2%	3	0.5%	1	0.0%	0
Internet - Online - Sports Direct	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.5%	15	0.5%	2	3.8%	9	1.3%	3	0.9%	2
Internet - Online - Very.co.uk	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Hadleigh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.5%	5	0.9%	3	0.0%	0	0.8%	2	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.3%	3	0.8%	3	0.0%	0	0.3%	1	0.0%	0
Other - Varies	2.4%	24	1.5%	5	1.6%	4	3.9%	8	3.1%	6
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.2%	12	0.8%	3	0.6%	1	1.2%	3	2.3%	5
(Do not do non-food shopping)	2.5%	25	3.3%	12	2.7%	6	3.0%	6	0.5%	1
Weighted base:	1000			356		232		214		198
Sample:	1000			400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?</b>										
Ipswich Town Centre	20.0%	200	28.2%	100	17.1%	40	15.9%	34	13.3%	26
Ipswich - Anglia Retail Park	4.2%	42	6.7%	24	0.9%	2	6.0%	13	1.8%	3
Ipswich - Anglia Retail Park - Carpet Right	1.1%	11	1.4%	5	0.2%	1	1.9%	4	0.8%	2
Ipswich - Anglia Retail Park - Klaussner	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	7.1%	71	11.3%	40	8.5%	20	1.1%	2	4.5%	9
Ipswich - Euro Retail Park - Carpetright	1.5%	15	2.1%	8	1.8%	4	0.7%	1	0.8%	2
Ipswich - Euro Retail Park - Harveys	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	5	0.5%	2	0.4%	1	0.3%	1	1.0%	2
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	1.8%	18	1.9%	7	4.2%	10	0.9%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.3%	3	0.7%	3	0.3%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.9%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.6%	6	0.0%	0	0.0%	0	2.0%	4	0.9%	2
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.6%	6	0.0%	0	0.6%	1	0.0%	0	2.5%	5
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Colchester - Tollgate Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	8
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.6%	6	0.9%	3	1.2%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.2%	32	0.3%	1	0.0%	0	12.9%	28	1.7%	3
Cambridge	0.6%	6	0.5%	2	0.3%	1	1.4%	3	0.5%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.8%	28	0.0%	0	0.4%	1	0.5%	1	13.0%	26
Felixstowe	2.4%	24	1.0%	3	8.7%	20	0.3%	1	0.0%	0
Framlingham	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Lowestoft	0.7%	7	0.0%	0	2.9%	7	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Norwich	1.3%	13	0.9%	3	1.6%	4	2.6%	6	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Stowmarket	3.1%	31	0.0%	0	0.2%	0	14.5%	31	0.0%	0
Sudbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Woodbridge	2.1%	21	0.4%	2	7.4%	17	1.1%	2	0.0%	0
Catalogue / Mail order	0.7%	7	1.3%	5	1.0%	2	0.0%	0	0.0%	0
Internet - Online - Amazon	0.2%	2	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.3%	3	0.0%	0	0.4%	1	0.3%	1	0.8%	2
Internet - Online - Cotswold Company	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Currys	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ikea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Marks & Spencer	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Sofa Warehouse Direct	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Various Retailers	1.5%	15	0.9%	3	3.2%	7	1.4%	3	0.8%	2
Other - Bramford	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Coome	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other - Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Diss	0.4%	4	0.0%	0	0.2%	0	1.5%	3	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Hadleigh	0.7%	7	0.2%	1	0.0%	0	0.0%	0	3.0%	6
Other - Kesgrave	0.2%	2	0.2%	1	0.7%	2	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Melton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Needham Market	0.4%	4	0.0%	0	0.2%	0	1.5%	3	0.0%	0
Other - Saxmundham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.2%	2	0.2%	1	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Car Street	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Thetford	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Thurrock	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Varies	2.3%	23	2.9%	10	0.7%	2	3.3%	7	1.7%	3
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.0%	60	5.5%	20	5.6%	13	4.9%	10	8.4%	17
(Do not do non-food shopping)	26.0%	260	28.3%	101	23.8%	55	20.7%	44	30.1%	60
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b>										
Ipswich Town Centre	5.9%	59	6.1%	22	5.8%	13	7.2%	15	4.1%	8
Ipswich - Anglia Retail Park	1.0%	10	1.3%	5	0.0%	0	1.0%	2	1.5%	3
Ipswich - Anglia Retail Park - B&Q	19.8%	198	26.1%	93	6.8%	16	35.0%	75	7.2%	14
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.6%	16	3.9%	14	0.8%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	16.8%	168	26.3%	94	17.4%	40	4.6%	10	12.4%	25
Ipswich - Jewsons	0.3%	3	0.2%	1	0.3%	1	0.6%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	1.8%	18	2.6%	9	2.3%	5	0.0%	0	1.5%	3
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.9%	9	0.0%	0	0.0%	0	3.5%	7	0.9%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.6%	6	0.0%	0	0.0%	0	2.7%	6	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	6
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester - Turner Rise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	5.3%	53	3.1%	11	17.9%	42	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	2.4%	24	4.4%	16	2.2%	5	0.7%	2	0.8%	2
Aldeburgh	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.4%	24	0.0%	0	0.0%	0	11.4%	24	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.9%	39	0.0%	0	0.0%	0	0.0%	0	19.7%	39
Felixstowe	3.7%	37	0.2%	1	15.5%	36	0.0%	0	0.0%	0
Framlingham	1.0%	10	0.0%	0	3.8%	9	0.6%	1	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Leiston	0.7%	7	0.0%	0	3.1%	7	0.0%	0	0.0%	0
Lowestoft	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Norwich	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.4%	24	0.0%	0	0.2%	0	11.1%	24	0.0%	0
Sudbury	3.4%	34	0.0%	0	0.0%	0	2.2%	5	15.0%	30
Woodbridge	1.4%	14	1.6%	6	3.4%	8	0.5%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - B&Q	0.3%	3	0.0%	0	0.3%	1	0.0%	0	0.9%	2
Other - Bacton	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Beccles	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Diss	0.4%	4	0.0%	0	0.6%	1	1.3%	3	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Gainsborough	0.1%	1	0.3%	1	0.2%	1	0.0%	0	0.0%	0
Other - Hadleigh	2.3%	23	0.0%	0	0.0%	0	0.0%	0	11.8%	23
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.2%	2	0.4%	1	0.3%	1	0.0%	0	0.0%	0
Other - Kesgrave	1.0%	10	2.3%	8	0.6%	1	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other - Needham Market	0.5%	5	0.2%	1	0.0%	0	2.1%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Varies	1.5%	15	1.6%	6	0.9%	2	2.6%	6	0.5%	1
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.2%	32	2.9%	10	2.7%	6	1.3%	3	6.5%	13
(Do not do non-food shopping)	10.4%	104	15.1%	54	8.6%	20	7.6%	16	7.4%	15
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs &amp; DVDs etc)?</b>										
Ipswich Town Centre	12.9%	129	19.7%	70	10.3%	24	7.8%	17	9.2%	18
Ipswich - Anglia Retail Park	2.5%	25	3.5%	12	1.2%	3	3.8%	8	1.0%	2
Ipswich - Anglia Retail Park - Comet	5.5%	55	7.0%	25	2.3%	5	10.2%	22	1.5%	3
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Ipswich - Euro Retail Park	2.3%	23	4.5%	16	1.1%	3	2.3%	5	0.0%	0
Ipswich - Euro Retail Park - Hughes	2.8%	28	4.5%	16	3.6%	8	1.6%	3	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.4%	4	0.2%	1	0.3%	1	0.3%	1	1.0%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	3.1%	31	4.4%	16	1.1%	3	1.9%	4	4.3%	8
Copdock - Copdock Retail Park - Currys	3.0%	30	4.4%	16	3.2%	7	0.0%	0	3.4%	7
Copdock - Copdock Retail Park - PC World	2.3%	23	3.8%	14	2.1%	5	0.9%	2	1.2%	2
Martlesham Heath - Beardmore Retail Park	1.9%	19	1.4%	5	5.8%	13	0.3%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	1.0%	10	0.0%	0	0.0%	0	4.0%	9	0.9%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	2.2%	22	0.0%	0	0.0%	0	0.0%	0	11.3%	22
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	4.1%	41	4.0%	14	9.9%	23	0.0%	0	1.8%	4
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.6%	16	0.0%	0	0.0%	0	7.4%	16	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	6
Felixstowe	2.1%	21	0.0%	0	9.0%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.8%	8	0.0%	0	3.5%	8	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.6%	6	0.0%	0	1.1%	3	1.4%	3	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	3.8%	38	0.0%	0	0.0%	0	17.7%	38	0.0%	0
Sudbury	1.0%	10	0.0%	0	0.0%	0	0.0%	0	4.9%	10
Woodbridge	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
Catalogue / Mail order	0.7%	7	0.6%	2	0.4%	1	1.9%	4	0.0%	0
Internet - Online - Amazon	3.6%	36	3.3%	12	4.0%	9	2.9%	6	4.1%	8
Internet - Online - Aol	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Comet	0.4%	4	0.2%	1	0.4%	1	0.3%	1	0.9%	2
Internet - Online - Currys	0.3%	3	0.2%	1	0.9%	2	0.0%	0	0.0%	0
Internet - Online - Dell	0.1%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Digital	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Direct										
Internet - Online - Eavesham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.2%	2	0.4%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - John Lewis	0.2%	2	0.2%	1	0.2%	0	0.5%	1	0.0%	0
Internet - Online - Misco.co.uk	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Play.com	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.3%	3	0.0%	0	0.2%	1	0.3%	1	0.9%	2
Internet - Online - Various Retailers	6.1%	61	5.6%	20	6.4%	15	6.0%	13	6.8%	13
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Abroad	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Bacton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Diss	0.5%	5	0.0%	0	0.5%	1	1.9%	4	0.0%	0
Other - Gislingham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Hadleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Harlesden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other - Harwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Other - London	0.2%	2	0.2%	1	0.6%	1	0.0%	0	0.0%	0
Other - Manchester	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Diss	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Stanstead Airport	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Varies	1.8%	18	2.1%	8	1.8%	4	0.8%	2	2.2%	4
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	57	4.8%	17	5.7%	13	3.9%	8	9.3%	18
(Do not do non-food shopping)	20.3%	203	22.3%	79	16.2%	38	17.3%	37	24.7%	49
Weighted base:	1000			356		232		214		198
Sample:	1000			400		300		200		100

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?</b>										
Ipswich Town Centre	19.1%	191	34.3%	122	5.8%	14	8.0%	17	19.2%	38
Ipswich - Anglia Retail Park	3.1%	31	4.7%	17	0.9%	2	5.0%	11	0.8%	2
Ipswich - Anglia Retail Park - Comet	4.3%	43	6.0%	21	0.7%	2	8.0%	17	1.5%	3
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.5%	15	3.5%	12	0.5%	1	0.0%	0	0.8%	2
Ipswich - Euro Retail Park - Hughes	1.2%	12	2.3%	8	0.4%	1	0.3%	1	1.0%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.4%	14	1.4%	5	0.8%	2	0.3%	1	3.2%	6
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.0%	39	6.8%	24	1.0%	2	2.2%	5	4.1%	8
Copdock - Copdock Retail Park - Currys	2.4%	24	2.9%	10	3.3%	8	0.5%	1	2.6%	5
Martlesham Heath - Beardmore Retail Park	2.5%	25	1.1%	4	9.1%	21	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	1.7%	17	0.0%	0	0.0%	0	0.0%	0	8.6%	17
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	5.8%	58	5.8%	21	16.1%	37	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	4	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.0%	30	0.0%	0	0.0%	0	13.9%	30	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	2.0%	20	0.0%	0	0.0%	0	0.0%	0	10.0%	20
Felixstowe	5.7%	57	0.3%	1	23.9%	56	0.3%	1	0.0%	0
Framlingham	0.8%	8	0.0%	0	3.2%	8	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	1.4%	14	0.0%	0	6.0%	14	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Norwich	0.6%	6	0.7%	3	1.0%	2	0.3%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.6%	66	0.0%	0	0.2%	0	30.9%	66	0.0%	0
Sudbury	1.7%	17	0.0%	0	0.0%	0	0.0%	0	8.7%	17
Woodbridge	1.3%	13	0.2%	1	5.3%	12	0.0%	0	0.0%	0
Catalogue / Mail order	0.5%	5	0.9%	3	0.0%	0	0.7%	2	0.0%	0
Internet - Online - Amazon	0.8%	8	0.5%	2	1.2%	3	0.8%	2	0.9%	2
Internet - Online - Argos	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.9%	2
Internet - Online - Asda	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Comet	0.3%	3	0.2%	1	0.0%	0	0.0%	0	0.9%	2
Internet - Online - Currys	0.2%	2	0.0%	0	0.2%	0	0.0%	0	0.8%	2
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
Internet - Online - John Lewis	0.4%	4	0.0%	0	0.4%	1	0.0%	0	1.7%	3
Internet - Online - Littlewoods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Play.com	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Tesco	0.3%	3	0.0%	0	0.3%	1	0.0%	0	0.9%	2
Internet - Online - Various Retailers	1.8%	18	2.2%	8	2.3%	5	2.5%	5	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Diss	0.8%	8	0.0%	0	0.4%	1	3.3%	7	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Hadleigh	1.3%	13	0.0%	0	0.0%	0	0.0%	0	6.8%	13
Other - High Woods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.0%	20	3.0%	11	0.9%	2	0.0%	0	3.4%	7
Other - Kesgrave	0.4%	4	0.7%	3	0.7%	2	0.0%	0	0.0%	0
Other - London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.6%	6	1.7%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.6%	6	1.4%	5	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Ranelagh Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Warwick Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.5%	25	1.9%	7	1.8%	4	3.6%	8	3.1%	6
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.0%	30	3.6%	13	3.3%	8	3.2%	7	1.2%	2
(Do not do non-food shopping)	9.3%	93	11.8%	42	4.3%	10	10.9%	23	8.8%	17
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?</b>										
Ipswich Town Centre	11.8%	118	18.9%	67	8.1%	19	9.6%	21	5.6%	11
Ipswich - Anglia Retail Park	3.8%	38	5.4%	19	0.4%	1	6.3%	14	2.3%	5
Ipswich - Anglia Retail Park - Comet	9.5%	95	13.2%	47	4.2%	10	15.5%	33	2.3%	5
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Ipswich - Euro Retail Park	2.9%	29	6.3%	22	2.8%	7	0.3%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	2.6%	26	3.4%	12	2.0%	5	1.3%	3	3.3%	7
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.2%	2	0.2%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.3%	3	0.5%	2	0.0%	0	0.0%	0	0.8%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.2%	22	1.9%	7	0.5%	1	1.9%	4	5.0%	10
Copdock - Copdock Retail Park - Currys	7.1%	71	8.6%	31	6.9%	16	3.0%	6	9.0%	18
Martlesham Heath - Beardmore Retail Park	3.5%	35	3.0%	11	10.3%	24	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.5%	5	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	7
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	7.9%	16
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	6.1%	61	7.8%	28	13.2%	31	1.2%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.1%	21	0.0%	0	0.0%	0	9.2%	20	0.9%	2
Cambridge	0.5%	5	0.0%	0	0.0%	0	1.9%	4	0.5%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	1.6%	16	0.2%	1	0.0%	0	0.0%	0	7.8%	15
Felixstowe	2.1%	21	0.0%	0	9.2%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.7%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0
Lowestoft	0.4%	4	0.0%	0	1.5%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.7%	7	0.7%	3	1.6%	4	0.3%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	3.9%	39	0.0%	0	0.0%	0	18.1%	39	0.0%	0
Sudbury	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.3%	9
Woodbridge	0.7%	7	0.0%	0	2.8%	7	0.0%	0	0.0%	0
Catalogue / Mail order	1.3%	13	0.2%	1	2.5%	6	0.3%	1	2.8%	6
Internet - Online - Amazon	0.7%	7	0.5%	2	1.0%	2	0.0%	0	1.7%	3
Internet - Online - Argos	0.2%	2	0.0%	0	0.3%	1	0.0%	0	0.9%	2
Internet - Online - Comet	0.5%	5	0.0%	0	0.5%	1	1.0%	2	0.9%	2
Internet - Online - Co-op	0.1%	1	0.0%	0	0.2%	0	0.5%	1	0.0%	0
Internet - Online - Currys	0.9%	9	1.1%	4	1.0%	2	0.5%	1	0.8%	2
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - John Lewis	1.0%	10	0.3%	1	0.7%	2	1.3%	3	2.5%	5
Internet - Online - Sevendaysshop	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Various Retailers	4.8%	48	4.0%	14	5.7%	13	3.7%	8	6.4%	13
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Diss	0.7%	7	0.0%	0	0.6%	1	2.7%	6	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Finningham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Hadleigh	1.1%	11	0.0%	0	0.0%	0	0.0%	0	5.8%	11
Other - London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.3%	23	1.6%	6	3.2%	7	1.6%	3	3.3%	7
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.8%	48	6.2%	22	6.2%	14	3.3%	7	2.2%	4
(Do not do non-food shopping)	11.3%	113	13.5%	48	6.7%	15	10.0%	21	14.2%	28
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?</b>										
Ipswich Town Centre	30.3%	303	59.7%	213	8.8%	20	12.4%	26	22.1%	44
Ipswich - Anglia Retail Park	0.9%	9	1.0%	4	0.0%	0	2.6%	6	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.9%	19	2.7%	10	0.0%	0	0.8%	2	3.8%	8
Martlesham Heath - Beardmore Retail Park	1.2%	12	0.5%	2	4.3%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.4%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	2.9%	29	3.9%	14	6.0%	14	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.6%	6	0.0%	0	2.6%	6	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.7%	27	0.0%	0	0.0%	0	12.7%	27	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.1%	31	0.0%	0	0.0%	0	0.0%	0	15.7%	31
Felixstowe	6.2%	62	0.3%	1	26.1%	61	0.0%	0	0.0%	0
Framlingham	1.0%	10	0.0%	0	4.5%	10	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Leiston	1.6%	16	0.0%	0	7.1%	16	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.2%	1	1.0%	2	0.0%	0	0.0%	0
Manningtree	1.7%	17	0.0%	0	0.0%	0	0.0%	0	8.7%	17
Norwich	0.4%	4	0.2%	1	0.5%	1	0.8%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	8.9%	89	0.0%	0	0.2%	0	41.6%	89	0.0%	0
Sudbury	3.5%	35	0.0%	0	0.0%	0	0.8%	2	16.7%	33
Woodbridge	5.0%	50	1.0%	3	19.6%	45	0.5%	1	0.0%	0
Catalogue / Mail order	1.5%	15	1.8%	6	1.9%	4	0.7%	1	1.4%	3
Internet - Online - Amivo	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Asda	0.1%	1	0.2%	1	0.2%	0	0.0%	0	0.0%	0
Internet - Online - Avon	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Boots	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Natural Skin Care Company	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Qvc	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Debenham	0.6%	6	0.0%	0	0.0%	0	2.2%	5	0.8%	1
Other - Dedham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	8

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Diss	1.2%	12	0.0%	0	1.4%	3	3.9%	8	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - East Bergholt	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - Eye	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other - Hadleigh	1.7%	17	0.3%	1	0.0%	0	0.0%	0	8.4%	17
Other - Holbrook	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.5%	25	4.1%	14	1.6%	4	0.0%	0	3.4%	7
Other - Kesgrave	1.0%	10	2.7%	10	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Martlesham	0.4%	4	0.3%	1	1.2%	3	0.0%	0	0.0%	0
Other - Needham Market	0.8%	8	0.0%	0	0.0%	0	3.7%	8	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.9%	9	0.0%	0	3.7%	9	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.5%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.3%	3	0.7%	2	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.0%	10	1.5%	5	1.6%	4	0.3%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Wycombe	0.9%	9	0.0%	0	0.0%	0	4.2%	9	0.0%	0
Other - Wycombe Market	0.5%	5	0.4%	2	1.3%	3	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.6%	16	2.1%	8	1.5%	3	0.9%	2	1.4%	3
(Do not do non-food	3.9%	39	5.9%	21	2.1%	5	3.3%	7	3.2%	6

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
shopping)					
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q22 Where do you do most of your household's shopping for games &amp; toys, hobby items; sport and camping goods; and musical instruments?</b>										
Ipswich Town Centre	20.1%	201	29.7%	106	17.5%	41	12.9%	28	13.6%	27
Ipswich - Anglia Retail Park	0.4%	4	0.2%	1	0.0%	0	0.6%	1	1.0%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.4%	4	0.7%	3	0.3%	1	0.5%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	1.7%	17	3.1%	11	1.2%	3	0.5%	1	1.0%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.5%	5	0.7%	2	0.3%	1	0.0%	0	1.0%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.9%	9	1.6%	6	0.8%	2	0.0%	0	0.5%	1
Copdock - Copdock Retail Park - Toys R Us	5.5%	55	8.0%	28	3.1%	7	5.8%	12	3.4%	7
Martlesham Heath - Beardmore Retail Park	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.4%	4	0.5%	2	0.8%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.0%	20	0.0%	0	0.3%	1	7.9%	17	1.4%	3
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	3.4%	34	0.3%	1	0.9%	2	0.0%	0	15.6%	31
Felixstowe	1.6%	16	0.4%	1	5.9%	14	0.3%	1	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Halesworth	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Norwich	0.6%	6	0.7%	2	1.0%	2	0.7%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.9%	29	0.2%	1	0.2%	0	13.1%	28	0.0%	0
Sudbury	1.2%	12	0.0%	0	0.0%	0	0.6%	1	5.2%	10
Woodbridge	0.9%	9	0.0%	0	4.0%	9	0.0%	0	0.0%	0
Catalogue / Mail order	0.4%	4	0.3%	1	0.4%	1	0.8%	2	0.0%	0
Internet - Online - Amazon	4.7%	47	3.5%	12	7.1%	16	5.2%	11	3.7%	7
Internet - Online - Argos	0.2%	2	0.0%	0	0.0%	0	0.3%	1	0.8%	2
Internet - Online - Early Learning Centre	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Internet - Online - Ebay	0.4%	4	0.2%	1	0.7%	2	0.8%	2	0.0%	0
Internet - Online - JJB	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Play.com	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Various Retailers	3.3%	33	2.8%	10	4.5%	11	2.5%	5	3.3%	6

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Abroad	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bournebridge	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Hadleigh	0.8%	8	0.3%	1	0.0%	0	0.0%	0	3.5%	7
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.5%	5	0.4%	1	1.0%	2	0.0%	0	0.8%	2
Other - Kesgrave	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Varies	1.4%	14	1.2%	4	0.6%	2	2.1%	4	1.7%	3
Other - Worsted	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Wycombe	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.1%	21	1.3%	5	3.1%	7	2.1%	5	2.1%	4
(Do not do non-food shopping)	41.1%	411	42.7%	152	38.3%	89	42.6%	91	39.9%	79
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
<b>Q23 Where do you do most of your household's shopping for pets &amp; pet related products?</b>										
Ipswich Town Centre	9.1%	91	15.2%	54	3.8%	9	4.1%	9	9.5%	19
Ipswich - Anglia Retail Park	0.7%	7	1.1%	4	0.0%	0	1.3%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	5.4%	54	9.3%	33	0.4%	1	4.0%	9	5.9%	12
Ipswich - Suffolk Retail Park	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.4%	14	1.8%	6	0.0%	0	1.8%	4	1.8%	4
Martlesham Heath - Beardmore Retail Park	1.6%	16	0.7%	2	5.6%	13	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.8%	8	0.0%	0	0.0%	0	0.0%	0	3.9%	8
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	4.3%	43	4.7%	17	10.6%	25	0.9%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.8%	8	0.0%	0	0.0%	0	1.4%	3	2.6%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.2%	12	0.0%	0	0.0%	0	5.8%	12	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.7%	17	0.0%	0	0.0%	0	0.0%	0	8.6%	17
Felixstowe	2.4%	24	0.5%	2	9.6%	22	0.0%	0	0.0%	0
Framlingham	0.7%	7	0.0%	0	3.1%	7	0.0%	0	0.0%	0
Halesworth	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Leiston	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.5%	45	0.0%	0	0.2%	0	20.8%	44	0.0%	0
Sudbury	2.1%	21	0.0%	0	0.0%	0	0.8%	2	9.8%	19
Woodbridge	0.9%	9	0.5%	2	2.6%	6	0.5%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Asda	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Petdispensery.co.uk	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.4%	4	0.5%	2	0.2%	0	0.6%	1	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Capel St.Mary	0.4%	4	0.2%	1	0.0%	0	0.0%	0	1.6%	3
Other - Catterwade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Diss	0.6%	6	0.0%	0	0.5%	1	2.3%	5	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Elmswell	0.5%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Grange Farm Park,	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Felixstowe										
Other - Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - Harwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Highwoods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	1.5%	15	3.2%	11	1.1%	3	0.0%	0	0.8%	2
Other - Kesgrave	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Marlow	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Martlesham	0.6%	6	0.5%	2	1.8%	4	0.0%	0	0.0%	0
Other - Middleton	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Needham Market	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.6%	6	1.2%	4	0.0%	0	0.8%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Thurstone	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Varies	1.0%	10	0.5%	2	0.6%	1	0.5%	1	3.2%	6
Other - Westleton	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.4%	14	2.3%	8	1.4%	3	0.0%	0	1.2%	2
(Do not do non-food shopping)	48.8%	488	53.0%	189	47.5%	110	47.5%	102	44.1%	87
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?</b>										
Ipswich Town Centre	33.3%	333	50.2%	179	24.4%	57	24.8%	53	22.4%	44
Ipswich - Anglia Retail Park	0.3%	3	0.5%	2	0.0%	0	0.6%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.6%	6	0.9%	3	0.5%	1	0.0%	0	0.9%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.3%	3	0.2%	1	1.0%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.6%	26	0.2%	1	0.3%	1	11.7%	25	0.0%	0
Cambridge	0.4%	4	0.8%	3	0.0%	0	0.5%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.8%	28	0.0%	0	0.0%	0	0.0%	0	14.2%	28
Felixstowe	3.3%	33	0.2%	1	14.1%	33	0.0%	0	0.0%	0
Framlingham	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lowestoft	0.4%	4	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.0%	10	0.7%	3	2.5%	6	1.0%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.7%	37	0.0%	0	0.4%	1	16.7%	36	0.0%	0
Sudbury	1.7%	17	0.0%	0	0.0%	0	0.8%	2	7.5%	15
Woodbridge	2.8%	28	0.5%	2	9.4%	22	0.9%	2	1.0%	2
Catalogue / Mail order	0.9%	9	0.7%	2	1.1%	3	1.1%	2	1.0%	2
Internet - Online - Amazon	7.9%	79	6.6%	23	7.1%	16	9.0%	19	9.9%	20
Internet - Online - Argos	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Buywatchonline.net	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.6%	6	0.5%	2	0.0%	0	1.9%	4	0.0%	0
Internet - Online - John Lewis	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Internet - Online - Play.com	0.7%	7	1.2%	4	0.5%	1	0.7%	2	0.0%	0
Internet - Online - Tesco	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Internet - Online - The Book People	0.3%	3	0.0%	0	0.6%	1	0.6%	1	0.0%	0
Internet - Online - Various Retailers	2.9%	29	1.4%	5	4.1%	10	3.9%	8	3.0%	6
Other - Abroad	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Other - Beccles	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Brantham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Diss	0.1%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Other - Harwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Highwoods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.8%	2
Other - London	0.3%	3	0.2%	1	0.6%	1	0.5%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Varies	2.0%	20	2.3%	8	1.5%	3	2.0%	4	2.2%	4
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.9%	49	4.7%	17	4.7%	11	1.3%	3	9.4%	19
(Do not do non-food shopping)	22.7%	227	26.9%	96	19.2%	45	21.0%	45	21.2%	42
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

Car / van (as driver)	54.1%	541	40.3%	144	53.2%	124	67.5%	144	65.3%	129
Car / van (as passenger)	13.0%	130	10.4%	37	15.9%	37	15.3%	33	11.5%	23
Bus, minibus or coach	14.2%	142	25.3%	90	7.4%	17	9.5%	20	7.2%	14
Using park & ride facility	4.2%	42	1.4%	5	8.0%	19	3.4%	7	5.8%	11
Motorcycle, scooter or moped	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Walk	7.7%	77	15.3%	55	6.8%	16	0.7%	2	2.7%	5
Taxi	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.9%	2
Train	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.8%	2	0.0%	0	0.0%	0
Not applicable / goods delivered	1.5%	15	0.7%	3	1.9%	4	1.4%	3	2.3%	4
Other	0.1%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.0%	40	4.3%	15	5.3%	12	1.6%	3	4.3%	9
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

Once a week	3.2%	32	4.4%	16	3.3%	8	1.9%	4	2.4%	5
Once a fortnight	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Once a month	0.5%	5	1.1%	4	0.0%	0	0.0%	0	0.5%	1
Once every two months	0.5%	5	1.0%	4	0.0%	0	0.8%	2	0.0%	0
Once every six months	0.3%	3	0.2%	1	0.4%	1	0.5%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't go	95.0%	950	92.0%	328	96.4%	224	96.8%	207	97.1%	192
(Don't know / varies)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Cinema</b>										
Once a week	2.3%	23	4.1%	15	1.4%	3	0.9%	2	1.7%	3
Once a fortnight	3.5%	35	3.5%	13	3.8%	9	4.5%	10	1.8%	4
Once a month	13.4%	134	11.3%	40	10.3%	24	15.4%	33	18.8%	37
Once every two months	13.9%	139	13.8%	49	16.4%	38	15.5%	33	9.3%	18
Once every six months	9.3%	93	10.0%	36	10.8%	25	8.0%	17	7.8%	15
Once a year	4.8%	48	3.4%	12	4.6%	11	4.3%	9	8.0%	16
Don't go	52.0%	520	53.6%	191	50.0%	116	51.4%	110	51.9%	103
(Don't know / varies)	0.9%	8	0.3%	1	2.8%	6	0.0%	0	0.5%	1
Weighted base:	1000			356		232		214		198
Sample:	1000			400		300		200		100

<b>Gym / Healthclub / Swimming</b>										
Once a week	18.6%	186	20.6%	73	17.2%	40	17.0%	36	18.6%	37
Once a fortnight	0.9%	9	0.8%	3	1.0%	2	1.7%	4	0.0%	0
Once a month	2.0%	20	2.7%	10	2.7%	6	1.8%	4	0.0%	0
Once every two months	1.0%	10	0.8%	3	1.8%	4	1.2%	3	0.0%	0
Once every six months	1.0%	10	0.6%	2	0.7%	2	0.0%	0	3.3%	6
Once a year	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Don't go	76.4%	764	74.2%	264	76.3%	177	78.3%	167	78.1%	155
(Don't know / varies)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000			356		232		214		198
Sample:	1000			400		300		200		100

<b>Museum or place of historical interest</b>										
Once a week	0.3%	3	0.4%	1	0.4%	1	0.3%	1	0.0%	0
Once a fortnight	0.7%	7	0.5%	2	0.5%	1	1.1%	2	0.8%	2
Once a month	4.1%	41	3.1%	11	3.8%	9	4.9%	10	5.2%	10
Once every two months	8.9%	89	11.3%	40	7.7%	18	7.7%	16	7.4%	15
Once every six months	12.9%	129	14.4%	51	8.9%	21	17.5%	37	10.0%	20
Once a year	8.5%	85	7.3%	26	8.3%	19	9.5%	20	10.1%	20
Don't go	63.8%	638	62.9%	224	68.7%	159	59.1%	126	64.9%	128
(Don't know / varies)	0.7%	7	0.0%	0	1.7%	4	0.0%	0	1.6%	3
Weighted base:	1000			356		232		214		198
Sample:	1000			400		300		200		100

<b>Nightclub / Musical venue</b>										
Once a week	0.7%	7	1.5%	5	0.0%	0	0.6%	1	0.0%	0
Once a fortnight	0.9%	9	1.4%	5	0.4%	1	0.7%	1	0.9%	2
Once a month	2.9%	29	4.0%	14	2.0%	5	1.2%	3	4.0%	8
Once every two months	2.9%	29	2.2%	8	3.8%	9	0.8%	2	5.3%	10
Once every six months	2.7%	27	1.6%	6	2.5%	6	5.5%	12	1.8%	3
Once a year	1.6%	16	1.8%	6	1.1%	3	1.9%	4	1.7%	3
Don't go	87.9%	879	87.1%	310	89.2%	207	89.3%	191	86.5%	171
(Don't know / varies)	0.4%	4	0.4%	2	1.0%	2	0.0%	0	0.0%	0
Weighted base:	1000			356		232		214		198
Sample:	1000			400		300		200		100

<b>Pub/ Bar</b>										
Once a week	16.8%	168	17.6%	63	19.6%	46	13.3%	28	15.7%	31
Once a fortnight	8.5%	85	9.0%	32	8.0%	19	10.3%	22	6.3%	12
Once a month	13.1%	131	9.0%	32	13.3%	31	16.3%	35	16.6%	33
Once every two months	5.1%	51	8.2%	29	5.5%	13	3.2%	7	1.0%	2
Once every six months	1.8%	18	1.3%	5	3.3%	8	2.0%	4	0.5%	1
Once a year	1.1%	11	0.7%	2	0.9%	2	0.9%	2	2.1%	4
Don't go	53.4%	534	54.0%	192	48.2%	112	54.0%	116	57.8%	114
(Don't know / varies)	0.3%	3	0.2%	1	1.1%	3	0.0%	0	0.0%	0
Weighted base:	1000			356		232		214		198
Sample:	1000			400		300		200		100

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Restaurant</b>										
Once a week	10.7%	107	10.5%	37	13.4%	31	9.9%	21	8.8%	17
Once a fortnight	14.3%	143	13.7%	49	12.4%	29	20.6%	44	10.6%	21
Once a month	24.6%	246	22.9%	82	26.0%	60	21.8%	47	28.9%	57
Once every two months	13.1%	131	16.4%	58	11.8%	27	12.4%	27	9.5%	19
Once every six months	6.7%	67	6.4%	23	3.9%	9	8.7%	19	8.4%	17
Once a year	1.2%	12	1.5%	5	1.3%	3	0.3%	1	1.7%	3
Don't go	28.2%	282	27.6%	98	30.1%	70	25.6%	55	29.8%	59
(Don't know / varies)	1.2%	12	1.0%	4	1.1%	2	0.8%	2	2.4%	5
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100
<b>Tenpin bowling</b>										
Once a week	1.3%	13	1.4%	5	0.3%	1	0.3%	1	3.7%	7
Once a fortnight	0.2%	2	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Once a month	1.8%	18	2.3%	8	1.0%	2	0.9%	2	2.6%	5
Once every two months	4.1%	41	2.1%	8	5.1%	12	5.5%	12	5.0%	10
Once every six months	6.9%	69	7.9%	28	6.9%	16	6.6%	14	5.3%	10
Once a year	5.6%	56	4.8%	17	6.1%	14	6.0%	13	6.1%	12
Don't go	79.9%	799	81.1%	289	80.0%	186	80.1%	171	77.3%	153
(Don't know / varies)	0.2%	2	0.4%	2	0.0%	0	0.3%	1	0.0%	0
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100
<b>Theatre</b>										
Once a week	0.4%	4	0.7%	3	0.5%	1	0.0%	0	0.0%	0
Once a fortnight	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Once a month	3.9%	39	3.3%	12	4.2%	10	3.8%	8	4.9%	10
Once every two months	12.3%	123	12.9%	46	12.4%	29	13.1%	28	10.5%	21
Once every six months	16.5%	165	15.1%	54	12.6%	29	18.7%	40	21.4%	42
Once a year	9.1%	91	8.9%	32	7.7%	18	10.0%	21	10.0%	20
Don't go	57.1%	571	58.8%	209	61.4%	142	54.1%	116	52.4%	104
(Don't know / varies)	0.5%	5	0.2%	1	0.9%	2	0.3%	1	0.8%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100
<b>Other Activity</b>										
Once a week	8.2%	82	8.3%	30	7.1%	17	7.8%	17	9.6%	19
Once a fortnight	1.9%	19	1.6%	6	1.8%	4	1.0%	2	3.5%	7
Once a month	1.1%	11	1.6%	6	0.8%	2	1.7%	4	0.0%	0
Once every two months	0.3%	3	0.2%	1	1.1%	2	0.0%	0	0.0%	0
Once every six months	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't go	87.8%	878	88.1%	314	87.3%	203	89.5%	191	86.4%	171
(Don't know / varies)	0.6%	6	0.3%	1	1.6%	4	0.0%	0	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
<b>Q27 Where did you or members of your household last go to play bingo?</b>					
<i>Those who play bingo.</i>					
Mecca Bingo, Lloyds Avenue, Ipswich	28.7%	14 29.3%	8 18.5%	2 33.6%	2 34.4%
Gala Bingo, 3 Ranelagh Road, Ipswich	27.3%	14 41.1%	12 12.7%	1 10.6%	1 0.0%
Anglia Weekly Bingo, Penshurst Road, Ipswich	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bingo Hall, Ranelagh Road, Ipswich	2.7%	1 0.0%	0 0.0%	0 19.3%	1 0.0%
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.4%	1 0.0%	0 0.0%	0 10.2%	1 0.0%
Palace Bingo, Crescent Road, Felixstowe	13.3%	7 5.0%	1 48.9%	4 15.7%	1 0.0%
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other - Beacon Bingo, Battery Green, Lowestoft	1.7%	1 0.0%	0 9.9%	1 0.0%	0 0.0%
Other - British Legion, Bramford	8.4%	4 5.0%	1 0.0%	0 0.0%	0 47.8%
Other - Community Centre, Eye	1.5%	1 0.0%	0 0.0%	0 10.6%	1 0.0%
Other - Conservative Club, Clapgate Lane, Ipswich	1.7%	1 2.9%	1 0.0%	0 0.0%	0 0.0%
Other - Fairfield Road, Aldburgh	1.0%	0 0.0%	0 5.7%	0 0.0%	0 0.0%
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1 3.1%	1 0.0%	0 0.0%	0 0.0%
Other - Hadleigh High School	2.1%	1 0.0%	0 0.0%	0 0.0%	0 17.8%
Other - Kirkby Street, Ipswich	1.2%	1 2.1%	1 0.0%	0 0.0%	0 0.0%
Other - Labour Club, Landseer Road, Gainsborough	3.5%	2 6.1%	2 0.0%	0 0.0%	0 0.0%
Other - Whitehouse Community Centre, Ipswich	3.1%	2 5.4%	2 0.0%	0 0.0%	0 0.0%
Other - Wycombe Market	0.7%	0 0.0%	0 4.3%	0 0.0%	0 0.0%
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:		50	29	8	7
Sample:		55	35	10	7

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q28 Where did you or members of your household last go to the cinema?</b>										
<i>Those who go to the cinema.</i>										
Cineworld, Cardinal Park, Ipswich	65.7%	315	91.7%	152	44.9%	52	58.5%	61	53.5%	51
Film Theatre, Ipswich	0.5%	2	0.4%	1	0.0%	0	0.0%	0	1.6%	1
The Regal, Stowmarket	2.5%	12	0.0%	0	0.8%	1	10.8%	11	0.0%	0
The Palace, Felixstowe	3.1%	15	0.4%	1	12.2%	14	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	9.7%	46	6.4%	11	22.7%	26	4.2%	4	5.3%	5
Aldeburgh Cinema, Aldeburgh	1.4%	7	0.0%	0	5.9%	7	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	1.3%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	5.3%	25	0.0%	0	0.0%	0	0.0%	0	26.5%	25
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	2.1%	10	0.0%	0	8.8%	10	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	5.8%	28	0.0%	0	0.0%	0	21.9%	23	5.4%	5
Other - Camberly, Surrey	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Southhampton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		480		165		116		104		95
Sample:		471		180		150		96		45

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q29 Where did you or members of your household last go to a gym / healthclub?</b>										
<i>Those who go to a gym / healthclub.</i>										
Gym & Trim, Cardinal Park, Ipswich	2.1%	5	2.9%	3	1.5%	1	0.0%	0	3.6%	2
Fitness First, Russell Road, Ipswich	1.8%	4	2.8%	3	0.0%	0	0.0%	0	3.6%	2
Crown Pools, Crown Street, Ipswich	8.0%	19	18.2%	17	1.6%	1	2.9%	1	0.0%	0
YMCA (Ipswich), 38Westgate Street, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Sports Club, Henley Road, Ipswich	1.2%	3	1.9%	2	0.0%	0	2.1%	1	0.0%	0
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	1.6%	4	2.8%	3	0.0%	0	2.7%	1	0.0%	0
Copleston Centre, Copleston Road, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.0%	5	5.1%	5	0.0%	0	0.0%	0	0.0%	0
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.0%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	2.0%	5	5.2%	5	0.0%	0	0.0%	0	0.0%	0
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Clarice House, Bramford Road, Bramford	6.4%	15	6.6%	6	0.0%	0	4.0%	2	16.3%	7
Martlesham Leisure, Gloster Road, Martlesham Heath	1.6%	4	2.8%	3	2.4%	1	0.0%	0	0.0%	0
Adrenaline Gym, Ipswich	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Ransomes Europark, Ipswich	5.0%	12	9.5%	9	1.9%	1	1.2%	1	3.6%	2
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	1.6%	4	1.7%	2	3.9%	2	0.0%	0	0.0%	0
Outside Ipswich	1.8%	4	1.6%	1	3.7%	2	1.6%	1	0.0%	0
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	1.3%	3	0.0%	0	0.0%	0	0.0%	0	7.2%	3
Other - Chantry High School, Stone Lodge Lane	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Cowdray Centre, Mason Rd, Colchester	1.4%	3	0.0%	0	0.0%	0	0.0%	0	7.8%	3
Other - Deben Swimming Pool, Station Road, Woodbridge	6.5%	15	5.3%	5	17.5%	10	2.1%	1	0.0%	0
Other - Don't know / can't	9.3%	22	6.3%	6	10.8%	6	2.9%	1	20.5%	9

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
remember										
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	6.4%	15	1.8%	2	21.8%	12	0.0%	0	3.6%	2
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	3.0%	7	1.2%	1	11.1%	6	0.0%	0	0.0%	0
Other - Formham Golf Club	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Other - Framlingham College, Framlingham	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.3%	3	0.0%	0	0.0%	0	2.3%	1	4.7%	2
Other - Hospital Gym, Heath Road, Ipswich	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivry Street, Ipswich	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	2.5%	6	0.0%	0	0.0%	0	12.6%	6	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	4.3%	10	1.0%	1	1.5%	1	0.0%	0	19.7%	9
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	2.6%	6	0.0%	0	8.4%	5	0.0%	0	3.4%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	8.9%	21	0.0%	0	0.0%	0	45.4%	21	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	1.0%	2	0.6%	1	0.0%	0	3.9%	2	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.5%	4	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CoFE School, Victory Road, Ipswich	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	1.2%	3	0.0%	0	0.0%	0	6.1%	3	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	2.2%	5	0.0%	0	4.4%	2	6.0%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Town Hall, Saxmundham	0.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other - Village Hall, Waldringfield	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Woolverstone Hall School, Woolverstone	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	236			92		55		46		43
Sample:	232			103		72		36		21

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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**Q30 Where did you or members of your household last go to a museum or place of historical interest?***Those who go to museums or places of historical interest.*

Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	8.4%	30	15.4%	20	9.3%	7	2.0%	2	2.1%	1
Town Hall Galleries, Cornhill, Ipswich	0.5%	2	0.6%	1	0.0%	0	1.2%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	0.8%	3	0.9%	1	2.5%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	18.9%	68	32.7%	43	8.5%	6	13.5%	12	10.2%	7
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.5%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.2%	4	1.3%	2	1.3%	1	0.0%	0	2.2%	2
Museum of East Anglian Life, Crowe Street, Stowmarket	2.9%	10	0.0%	0	1.2%	1	9.1%	8	2.2%	2
Orford Castle, Aldeburgh	0.6%	2	0.4%	1	2.1%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	1.8%	6	0.0%	0	1.1%	1	4.7%	4	2.2%	2
The Guildhall, Lavenham	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Norwich Castle Museum and Gallery, Nowich	2.2%	8	0.7%	1	3.6%	3	4.9%	4	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	0.6%	2	0.7%	1	1.9%	1	0.0%	0	0.0%	0
Other - Abroad	4.4%	16	2.5%	3	8.2%	6	1.9%	2	7.1%	5
Other - Alnwick Castle, Northumberland	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other - Bristol	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Cambridge	1.0%	4	1.3%	2	0.0%	0	2.2%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	1.7%	6	0.0%	0	0.0%	0	4.0%	3	3.9%	3
Other - Cornwall	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Derbyshire	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Don't know / can't remember	13.1%	48	11.0%	15	16.7%	12	14.3%	13	12.0%	8
Other - Dorset	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Other - FitzWilliam Museum, Cambridge	2.0%	7	2.1%	3	0.0%	0	2.8%	2	2.8%	2
Other - Gainsbrough	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Other - Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Hampshire	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Horrington	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Iron Bridge	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Kent	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Liverpool	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	24.9%	90	19.6%	26	32.9%	24	23.0%	20	28.9%	20
Other - Longmelford Hall, Longmelford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Lowestoft	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Lyme Park, Cheshire	0.8%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Other - Manchester	1.0%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Other - Norwich Castle	0.8%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Other - Orkney	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.4%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Other - Preston Tower, Preston	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Other - Rochester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Other - Scotland	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Warwick	1.0%	4	0.6%	1	0.0%	0	0.0%	0	3.9%	3
Other - York	0.6%	2	0.0%	0	0.9%	1	0.6%	1	1.5%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		362		132		73		88		70
Sample:		353		147		91		81		34

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q31 Where did you or members of your household last go to a nightclub or musical venue?</b>										
<i>Those who go to nightclubs or musical venues.</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.3%	3	3.6%	2	0.0%	0	4.7%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	7.0%	9	10.3%	5	9.8%	2	5.8%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	10.8%	13	20.0%	9	15.1%	4	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	4.8%	6	7.2%	3	9.8%	2	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	8.3%	10	8.6%	4	9.3%	2	16.2%	4	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.4%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	1.5%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	0.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.4%	2	2.2%	1	2.9%	1	0.0%	0	0.0%	0
Other - Birmingham	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	1.8%	2	0.0%	0	0.0%	0	9.6%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	8.1%	10	3.0%	1	0.0%	0	0.0%	0	31.6%	8
Other - Don't know / can't remember	11.6%	14	6.7%	3	16.9%	4	14.8%	3	12.2%	3
Other - Electric Palace, Harwich	1.3%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Other - Felixstowe	2.1%	3	3.0%	1	4.9%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Hennan Park, Suffolk	0.5%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - Horrom	0.5%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - Ipswich	4.2%	5	9.8%	5	0.0%	0	2.4%	1	0.0%	0
Other - Levenham Church, Sudbury	2.0%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Other - London	4.3%	5	1.7%	1	0.0%	0	14.9%	3	3.8%	1
Other - Manor Ballroom, Ipswich	0.7%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Other - Martlesham	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	6.0%	7	0.0%	0	0.0%	0	0.0%	0	27.2%	7
Other - Newmarket	0.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other - Norwich	0.5%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - O2 Arena London	3.3%	4	1.3%	1	5.8%	1	8.5%	2	0.0%	0
Other - Snape	2.0%	2	0.0%	0	9.6%	2	0.0%	0	0.0%	0
Other - Southend	0.9%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	0.5%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Other - Stretford	0.7%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Other - Sudbury	1.4%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Other - Suffolk	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	1.1%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Other - Thurswood	0.6%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Other - Trinity Park, Ipswich	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	1.2%	2	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		121		46		25		23		27
Sample:		115		55		30		19		11

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q32 Where did you or members of your household last go to a pub/bar?</b>										
<i>Those who go to pubs or bars</i>										
Cardinal Park, Ipswich	2.5%	12	2.0%	3	1.8%	2	0.0%	0	7.7%	6
Ipswich Town Centre, Including St Nicholas Street, Ipswich	21.2%	99	46.4%	76	5.1%	6	12.0%	12	6.0%	5
Ipswich Waterfront, Ipswich	2.9%	14	5.5%	9	0.0%	0	3.6%	4	1.2%	1
Isaacs, Ipswich	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
The Dove, Ipswich	2.2%	10	6.3%	10	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Other - Aldeburgh	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Aldringham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - Bacton	0.5%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Other - Barham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Bedford	0.3%	1	0.6%	1	0.3%	0	0.0%	0	0.0%	0
Other - Blaxhall	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Bramford	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.3%	1	0.0%	0	0.6%	1	0.7%	1	0.0%	0
Other - Brantham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Other - Brickham	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Bury St.Edmunds	1.7%	8	0.6%	1	0.0%	0	6.9%	7	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.4%	2	0.0%	0	0.6%	1	1.0%	1	0.0%	0
Other - Claydon	0.5%	2	0.4%	1	1.0%	1	0.6%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	3.4%	16	0.0%	0	0.0%	0	0.0%	0	19.1%	16
Other - Cotton	0.5%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Other - Cretingham	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Debenham	0.6%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Other - Don't know / can't remember	6.5%	30	4.8%	8	6.7%	8	10.5%	10	4.4%	4
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Eastbridge	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Eye	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Felixstowe	7.3%	34	0.9%	1	27.1%	33	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Framlingham	0.6%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Other - Gainsbrough	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Great Briscip	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Groton	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other - Grundisburgh	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	4
Other - Halesworth	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Harkstead	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Other - Harrogate	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Ipswich	0.6%	3	1.1%	2	0.4%	1	0.6%	1	0.0%	0
Other - Ipswich East	0.4%	2	0.5%	1	0.9%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.8%	4	1.0%	2	0.7%	1	0.0%	0	1.8%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	1.2%	6	0.0%	0	0.0%	0	0.0%	0	6.7%	6
Other - Laxfield	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Other - Levington	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Other - London	0.3%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Martlesham	2.2%	10	4.9%	8	1.3%	2	0.6%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Melton	0.6%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Nacton	0.4%	2	0.4%	1	1.0%	1	0.0%	0	0.0%	0
Other - Needham Market	0.7%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Other - Newbourne	0.3%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Other - Norwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Pettistree	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Rankford	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.5%	2	0.0%	0	0.0%	0	0.6%	1	1.8%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Other - Sibton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Snape	0.6%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Other - Southwold	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.6%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stonham Aspal	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stowmarket	4.6%	22	0.0%	0	0.0%	0	21.9%	22	0.0%	0
Other - Stratford St.Mary	0.8%	4	0.4%	1	0.0%	0	0.0%	0	3.6%	3
Other - Stutton	0.5%	2	0.5%	1	0.0%	0	0.0%	0	1.9%	2
Other - Sudbury	1.5%	7	0.0%	0	0.0%	0	0.0%	0	8.2%	7
Other - Tacket Street, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.4%	1	0.7%	1	0.0%	0	1.9%	2
Other - The Angel, Debenham	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.2%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Thornham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Thurston	0.7%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.3%	1	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Waveney	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - West Mersea	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Other - Woodbridge	7.4%	35	7.3%	12	16.0%	19	1.1%	1	2.9%	2
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Wycombe Market	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Yoxford	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Weighted base:	466		164		120		98		83	
Sample:	460		176		149		95		40	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q33 Where did you or members of your household last go to a restaurant?</b>										
<i>Those who go to restaurants</i>										
Cardinal Park, Ipswich	5.9%	42	8.5%	22	3.8%	6	4.3%	7	5.3%	7
Ipswich Town Centre, including St Nicholas Street, Ipswich	22.5%	162	45.9%	118	4.0%	7	13.3%	21	11.2%	16
Ipswich Waterfront, Ipswich	5.7%	41	9.0%	23	3.9%	6	5.1%	8	2.2%	3
Bury St Edmunds	5.3%	38	0.0%	0	0.9%	2	20.1%	32	3.2%	4
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	3.3%	24	0.7%	2	0.0%	0	0.0%	0	15.9%	22
Diss	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Felixstowe	8.4%	60	4.6%	12	28.2%	46	1.6%	3	0.0%	0
Norwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.2%	16	0.0%	0	0.4%	1	9.5%	15	0.0%	0
Sudbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	6.2%	9
Woodbridge	6.9%	49	6.7%	17	17.5%	28	1.2%	2	1.4%	2
Other - Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Other - Aldeburgh	0.8%	5	0.3%	1	2.9%	5	0.0%	0	0.0%	0
Other - Ardleigh	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Other - Arundel Way, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other - Bacton	0.2%	2	0.3%	1	0.0%	0	0.4%	1	0.0%	0
Other - Badingham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other - Claydon	0.9%	7	0.3%	1	0.0%	0	3.7%	6	0.0%	0
Other - Copdock	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other - Cotton	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other - Dedham	1.4%	10	0.3%	1	0.9%	2	0.0%	0	5.5%	8
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Don't know / can't remember	5.8%	41	4.0%	10	4.2%	7	4.9%	8	11.7%	16
Other - Dunston	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Other - Framlingham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Foxhall	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Other - Framlingham	0.8%	6	0.2%	1	2.6%	4	0.5%	1	0.0%	0
Other - Great Bricett	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Grundisburgh	0.3%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Other - Hadleigh	1.5%	11	1.0%	3	0.0%	0	0.4%	1	5.5%	8
Other - Halesworth	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Harkstead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Other - Haughley	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Hintlesham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	8	1.9%	5	0.7%	1	0.0%	0	1.1%	1
Other - Kessingland	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Kettleborough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Lavenham	0.7%	5	0.0%	0	0.0%	0	3.0%	5	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.1%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - London	1.9%	14	0.9%	2	1.8%	3	2.2%	3	3.5%	5
Other - Long Melford	1.0%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	7
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Manchester	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Marlow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.5%	3	0.7%	2	0.7%	1	0.3%	1	0.0%	0
Other - Martlesham Heath	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Other - Maybush	0.4%	3	0.0%	0	0.5%	1	0.3%	1	1.2%	2
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.6%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Other - Mistly, Essex	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Museum Street, Ipswich	0.2%	1	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Other - Nacton	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Other - Needham Market	1.1%	8	0.0%	0	0.0%	0	5.0%	8	0.0%	0
Other - Newbourne	0.6%	4	0.2%	1	1.4%	2	0.9%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Norton	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Nottingham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Patterswick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Other - Pettistree	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Polstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other - Ravenswood, Ipswich	0.5%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Shotley Gate	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Other - Sibton	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	5	0.0%	0	2.3%	4	0.6%	1	0.0%	0
Other - Sproughton	0.4%	3	0.3%	1	0.0%	0	1.5%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.1%	2
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Thurston	0.2%	1	0.0%	0	0.2%	0	0.6%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Tuttenham	1.0%	7	1.0%	3	1.2%	2	1.5%	2	0.0%	0
Other - Waldringfield	0.7%	5	0.7%	2	0.7%	1	1.3%	2	0.0%	0
Other - Warwick	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Other - Westerfield	0.6%	4	1.5%	4	0.4%	1	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	718		258		162		159		139	
Sample:	711		284		210		148		69	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q34 Where did you or members of your household last go tenpin bowling?</b>										
<i>Those who go tenpin bowling</i>										
Solar Bowl, Sproughton Rd, Ipswich	40.0%	80	53.8%	36	9.2%	4	73.8%	31	18.9%	9
Kingpin, Gloster Road, Martlesham Heath, Ipswich	34.9%	70	35.8%	24	87.2%	40	7.6%	3	5.7%	3
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	12.0%	24	2.7%	2	0.0%	0	0.0%	0	49.6%	22
Bury Bowl, Eastgate Street, Bury St Edmunds	1.5%	3	1.4%	1	0.0%	0	4.9%	2	0.0%	0
Mega Bowl, Pilsworth, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Don't know / can't remember	3.8%	8	2.7%	2	1.8%	1	3.1%	1	8.2%	4
Other - Great Yarmouth	0.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Other - Martlesham Heath	1.2%	2	1.6%	1	1.8%	1	1.3%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich	0.7%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Other - Thetford	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Winchester	0.7%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		201		67		46		43		45
Sample:		193		74		56		43		20

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q35 Where did you or members of your household last go to the theatre?</b>										
<i>Those who go to the theatre</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	15.4%	66	17.5%	26	10.5%	9	20.6%	20	11.3%	11
The New Wolsey Theatre, Civic Drive, Ipswich	26.3%	113	44.2%	65	16.1%	14	23.7%	23	10.8%	10
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.0%	9	2.3%	3	1.8%	2	1.1%	1	2.7%	3
Sea Pavilion, Felixstowe, Felixstowe	3.9%	17	2.3%	3	11.7%	10	2.8%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
The Quay Theatre, Sudbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Mercury Theatre, Colchester	6.4%	27	0.0%	0	0.9%	1	0.0%	0	28.2%	27
The Theatre Royal, Bury St Edmunds	3.2%	14	0.7%	1	1.9%	2	9.6%	9	1.6%	1
Theatre Royal, Norwich	1.4%	6	0.4%	1	2.4%	2	3.3%	3	0.0%	0
Seckford Theatre, Woodbridge	2.4%	10	0.5%	1	8.6%	8	1.9%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	3.5%	15	6.0%	9	2.4%	2	2.5%	3	1.6%	2
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	24.5%	105	15.0%	22	29.4%	26	23.2%	23	35.8%	34
Other - Abroad	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Colchester	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Don't know / can't remember	3.7%	16	4.4%	7	1.4%	1	5.9%	6	2.7%	3
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.8%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other - Odeon, Ipswich	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.9%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.6%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Woodbridge Theatre	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		429		147		90		98		94
Sample:		426		168		117		92		49

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q36 Where did you or members of your household undertake the activity mentioned?</b>										
<i>Those who undertake any other activity</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	14.4%	18	21.4%	9	11.2%	3	7.6%	2	12.5%	3
Ipswich Waterfront	1.3%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.7%	2	0.0%	0	0.0%	0	9.2%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.7%	2	2.1%	1	4.2%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	7.9%	10	5.3%	2	24.7%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.9%	5	0.0%	0	0.0%	0	21.3%	5	0.0%	0
Sudbury	1.7%	2	0.0%	0	1.2%	0	0.0%	0	6.4%	2
Woodbridge	7.5%	9	9.9%	4	16.6%	5	0.0%	0	0.0%	0
Other - Alton	2.1%	3	0.0%	0	2.1%	1	0.0%	0	7.3%	2
Other - Barham	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other - Barking	1.1%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Other - Blaxhall	0.3%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other - Bramford	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	0.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other - Claydon	1.1%	1	1.8%	1	0.0%	0	2.4%	1	0.0%	0
Other - Crowfield	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Darsham	0.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Denton	0.5%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Other - Don't know / can't remember	7.0%	9	16.9%	7	2.1%	1	3.1%	1	0.0%	0
Other - East Bergholt	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Easton	0.8%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Other - Elmswell	0.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other - Eye	1.7%	2	0.0%	0	0.0%	0	9.2%	2	0.0%	0
Other - Finn Valley	0.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.7%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Other - Haughton	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	1.5%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	1.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Other - London	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Nayland	6.0%	7	0.0%	0	0.0%	0	0.0%	0	27.0%	7
Other - Needham Market	1.2%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Other - Newbourne	0.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	1.0%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	1.3%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Other - Rushmere	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	0.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other - Stoke by Nayland	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Stratford St.Mary	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Sudbourne	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Other - Suffolk Yacht Harbour, Levington	0.8%	1	0	0	0
Other - Thorpeness	1.2%	1	0	1	0
Other - Wivesham	0.5%	1	0	0	1
Other - Woodbridge	2.9%	4	0	0	0
Other - Woodgreen	0.7%	1	1	0	0
Other - Wrendlesham Forest	0.6%	1	1	0	0
Other - Wycombe Market	0.8%	1	1	0	0
Other - Yoxford	1.0%	1	0	1	0
Other	0.0%	0	0	0	0
Weighted base:	122	43	30	23	27
Sample:	118	46	37	23	12

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?</b>										
Better disabled access	0.6%	6	0.4%	2	0.0%	0	2.2%	5	0.0%	0
Better public transport	1.3%	13	2.7%	10	0.5%	1	0.3%	1	0.8%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.4%	9	1.6%	4	0.9%	2	2.5%	5
Better value for money / lower prices	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	1.0%	4	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.9%	39	5.1%	18	3.4%	8	3.0%	6	3.1%	6
Department Store	7.6%	76	10.3%	37	7.6%	18	4.2%	9	6.8%	13
Fewer traffic free pedestrian streets	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Improved public transport	0.7%	7	1.1%	4	0.5%	1	0.5%	1	0.5%	1
More frequent or different routes	0.4%	4	0.5%	2	1.0%	2	0.0%	0	0.0%	0
Cheaper public transport	0.6%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.4%	1	0.9%	2	0.0%	0	0.8%	2
Cheaper park & ride facilities	0.9%	9	0.4%	2	1.3%	3	0.8%	2	1.2%	2
Larger shops	1.7%	17	2.7%	10	2.5%	6	0.0%	0	0.9%	2
New shopping centre	0.7%	7	0.8%	3	0.9%	2	1.0%	2	0.0%	0
Large food superstore	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.7%	17	1.8%	7	0.7%	2	2.5%	5	1.8%	4
More / better higher quality shop offer	8.4%	84	12.7%	45	6.5%	15	6.0%	13	5.8%	11
Shops and services open later in the evening	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	12.9%	129	12.3%	44	16.9%	39	13.6%	29	8.7%	17
More / better car parking	13.5%	135	14.1%	50	14.1%	33	18.5%	39	6.4%	13
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	3.8%	38	5.0%	18	2.4%	6	2.4%	5	4.8%	9
More smaller independent & specialist shops	8.6%	86	14.2%	51	3.3%	8	6.1%	13	7.4%	15
More traffic free pedestrianised streets	0.3%	3	0.4%	2	0.2%	1	0.6%	1	0.0%	0
More/better cafes	0.3%	3	0.4%	1	0.0%	0	0.8%	2	0.0%	0
More/better cultural facilities	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.3%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.6%	6	0.9%	3	0.3%	1	0.7%	1	0.5%	1
More/ better range of multiple retailers	5.8%	58	10.8%	39	3.1%	7	3.8%	8	1.8%	4
Nothing	44.3%	443	27.9%	99	50.3%	117	48.9%	105	61.9%	122
Do not visit Ipswich for leisure activities	1.4%	14	0.5%	2	2.1%	5	3.4%	7	0.0%	0
Better shopping environment - more public toilets	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.6%	2	0.6%	1	2.7%	6	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.3%	3	0.5%	2	0.7%	2	0.0%	0	0.0%	0
Better provision for the elderly	0.5%	5	0.7%	3	0.0%	0	0.0%	0	1.0%	2
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.2%	4	0.5%	1	0.5%	1	1.2%	2
More public toilets	0.3%	3	0.5%	2	0.2%	0	0.3%	1	0.0%	0
Relocate the market	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.8%	2
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.7%	4	0.0%	0
Other	3.2%	32	3.3%	12	3.0%	7	3.1%	7	3.3%	6
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>GEN Gender of respondent</b>										
Male	28.4%	284	33.0%	117	24.1%	56	24.2%	52	29.7%	59
Female	71.6%	716	67.0%	239	75.9%	176	75.8%	162	70.3%	139
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

### AGE Can I just ask, how old are you?

18-24	1.1%	11	1.4%	5	1.2%	3	1.4%	3	0.0%	0
25-34	2.8%	28	3.6%	13	1.8%	4	1.2%	3	4.3%	8
35-44	15.1%	151	17.9%	64	14.9%	35	18.7%	40	6.1%	12
45-54	25.4%	254	22.3%	79	25.6%	59	28.4%	61	27.4%	54
55-64	18.9%	189	16.1%	57	18.7%	44	20.0%	43	22.6%	45
65+	36.1%	361	37.6%	134	37.3%	87	29.8%	64	39.1%	77
(Refused)	0.7%	7	1.0%	3	0.5%	1	0.5%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

### SEG Social Grading

A	4.8%	48	3.0%	11	5.1%	12	4.6%	10	7.7%	15
B	21.2%	212	23.5%	84	20.6%	48	18.2%	39	21.1%	42
C1	21.0%	210	21.6%	77	19.0%	44	23.2%	50	19.9%	39
C2	23.3%	233	24.5%	87	24.6%	57	24.8%	53	18.2%	36
D	5.9%	59	6.1%	22	5.9%	14	3.8%	8	7.8%	15
E	16.6%	166	14.7%	52	16.9%	39	17.3%	37	18.7%	37
(Refused)	7.2%	72	6.5%	23	7.9%	18	8.1%	17	6.5%	13
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

Ipswich	18.9%	189	35.8%	127	8.8%	20	10.3%	22	9.6%	19
Aldeburgh	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.3%	13	0.2%	1	0.0%	0	4.1%	9	1.7%	3
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.4%	24	0.2%	1	0.0%	0	0.5%	1	11.4%	23
Felixstowe	3.3%	33	1.1%	4	11.8%	27	0.6%	1	0.0%	0
Framlingham	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Lowestoft	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.1%	11	1.5%	5	2.0%	5	0.8%	2	0.0%	0
Norwich	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	2.1%	21	0.2%	1	0.0%	0	9.4%	20	0.0%	0
Sudbury	0.7%	7	0.3%	1	0.0%	0	1.4%	3	1.7%	3
Woodbridge	1.1%	11	0.7%	3	3.8%	9	0.0%	0	0.0%	0
Other	4.7%	47	1.9%	7	5.0%	12	11.2%	24	2.4%	5
(Don't know / can't remember)	4.4%	44	2.7%	9	6.4%	15	5.4%	12	4.3%	8
(Work from home)	3.6%	36	1.7%	6	3.6%	8	2.6%	6	8.2%	16
(Not in employment)	51.5%	515	51.0%	182	50.9%	118	48.6%	104	56.3%	111
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

One	22.6%	226	27.1%	97	19.3%	45	18.5%	40	22.9%	45
Two	57.2%	572	56.2%	200	60.2%	140	56.1%	120	56.6%	112
Three	12.0%	120	11.3%	40	10.1%	23	16.1%	34	10.9%	22
Four or more	7.0%	70	4.3%	15	7.1%	16	9.3%	20	9.1%	18
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.0%	0	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>CHI How many children aged 15 years and under, live in your household?</b>										
None	78.0%	780	77.1%	275	76.4%	177	76.5%	164	83.2%	165
One	7.9%	79	10.5%	37	7.6%	18	5.0%	11	7.0%	14
Two	9.8%	98	8.7%	31	8.8%	21	15.6%	33	6.8%	13
Three	1.9%	19	1.8%	6	2.6%	6	1.4%	3	1.7%	3
Four or more	1.0%	10	0.8%	3	1.2%	3	1.3%	3	0.9%	2
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.3%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>CAR How many cars does your household own or have the use of?</b>										
None	10.7%	107	17.0%	61	7.8%	18	5.8%	12	7.9%	16
One	48.0%	480	49.0%	174	45.3%	105	41.4%	89	56.6%	112
Two	30.0%	300	26.4%	94	34.6%	80	36.5%	78	23.9%	47
Three or more	9.6%	96	5.9%	21	9.6%	22	15.4%	33	10.0%	20
(Refused)	1.7%	17	1.7%	6	2.6%	6	0.8%	2	1.7%	3
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>FUT Would you be willing to be recontacted for future quality control purposes?</b>										
Yes	68.7%	687	71.3%	254	68.4%	159	65.2%	140	68.4%	135
No	31.3%	313	28.7%	102	31.6%	73	34.8%	74	31.6%	62
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>ZON Survey Zone</b>										
Zone 1	8.6%	86	24.1%	86	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.8%	78	22.0%	78	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.4%	114	32.1%	114	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.8%	78	21.8%	78	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.1%	101	0.0%	0	43.7%	101	0.0%	0	0.0%	0
Zone 6	7.0%	70	0.0%	0	30.0%	70	0.0%	0	0.0%	0
Zone 7	6.1%	61	0.0%	0	26.3%	61	0.0%	0	0.0%	0
Zone 8	7.6%	76	0.0%	0	0.0%	0	35.5%	76	0.0%	0
Zone 9	13.8%	138	0.0%	0	0.0%	0	64.5%	138	0.0%	0
Zone 10	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>AREA Catchment Area</b>										
Inner Catchment Area (ICA)	35.6%	356	100.0%	356	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	23.2%	232	0.0%	0	100.0%	232	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	21.4%	214	0.0%	0	0.0%	0	100.0%	214	0.0%	0
Southern Catchment Area (SCA)	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
<b>SEC Postcode Sector</b>										
CO10 0	3.3%	33	0.0%	0	0.0%	0	0.0%	0	16.5%	33
CO10 5	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	6
CO11 1	1.4%	14	0.0%	0	0.0%	0	0.0%	0	7.1%	14
CO11 2	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.7%	19
CO4 5	2.4%	24	0.0%	0	0.0%	0	0.0%	0	11.9%	24
CO6 4	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.4%	15
CO6 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
CO7 6	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.5%	15
IP1 2	1.1%	11	3.1%	11	0.0%	0	0.0%	0	0.0%	0
IP1 3	0.8%	8	2.2%	8	0.0%	0	0.0%	0	0.0%	0
IP1 4	1.9%	19	5.4%	19	0.0%	0	0.0%	0	0.0%	0
IP1 5	2.0%	20	5.6%	20	0.0%	0	0.0%	0	0.0%	0
IP1 6	3.2%	32	8.9%	32	0.0%	0	0.0%	0	0.0%	0
IP10 0	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
IP11 0	1.4%	14	0.0%	0	5.9%	14	0.0%	0	0.0%	0
IP11 2	2.3%	23	0.0%	0	9.7%	23	0.0%	0	0.0%	0
IP11 7	1.6%	16	0.0%	0	7.0%	16	0.0%	0	0.0%	0
IP11 9	2.3%	23	0.0%	0	10.1%	23	0.0%	0	0.0%	0
IP12 1	1.7%	17	0.0%	0	7.2%	17	0.0%	0	0.0%	0
IP12 2	1.1%	11	0.0%	0	4.6%	11	0.0%	0	0.0%	0
IP12 3	1.0%	10	0.0%	0	4.4%	10	0.0%	0	0.0%	0
IP12 4	1.8%	18	0.0%	0	7.8%	18	0.0%	0	0.0%	0
IP13 0	1.0%	10	0.0%	0	4.4%	10	0.0%	0	0.0%	0
IP13 6	1.1%	11	0.0%	0	4.9%	11	0.0%	0	0.0%	0
IP13 7	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
IP13 8	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
IP13 9	1.0%	10	0.0%	0	4.3%	10	0.0%	0	0.0%	0
IP14 1	2.3%	23	0.0%	0	0.0%	0	10.5%	23	0.0%	0
IP14 2	1.7%	17	0.0%	0	0.0%	0	7.9%	17	0.0%	0
IP14 3	1.1%	11	0.0%	0	0.0%	0	5.1%	11	0.0%	0
IP14 4	1.4%	14	0.0%	0	0.0%	0	6.6%	14	0.0%	0
IP14 5	1.3%	13	0.0%	0	0.0%	0	5.9%	13	0.0%	0
IP14 6	0.9%	9	0.0%	0	0.0%	0	4.3%	9	0.0%	0
IP15 5	0.7%	7	0.0%	0	3.1%	7	0.0%	0	0.0%	0
IP16 4	1.6%	16	0.0%	0	7.1%	16	0.0%	0	0.0%	0
IP17 1	1.4%	14	0.0%	0	6.1%	14	0.0%	0	0.0%	0
IP17 2	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
IP17 3	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
IP2 0	2.3%	23	6.4%	23	0.0%	0	0.0%	0	0.0%	0
IP2 8	1.5%	15	4.3%	15	0.0%	0	0.0%	0	0.0%	0
IP2 9	3.7%	37	10.3%	37	0.0%	0	0.0%	0	0.0%	0
IP23 7	1.0%	10	0.0%	0	0.0%	0	4.8%	10	0.0%	0
IP23 8	0.7%	7	0.0%	0	0.0%	0	3.1%	7	0.0%	0
IP3 0	2.0%	20	5.7%	20	0.0%	0	0.0%	0	0.0%	0
IP3 8	2.6%	26	7.3%	26	0.0%	0	0.0%	0	0.0%	0
IP3 9	2.4%	24	6.8%	24	0.0%	0	0.0%	0	0.0%	0
IP30 0	1.1%	11	0.0%	0	0.0%	0	5.1%	11	0.0%	0
IP30 9	2.2%	22	0.0%	0	0.0%	0	10.2%	22	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0	7.8%	17	0.0%	0
IP4 1	0.7%	7	2.1%	7	0.0%	0	0.0%	0	0.0%	0
IP4 2	1.6%	16	4.5%	16	0.0%	0	0.0%	0	0.0%	0
IP4 3	1.3%	13	3.6%	13	0.0%	0	0.0%	0	0.0%	0
IP4 4	1.8%	18	5.1%	18	0.0%	0	0.0%	0	0.0%	0
IP4 5	3.0%	30	8.3%	30	0.0%	0	0.0%	0	0.0%	0
IP5 1	1.4%	14	3.9%	14	0.0%	0	0.0%	0	0.0%	0
IP5 2	1.4%	14	3.9%	14	0.0%	0	0.0%	0	0.0%	0
IP5 3	1.0%	10	2.8%	10	0.0%	0	0.0%	0	0.0%	0
IP6 0	1.3%	13	0.0%	0	0.0%	0	5.9%	13	0.0%	0
IP6 8	1.6%	16	0.0%	0	0.0%	0	7.4%	16	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.3%	16
IP7 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.0%	10
IP7 7	1.2%	12	0.0%	0	0.0%	0	5.5%	12	0.0%	0
IP8 3	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.0%	16
IP8 4	1.1%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0
IP9 1	1.1%	11	0.0%	0	0.0%	0	0.0%	0	5.4%	11
IP9 2	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.4%	19
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

## **Appendix 5:**

Data Tabulations  
By Area Rebase 1  
(Weighted)

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q01</i>										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.6%	13	0.0%	0	0.0%	0	0.5%	1
Asda, Goddard Road, Ipswich	7.1%	69	10.5%	37	2.2%	5	11.0%	23	1.9%	4
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	0.9%	9	2.3%	8	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.5%	63	12.2%	43	0.4%	1	3.5%	7	6.4%	12
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.7%	1	0.0%	0

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	9.3%	91	16.5%	58	2.6%	6	6.7%	14	6.8%	13
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	5
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Asda, Wilkes Way, STOWMARKET	6.0%	58	0.2%	1	0.6%	1	26.3%	56	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.7%	16	0.0%	0	0.0%	0	7.6%	16	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
J Sainsbury, Stanway, COLCHESTER	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.4%	8
J Sainsbury, London Road, THETFORD	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.9%	4
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	10.9%	106	20.1%	71	8.5%	19	0.8%	2	8.0%	15
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.3%	12	0.0%	0	1.7%	4	4.1%	9	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	2.7%	26	0.0%	0	11.9%	26	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	7
Morrisons, Gisleham, LOWESTOFT	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Hamilton Road, FELIXSTOWE	0.8%	8	0.0%	0	3.6%	8	0.0%	0	0.0%	0
Solar Superstore, Market	0.6%	6	0.0%	0	2.7%	6	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Hill, FRAMLINGHAM										
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.9%	9	0.0%	0	4.2%	9	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tesco, St Saviours, BURY ST EDMUNDS	0.8%	8	0.0%	0	0.0%	0	3.8%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	3.4%	33	0.0%	0	0.0%	0	0.0%	0	17.3%	33
Tesco, Victoria Road, DISS	0.4%	4	0.0%	0	0.5%	1	1.4%	3	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	4.4%	43	0.0%	0	0.0%	0	20.0%	43	0.0%	0
Tesco, Springlands Way, SUDBURY	2.5%	25	0.0%	0	0.0%	0	0.8%	2	12.0%	23
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.1%	60	11.1%	39	1.2%	3	1.3%	3	8.0%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	11.8%	115	9.6%	34	34.7%	75	1.9%	4	0.8%	2
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.7%	6	0.0%	0	3.0%	6	0.0%	0	0.0%	0

Column % ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.9%	9	0.0%	0	4.2%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.3%	12	0.0%	0	0.0%	0	0.0%	0	6.5%	12
Internet - Online Asda	1.0%	10	0.5%	2	0.7%	1	1.3%	3	2.2%	4
Internet - Online Ocado	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online Tesco	2.9%	28	1.5%	5	5.5%	12	2.9%	6	2.4%	4
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Aldeburgh	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Hadleigh	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	8
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Saxons Way, Halesworth	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Street, Capel St Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Co-op, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Priory, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Tesco, Northolk	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Internet / Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Other	0.0%	0	0	0	0
Weighted base:	973	352	218	213	190
Sample:	976	395	286	199	96

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

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

Accessibility by public transport	0.9%	9	1.1%	4	1.6%	3	0.8%	2	0.0%	0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.0%	48	3.9%	14	9.8%	22	1.6%	3	5.1%	10
Clean shopping environment	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Clubcard / Rewards system	1.8%	18	1.8%	6	1.3%	3	1.5%	3	2.9%	5
Convenient to home	49.7%	482	47.1%	166	53.5%	119	49.5%	103	50.4%	94
Convenient to work	1.8%	17	2.1%	8	1.7%	4	2.2%	5	0.8%	2
Free car parking	1.3%	13	0.3%	1	2.3%	5	2.5%	5	0.8%	2
Good car parking provision	1.2%	12	0.3%	1	1.1%	2	2.3%	5	1.8%	3
Good shopping environment	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Low prices	11.9%	115	11.4%	40	11.5%	26	11.6%	24	13.3%	25
Part of shopping trip for non- food goods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Preference for retailer	12.4%	120	16.5%	58	4.6%	10	11.9%	25	14.7%	28
Provision of leisure services nearby	0.3%	3	0.3%	1	0.0%	0	0.9%	2	0.0%	0
Provision of services nearby, such as banks and other financial services	0.4%	4	0.4%	1	0.6%	1	0.5%	1	0.0%	0
Quality of fresh food	5.2%	51	6.3%	22	4.9%	11	3.5%	7	5.7%	11
Safe (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of petrol station / car wash	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient / easy	1.2%	11	0.7%	2	0.8%	2	2.7%	6	0.8%	2
Delivery offered	1.5%	14	1.2%	4	1.3%	3	1.6%	3	1.8%	3
Employees discount	1.4%	14	2.5%	9	0.0%	0	1.5%	3	0.9%	2
Friendly / helpful staff	0.2%	2	0.2%	1	0.7%	1	0.0%	0	0.0%	0
Good layout	0.6%	6	0.8%	3	1.1%	2	0.3%	1	0.0%	0
Habit / always gone there	0.7%	7	1.3%	5	0.5%	1	0.5%	1	0.0%	0
Provision for disabled people is good	0.3%	3	0.2%	1	0.3%	1	0.7%	2	0.0%	0
Other	1.4%	14	1.2%	4	2.2%	5	1.6%	3	0.8%	2
Weighted base:	970	352	223	208	187					
Sample:	975	395	290	195	95					

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

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

Car / van (as driver)	68.6%	646	63.0%	219	69.9%	147	71.3%	143	74.5%	137
Car / van (as passenger)	19.4%	183	18.1%	63	19.3%	41	21.1%	43	20.0%	37
Bus, minibus or coach	4.4%	42	8.2%	29	2.9%	6	2.6%	5	0.9%	2
Using park & ride facility	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0
Walk	6.4%	60	9.8%	34	6.2%	13	3.3%	7	3.6%	7
Taxi	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.9%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.2%	1	1.1%	2	0.5%	1	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:	943	347	210	201	184					
Sample:	945	391	274	188	92					

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q04 How often do you normally do your main food shopping at ..... STORE/DESTINATION MENTIONED AT Q01?</b>										
More than once a week	6.6%	66	7.9%	28	8.8%	20	5.0%	11	3.5%	7
Once a week	66.4%	664	67.8%	242	57.7%	134	73.8%	158	65.7%	130
Once a fortnight	17.6%	176	14.7%	52	20.8%	48	13.0%	28	24.2%	48
Once a month	7.9%	79	9.1%	32	9.6%	22	7.0%	15	4.5%	9
Less often	0.5%	5	0.0%	0	1.4%	3	0.0%	0	1.0%	2
Varies	1.0%	10	0.5%	2	1.6%	4	1.2%	2	1.0%	2
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q05</i>										
Aldi, 14 Meredith Road	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.7%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.7%	13	0.0%	0	0.3%	1	0.0%	0
Asda, Goddard Road, Ipswich	4.2%	40	7.4%	26	2.3%	5	3.8%	8	0.8%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.6%	2	0.3%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.4%	3	0.4%	1	0.9%	2	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	18	2.7%	9	0.3%	1	0.0%	0	3.9%	7
J Sainsbury, 40 Hadleigh Road, Ipswich	3.2%	31	4.1%	14	0.7%	2	5.1%	11	2.4%	5
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.3%	1	0.0%	0	0.8%	2
Lidl, Handford Road	0.6%	5	0.5%	2	0.2%	0	1.5%	3	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.7%	17	3.4%	12	0.4%	1	1.1%	2	0.8%	2
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	3.7%	35	5.3%	18	0.9%	2	5.2%	11	2.1%	4
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	2.0%	19	0.0%	0	0.0%	0	0.0%	0	10.1%	19
Asda, Wilkes Way, STOWMARKET	1.4%	14	0.0%	0	0.5%	1	5.8%	12	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.7%	7	0.6%	2	2.2%	5	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.4%	13	0.0%	0	0.0%	0	5.5%	12	0.9%	2
J Sainsbury, 14 Priory Walk, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
J Sainsbury, Stanway, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
J Sainsbury, London Road, THETFORD	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	5.9%	57	9.0%	31	8.2%	18	0.6%	1	3.5%	7
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.5%	5	0.0%	0	2.4%	5	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.8%	7	0.0%	0	0.5%	1	3.0%	6	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Solar Superstore, Hamilton Road, FELIXSTOWE	0.7%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Solar Superstore, Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Hill, FRAMLINGHAM										
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.2%	0	0.9%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Tesco, Victoria Road, DISS	0.1%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.8%	17	0.0%	0	0.5%	1	7.6%	16	0.0%	0
Tesco, Springlands Way, SUDBURY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.6%	44	6.0%	21	1.4%	3	2.6%	6	8.0%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	3.8%	37	5.7%	20	8.0%	17	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0

Column % ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.8%	7	2.2%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.0%	10	0.0%	0	0.0%	0	1.4%	3	3.6%	7
Internet - Online Ocado	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Internet - Online Tesco	0.5%	5	0.0%	0	1.4%	3	0.9%	2	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Other Local Shops - Local Shops, Birch Street, Nayland	0.8%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattingstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Newborne Farm Shop,	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0

Column % ges.

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Mill Road, Newbourne										
Other Local Shops - Spar, Freehold Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	7	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.8%	3
Internet / Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	48.2%	467	46.0%	159	54.5%	119	48.2%	103	45.1%	86
Weighted base:		969		347		219		213		190
Sample:		971		388		288		199		96

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

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

More than once a week	13.6%	71	13.6%	27	11.9%	13	9.1%	10	20.1%	21
Once a week	27.6%	145	35.2%	69	24.6%	27	30.0%	33	14.0%	15
Once a fortnight	18.3%	96	17.0%	33	19.7%	22	22.1%	25	15.4%	16
Once a month	27.3%	143	24.4%	48	27.6%	30	28.8%	32	31.0%	32
Less often	7.6%	40	6.5%	13	8.9%	10	4.5%	5	11.8%	12
Varies	5.4%	28	3.2%	6	7.3%	8	5.5%	6	7.7%	8
Weighted base:		523		197		110		111		105
Sample:		530		222		145		109		54

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

Yes – non-food shopping	12.3%	123	8.3%	30	16.6%	39	13.2%	28	13.2%	26
Yes – leisure activity	5.5%	55	2.7%	10	6.4%	15	6.4%	14	8.3%	16
Yes – travelling to / from work	3.4%	34	2.4%	9	2.6%	6	6.2%	13	3.0%	6
Yes – travelling to / from school / college	1.0%	10	0.2%	1	0.2%	1	1.5%	3	2.7%	5
Yes - other food shopping	2.5%	25	1.9%	7	3.1%	7	2.0%	4	3.4%	7
Yes – visiting services such as banks and other financial institutions	5.8%	58	1.5%	5	5.4%	13	8.6%	18	11.2%	22
Yes - petrol station / car wash	2.5%	25	3.9%	14	2.1%	5	2.0%	4	1.0%	2
Yes - recycling facilities	1.0%	10	1.6%	6	1.2%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.6%	6	1.2%	4	0.0%	0	0.5%	1	0.0%	0
No	66.6%	666	76.1%	271	60.4%	140	63.3%	135	60.4%	120
Yes - visit a friend / relative	1.4%	14	1.6%	6	1.9%	4	0.0%	0	1.9%	4
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	1.8%	4	0.0%	0	1.4%	3
Yes - visit a personal service such as the library	0.8%	8	1.0%	4	1.6%	4	0.3%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.1%	3	0.5%	1	0.8%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q08 Where do you buy non-food goods when it's linked to your main food shopping?</b> <i>Those who link their main-food shopping trips with non-food shopping and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q08</i>										
In-store	9.9%	12	21.2%	6	6.9%	3	5.9%	2	5.9%	1
Ipswich Town Centre	35.5%	42	43.8%	13	32.2%	12	21.4%	6	46.1%	12
Ipswich - Anglia Retail Park	2.0%	2	8.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	1.6%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.0%	5	0.0%	0	0.0%	0	17.4%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.1%	5	0.0%	0	0.0%	0	0.0%	0	19.2%	5
Felixstowe	6.1%	7	5.6%	2	10.0%	4	0.0%	0	7.9%	2
Framlingham	2.5%	3	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Halesworth	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Leiston	0.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Lowestoft	1.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.6%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	12.7%	15	0.0%	0	5.2%	2	47.8%	13	0.0%	0
Sudbury	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Woodbridge	4.7%	6	2.7%	1	13.2%	5	0.0%	0	0.0%	0
Debenham	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Diss	2.4%	3	0.0%	0	4.2%	2	4.9%	1	0.0%	0
Kesgrave	0.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Warren Heath	3.0%	4	0.0%	0	0.0%	0	0.0%	0	14.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		118		29		36		27		25
Sample:		119		33		53		21		12

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

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

Ipswich Town Centre	35.5%	18	74.8%	7	36.7%	5	4.2%	1	36.5%	5
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	7.1%	4	0.0%	0	0.0%	0	27.2%	4	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	15.9%	8	25.2%	2	23.2%	3	0.0%	0	17.6%	2
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	6.3%	3	0.0%	0	0.0%	0	0.0%	0	22.3%	3
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	9.4%	5	0.0%	0	0.0%	0	22.5%	3	12.4%	2
Stowmarket	12.8%	6	0.0%	0	2.8%	0	46.1%	6	0.0%	0
Debenham	0.7%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Framlingham	1.9%	1	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Holbrook	3.1%	2	0.0%	0	0.0%	0	0.0%	0	11.2%	2
Kesgrave	1.5%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Woodbridge	4.9%	2	0.0%	0	18.5%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		10		13		13		14
Sample:		50		12		20		10		8

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
<b>Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?</b>					
Yes	71.2% 712	73.3% 261	73.7% 171	69.2% 148	66.9% 132
No	28.8% 288	26.7% 95	26.3% 61	30.8% 66	33.1% 66
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?</b>										
<i>Those who do top up food shopping and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q11</i>										
Aldi, 14 Meredith Road	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.8%	5	1.8%	4	0.7%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	10	3.3%	8	0.0%	0	0.0%	0	1.9%	2
Asda, Goddard Road, Ipswich	1.5%	10	2.5%	6	0.0%	0	2.7%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.9%	6	1.9%	4	0.0%	0	1.0%	1	0.0%	0
Co-op , 65-67 Colchester Road	0.7%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.3%	15	4.4%	10	2.9%	4	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.5%	9	3.4%	8	0.0%	0	0.7%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	1.1%	7	1.5%	4	0.0%	0	2.3%	3	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.4%	8	3.6%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	1.3%	8	3.3%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.4%	9	3.6%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.6%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.6%	4	1.1%	3	0.7%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	1.1%	7	2.9%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	1.6%	10	1.7%	4	4.3%	6	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.7%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.6%	10	3.5%	8	0.0%	0	0.0%	0	1.9%	2
Farmfoods, 88 Bramford Road	0.6%	4	1.3%	3	0.3%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	11	4.0%	10	0.2%	0	1.1%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.2%	8	2.8%	7	0.0%	0	0.8%	1	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Lidl, Ravenswood	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.9%	12	4.6%	11	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	2.4%	15	4.1%	10	0.0%	0	2.3%	3	1.9%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.8%	5	1.4%	3	0.4%	1	1.0%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	1.1%	7	2.0%	5	0.0%	0	1.6%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	2.4%	15	0.0%	0	0.0%	0	10.9%	15	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	1.8%	11	0.0%	0	7.7%	11	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.7%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stanway, COLCHESTER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	2.2%	14	4.6%	11	0.0%	0	0.0%	0	2.9%	3
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.1%	7	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.6%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	1.3%	8	0.0%	0	5.7%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gisleham, LOWESTOFT	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Solar Superstore, Hamilton	1.1%	7	0.0%	0	4.9%	7	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Road, FELIXSTOWE										
Solar Superstore, Market Hill, FRAMLINGHAM	1.4%	9	0.0%	0	6.0%	9	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	1.7%	11	0.0%	0	7.3%	11	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	1.0%	6	0.0%	0	0.0%	0	0.0%	0	6.1%	6
Tesco, Victoria Road, DISS	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	2.4%	15	0.0%	0	0.5%	1	10.7%	14	0.0%	0
Tesco, Springlands Way, SUDBURY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Tesco Extra, Copdock Interchange, Copdock	1.8%	11	4.1%	10	0.0%	0	0.0%	0	1.5%	2
Tesco Extra, Martlesham Heath, Martlesham Heath	1.7%	11	1.9%	4	4.2%	6	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	1.7%	11	0.0%	0	7.2%	11	0.0%	0	0.0%	0
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	3.0%	19	8.0%	19	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	2.0%	12	0.0%	0	8.5%	12	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.8%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Other - Felixstowe - Local Shops, Felixstowe	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.6%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Other - Local Shops, Hollesley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other - Local Shops, Renolds Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.4%	9	0.0%	0	0.0%	0	6.4%	9	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.6%	4	0.0%	0	0.0%	0	1.6%	2	1.5%	2
Other Local Shops - Co-op, Chancery Lane, Debenham	1.1%	7	0.0%	0	0.6%	1	4.5%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.7%	4	0.4%	1	2.5%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	1.7%	11	0.0%	0	0.0%	0	1.0%	1	8.8%	9
Other Local Shops - Co-op, High Street, Hadleigh	1.8%	11	0.0%	0	0.0%	0	0.0%	0	10.5%	11
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Naze										
Other Local Shops - Co-op, High Street, Wickham Market	1.1%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.9%	6	0.0%	0	0.0%	0	4.4%	6	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	0.8%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	0.7%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Co-op, The Street, Bramford	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.6%	10	0.3%	1	0.0%	0	0.0%	0	8.8%	9
Other Local Shops - Co-op, The Street, Rickingham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	1.2%	7	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Other Local Shops - Local Shops, Brick Street, Nacton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenhams	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Other Local Shops - Local Shops, Claydon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, The Street, Elmsett	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Other Local Shops - Local Shops, The Street, Hollisley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Monks	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Elleigh										
Other Local Shops - Local Shops, Thorpness	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.8%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.7%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	5	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet / Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		624		236		147		135		106
Sample:		640		261		195		129		55

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
<b>Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?</b>					
<i>Those who do top up food shopping</i>					
Daily	7.0% 50	4.5% 12	6.5% 11	6.4% 9	13.5% 18
More than once a week	44.4% 316	49.3% 129	47.2% 81	38.7% 57	37.2% 49
Once a week	30.8% 219	30.2% 79	33.4% 57	33.0% 49	25.9% 34
Once a fortnight	8.3% 59	9.2% 24	3.2% 5	9.1% 13	12.0% 16
Once a month	2.2% 16	1.6% 4	3.0% 5	4.5% 7	0.0% 0
Less often	0.3% 2	0.3% 1	0.0% 0	0.7% 1	0.0% 0
Varies	7.1% 50	4.7% 12	6.8% 12	7.6% 11	11.4% 15
Weighted base:	712	261	171	148	132
Sample:	723	292	222	140	69

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
<b>Q13 Of all the money you spend on food and household groceries, what share, as a % goes to your main food shopping?</b>					
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q13</i>					
0-10%	0.2% 2	0.5% 1	0.3% 1	0.0% 0	0.0% 0
11-20%	0.9% 8	2.6% 8	0.0% 0	0.0% 0	0.0% 0
21-30%	1.9% 17	2.8% 9	1.7% 3	0.8% 2	1.6% 3
31-40%	1.2% 11	1.5% 5	1.0% 2	1.3% 3	1.0% 2
41-50%	7.3% 65	7.6% 24	5.0% 10	3.4% 7	13.8% 24
51-60%	5.3% 47	3.4% 11	7.5% 15	5.0% 10	6.6% 12
61-70%	6.9% 62	7.9% 25	6.9% 14	9.1% 18	2.8% 5
71-80%	26.2% 234	28.4% 90	25.6% 52	24.2% 47	25.3% 44
81-90%	21.0% 187	23.2% 74	16.4% 33	21.0% 41	22.2% 39
91-100%	29.0% 258	22.0% 70	35.7% 73	35.3% 68	26.7% 47
Mean:	77.3	74.6	79.2	80.8	76.2
Weighted base:	891	317	204	194	175
Sample:	885	352	267	180	86

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q14</i>										
Ipswich Town Centre	54.6%	519	78.4%	271	40.1%	86	41.6%	83	41.2%	78
Ipswich - Anglia Retail Park	1.3%	12	2.6%	9	0.5%	1	1.0%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.5%	5	1.2%	4	0.4%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.7%	7	1.4%	5	0.0%	0	1.1%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.9%	8	1.4%	5	1.7%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	6.4%	61	0.3%	1	1.0%	2	26.4%	53	2.7%	5
Cambridge	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.7%	45	0.2%	1	0.0%	0	0.0%	0	23.3%	44
Felixstowe	5.7%	54	3.0%	10	18.9%	41	0.3%	1	1.3%	2
Framlingham	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	0.5%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Lowestoft	0.9%	8	0.0%	0	3.9%	8	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Norwich	1.9%	19	2.4%	8	2.8%	6	2.1%	4	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.1%	39	0.0%	0	0.5%	1	18.9%	38	0.0%	0
Sudbury	2.7%	25	0.2%	1	0.0%	0	0.9%	2	12.0%	23
Woodbridge	4.6%	43	1.5%	5	15.5%	33	0.5%	1	1.9%	4
Catalogue / Mail order	1.4%	13	0.3%	1	0.9%	2	3.6%	7	1.4%	3
Copdock - Copdock Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Amazon	0.6%	6	0.4%	1	1.3%	3	0.7%	1	0.0%	0
Internet - Online - Ebay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Internet - Online - John Lewis	0.2%	2	0.0%	0	0.2%	0	0.0%	0	0.8%	2
Internet - Online - Marks & Spencer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Internet - Online - Next	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.2%	11	1.0%	4	1.7%	4	0.3%	1	1.7%	3
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

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Other - Diss	0.3%	3	0.0%	0	0.5%	1	1.0%	2	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Other - Harlesden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.8%	7	0.8%	3	0.5%	1	0.0%	0	1.9%	4
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Smaller Centre - Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.4%	13	1.7%	6	1.9%	4	0.3%	1	1.4%	3
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		950		345		215		200		190
Sample:		947		387		279		186		95

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing &amp; footwear items?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q15</i>										
Ipswich Town Centre	59.0%	568	83.2%	284	48.5%	109	46.5%	95	41.4%	80
Ipswich - Anglia Retail Park	0.2%	2	0.2%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.2%	1	1.0%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.5%	5	0.4%	1	0.0%	0	0.0%	0	1.8%	3
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.9%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	1	0.0%	0	0.2%	0	0.3%	1	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	5.0%	48	0.2%	1	0.3%	1	19.7%	40	3.2%	6
Cambridge	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	5.1%	49	0.0%	0	0.0%	0	0.0%	0	25.7%	49
Felixstowe	3.7%	36	1.3%	4	14.1%	32	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Lowestoft	1.0%	9	0.0%	0	4.1%	9	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	3.2%	31	2.6%	9	5.5%	12	3.6%	7	1.0%	2
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.3%	32	0.0%	0	0.2%	0	15.4%	31	0.0%	0
Sudbury	1.6%	16	0.2%	1	0.0%	0	0.9%	2	6.8%	13
Woodbridge	2.4%	23	1.4%	5	7.7%	17	0.5%	1	0.0%	0
Catalogue / Mail order	4.6%	44	3.5%	12	5.8%	13	4.3%	9	5.4%	10
Internet - Online - Amazon	0.3%	3	0.0%	0	0.4%	1	0.0%	0	0.9%	2
Internet - Online - BHS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Classic Confidence	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Cotton Traders	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Internet - Online - Crew	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Clothing										
Internet - Online - Ebay	0.1%	1	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Landsend	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Laredoute	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Marks & Spencer	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.5%	1
Internet - Online - Next	0.5%	4	0.2%	1	1.2%	3	0.5%	1	0.0%	0
Internet - Online - Sports Direct	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.6%	15	0.5%	2	3.9%	9	1.3%	3	0.9%	2
Internet - Online - Very.co.uk	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Hadleigh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.5%	5	0.9%	3	0.0%	0	0.9%	2	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Newmarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.8%	3	0.0%	0	0.3%	1	0.0%	0
Other - Varies	2.5%	24	1.6%	5	1.7%	4	4.1%	8	3.2%	6
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	963			341		224		205		192
Sample:	957			382		289		190		96

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q16</i>										
Ipswich Town Centre	29.5%	200	42.6%	100	24.2%	40	21.4%	34	21.7%	26
Ipswich - Anglia Retail Park	6.2%	42	10.1%	24	1.2%	2	8.1%	13	2.9%	3
Ipswich - Anglia Retail Park - Carpet Right	1.7%	11	2.2%	5	0.3%	1	2.5%	4	1.3%	2
Ipswich - Anglia Retail Park - Klausner	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	10.4%	71	17.0%	40	12.1%	20	1.5%	2	7.3%	9
Ipswich - Euro Retail Park - Carpentry	2.2%	15	3.2%	8	2.6%	4	0.9%	1	1.3%	2
Ipswich - Euro Retail Park - Harveys	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.8%	5	0.8%	2	0.5%	1	0.4%	1	1.6%	2
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	2.7%	18	2.8%	7	6.0%	10	1.2%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.5%	3	1.1%	3	0.4%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.4%	3	0.0%	0	0.0%	0	0.6%	1	1.4%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.9%	6	0.0%	0	0.0%	0	2.7%	4	1.4%	2
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.9%	6	0.0%	0	0.9%	1	0.0%	0	4.0%	5
Colchester - Colne View Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Colchester - Tollgate Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	6.4%	8
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.9%	6	1.4%	3	1.8%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.7%	32	0.5%	1	0.0%	0	17.3%	28	2.8%	3
Cambridge	0.9%	6	0.7%	2	0.5%	1	1.8%	3	0.8%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.1%	28	0.0%	0	0.6%	1	0.6%	1	21.2%	26
Felixstowe	3.5%	24	1.5%	3	12.3%	20	0.3%	1	0.0%	0
Framlingham	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Lowestoft	1.0%	7	0.0%	0	4.1%	7	0.0%	0	0.0%	0
Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Norwich	1.9%	13	1.4%	3	2.3%	4	3.5%	6	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.6%	31	0.0%	0	0.2%	0	19.5%	31	0.0%	0
Sudbury	1.0%	7	0.0%	0	0.0%	0	0.0%	0	5.7%	7
Woodbridge	3.1%	21	0.7%	2	10.5%	17	1.5%	2	0.0%	0
Catalogue / Mail order	1.0%	7	2.0%	5	1.4%	2	0.0%	0	0.0%	0
Internet - Online - Amazon	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.5%	3	0.0%	0	0.5%	1	0.5%	1	1.3%	2
Internet - Online - Cotswold Company	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Currys	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ikea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Internet - Online - Marks & Spencer	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Internet - Online - Sofa Warehouse Direct	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet - Online - Various Retailers	2.2%	15	1.4%	3	4.5%	7	1.9%	3	1.3%	2
Other - Bramford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Coome	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Other - Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.5%	4	0.0%	0	0.2%	0	2.0%	3	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	1.0%	7	0.3%	1	0.0%	0	0.0%	0	4.9%	6
Other - Kesgrave	0.4%	2	0.3%	1	1.0%	2	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Needham Market	0.5%	4	0.0%	0	0.2%	0	2.0%	3	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Car Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Thetford	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Thurrock	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Varies	3.3%	23	4.4%	10	1.0%	2	4.4%	7	2.8%	3
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		680		235		164		159		122
Sample:		681		256		214		149		62

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q17</i>										
Ipswich Town Centre	6.8%	59	7.4%	22	6.5%	13	7.9%	15	4.7%	8
Ipswich - Anglia Retail Park	1.1%	10	1.6%	5	0.0%	0	1.0%	2	1.8%	3
Ipswich - Anglia Retail Park - B&Q	22.9%	198	31.9%	93	7.7%	16	38.4%	75	8.3%	14
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	16	4.7%	14	0.9%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	19.5%	168	32.1%	94	19.6%	40	5.0%	10	14.4%	25
Ipswich - Jewsons	0.3%	3	0.2%	1	0.3%	1	0.7%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	2.0%	18	3.2%	9	2.6%	5	0.0%	0	1.8%	3
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	1.1%	9	0.0%	0	0.0%	0	3.8%	7	1.0%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.7%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Colchester - Turner Rise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	6.1%	53	3.8%	11	20.2%	42	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	2.8%	24	5.4%	16	2.4%	5	0.8%	2	0.9%	2
Aldeburgh	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.8%	24	0.0%	0	0.0%	0	12.5%	24	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.5%	39	0.0%	0	0.0%	0	0.0%	0	22.9%	39
Felixstowe	4.2%	37	0.2%	1	17.4%	36	0.0%	0	0.0%	0
Framlingham	1.2%	10	0.0%	0	4.3%	9	0.7%	1	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	0.8%	7	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Lowestoft	0.6%	5	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Norwich	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.8%	24	0.0%	0	0.2%	0	12.2%	24	0.0%	0
Sudbury	4.0%	34	0.0%	0	0.0%	0	2.4%	5	17.4%	30
Woodbridge	1.7%	14	1.9%	6	3.8%	8	0.5%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - B&Q	0.3%	3	0.0%	0	0.4%	1	0.0%	0	1.0%	2

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Bacton	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.5%	4	0.0%	0	0.7%	1	1.4%	3	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other - Gainsborough	0.2%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Hadleigh	2.7%	23	0.0%	0	0.0%	0	0.0%	0	13.7%	23
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	10	2.8%	8	0.7%	1	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Needham Market	0.6%	5	0.3%	1	0.0%	0	2.3%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Varies	1.7%	15	2.0%	6	1.0%	2	2.9%	6	0.6%	1
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		863		292		206		195		170
Sample:		858		325		267		182		84

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs &amp; DVDs etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q18</i>										
Ipswich Town Centre	17.4%	129	27.0%	70	13.2%	24	9.9%	17	13.9%	18
Ipswich - Anglia Retail Park	3.4%	25	4.7%	12	1.5%	3	4.9%	8	1.5%	2
Ipswich - Anglia Retail Park - Comet	7.4%	55	9.6%	25	3.0%	5	12.9%	22	2.3%	3
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Ipswich - Euro Retail Park	3.1%	23	6.1%	16	1.4%	3	2.9%	5	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.8%	28	6.2%	16	4.6%	8	2.1%	3	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.6%	4	0.3%	1	0.3%	1	0.4%	1	1.5%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.2%	31	6.1%	16	1.4%	3	2.4%	4	6.5%	8
Copdock - Copdock Retail Park - Currys	4.0%	30	6.1%	16	4.1%	7	0.0%	0	5.1%	7
Copdock - Copdock Retail Park - PC World	3.1%	23	5.2%	14	2.7%	5	1.2%	2	1.9%	2
Martlesham Heath - Beardmore Retail Park	2.6%	19	1.9%	5	7.4%	13	0.4%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	1.4%	10	0.0%	0	0.0%	0	5.1%	9	1.3%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	3.0%	22	0.0%	0	0.0%	0	0.0%	0	17.1%	22
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	5.5%	41	5.5%	14	12.7%	23	0.0%	0	2.7%	4
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.1%	16	0.0%	0	0.0%	0	9.4%	16	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Colchester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	6
Felixstowe	2.8%	21	0.0%	0	11.5%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.1%	8	0.0%	0	4.4%	8	0.0%	0	0.0%	0
Lowestoft	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.7%	6	0.0%	0	1.4%	3	1.8%	3	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	5.1%	38	0.0%	0	0.0%	0	22.4%	38	0.0%	0
Sudbury	1.3%	10	0.0%	0	0.0%	0	0.0%	0	7.4%	10
Woodbridge	1.0%	8	0.0%	0	4.2%	8	0.0%	0	0.0%	0
Catalogue / Mail order	1.0%	7	0.9%	2	0.5%	1	2.4%	4	0.0%	0
Internet - Online - Amazon	4.8%	36	4.6%	12	5.1%	9	3.7%	6	6.3%	8
Internet - Online - Aol	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Internet - Online - Comet	0.6%	4	0.3%	1	0.5%	1	0.4%	1	1.3%	2
Internet - Online - Currys	0.4%	3	0.2%	1	1.2%	2	0.0%	0	0.0%	0
Internet - Online - Dell	0.2%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Internet - Online - Digital Direct	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Internet - Online - Eavesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.3%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Internet - Online - John Lewis	0.3%	2	0.3%	1	0.2%	0	0.6%	1	0.0%	0
Internet - Online - Misco.co.uk	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Internet - Online - Play.com	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.4%	3	0.0%	0	0.3%	1	0.3%	1	1.3%	2
Internet - Online - Various Retailers	8.2%	61	7.6%	20	8.3%	15	7.6%	13	10.3%	13
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Abroad	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Bacton	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Diss	0.7%	5	0.0%	0	0.7%	1	2.5%	4	0.0%	0
Other - Gislegham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Hadleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other - Harlesden	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Harwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	2	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Other - London	0.3%	2	0.3%	1	0.7%	1	0.0%	0	0.0%	0
Other - Manchester	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Diss	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.4%	1	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stanstead Airport	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Varies	2.4%	18	2.9%	8	2.3%	4	1.0%	2	3.4%	4
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		740		260		181		168		131
Sample:		756		293		235		159		69

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q19</i>										
Ipswich Town Centre	21.7%	191	40.5%	122	6.3%	14	9.3%	17	21.3%	38
Ipswich - Anglia Retail Park	3.5%	31	5.5%	17	0.9%	2	5.9%	11	0.9%	2
Ipswich - Anglia Retail Park - Comet	4.9%	43	7.1%	21	0.7%	2	9.3%	17	1.7%	3
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.7%	15	4.1%	12	0.5%	1	0.0%	0	0.9%	2
Ipswich - Euro Retail Park - Hughes	1.3%	12	2.8%	8	0.4%	1	0.3%	1	1.1%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.6%	14	1.7%	5	0.9%	2	0.3%	1	3.6%	6
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.5%	39	8.0%	24	1.1%	2	2.6%	5	4.6%	8
Copdock - Copdock Retail Park - Currys	2.7%	24	3.4%	10	3.5%	8	0.6%	1	2.9%	5
Martlesham Heath - Beardmore Retail Park	2.8%	25	1.3%	4	9.8%	21	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	1.9%	17	0.0%	0	0.0%	0	0.0%	0	9.6%	17
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	6.6%	58	6.9%	21	17.5%	37	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.5%	4	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.4%	30	0.0%	0	0.0%	0	16.2%	30	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	2.3%	20	0.0%	0	0.0%	0	0.0%	0	11.1%	20
Felixstowe	6.5%	57	0.4%	1	25.9%	56	0.3%	1	0.0%	0
Framlingham	0.9%	8	0.0%	0	3.5%	8	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	1.6%	14	0.0%	0	6.5%	14	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Norwich	0.6%	6	0.9%	3	1.1%	2	0.4%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	7.6%	66	0.0%	0	0.2%	0	35.9%	66	0.0%	0
Sudbury	2.0%	17	0.0%	0	0.0%	0	0.0%	0	9.7%	17
Woodbridge	1.5%	13	0.2%	1	5.7%	12	0.0%	0	0.0%	0
Catalogue / Mail order	0.6%	5	1.1%	3	0.0%	0	0.8%	2	0.0%	0
Internet - Online - Amazon	0.9%	8	0.5%	2	1.3%	3	1.0%	2	1.0%	2
Internet - Online - Argos	0.4%	3	0.0%	0	0.0%	0	0.7%	1	1.0%	2
Internet - Online - Asda	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Comet	0.3%	3	0.3%	1	0.0%	0	0.0%	0	1.0%	2
Internet - Online - Currys	0.2%	2	0.0%	0	0.2%	0	0.0%	0	0.9%	2
Internet - Online - Go	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Compare										
Internet - Online - John Lewis	0.5%	4	0.0%	0	0.4%	1	0.0%	0	1.9%	3
Internet - Online - Littlewoods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Play.com	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Tesco	0.3%	3	0.0%	0	0.4%	1	0.0%	0	1.0%	2
Internet - Online - Various Retailers	2.1%	18	2.6%	8	2.5%	5	2.9%	5	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Diss	0.9%	8	0.0%	0	0.5%	1	3.8%	7	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - Hadleigh	1.5%	13	0.0%	0	0.0%	0	0.0%	0	7.6%	13
Other - High Woods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.2%	20	3.6%	11	1.0%	2	0.0%	0	3.7%	7
Other - Kesgrave	0.5%	4	0.9%	3	0.7%	2	0.0%	0	0.0%	0
Other - London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.7%	6	2.0%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.6%	6	1.7%	5	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Warwick Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.8%	25	2.2%	7	1.9%	4	4.2%	8	3.4%	6
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		878		301		214		184		178
Sample:		878		335		278		176		89

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
<b>Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q20</i>										
Ipswich Town Centre	14.1%	118	23.6%	67	9.3%	19	11.1%	21	6.7%	11
Ipswich - Anglia Retail Park	4.6%	38	6.7%	19	0.5%	1	7.3%	14	2.8%	5
Ipswich - Anglia Retail Park - Comet	11.3%	95	16.4%	47	4.8%	10	17.9%	33	2.8%	5
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Ipswich - Euro Retail Park	3.5%	29	7.8%	22	3.3%	7	0.3%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.1%	26	4.2%	12	2.3%	5	1.5%	3	3.9%	7
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.4%	3	0.6%	2	0.0%	0	0.0%	0	0.9%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.6%	22	2.3%	7	0.6%	1	2.2%	4	6.0%	10
Copdock - Copdock Retail Park - Currys	8.5%	71	10.8%	31	7.9%	16	3.4%	6	10.8%	18
Martlesham Heath - Beardmore Retail Park	4.1%	35	3.7%	11	11.9%	24	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.6%	5	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.8%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	1.9%	16	0.0%	0	0.0%	0	0.0%	0	9.4%	16
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	7.3%	61	9.8%	28	15.2%	31	1.3%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.6%	21	0.0%	0	0.0%	0	10.6%	20	1.0%	2
Cambridge	0.6%	5	0.0%	0	0.0%	0	2.2%	4	0.6%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	1.9%	16	0.3%	1	0.0%	0	0.0%	0	9.3%	15
Felixstowe	2.5%	21	0.0%	0	10.6%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.8%	7	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Lowestoft	0.4%	4	0.0%	0	1.7%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.8%	7	0.9%	3	1.8%	4	0.4%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	4.6%	39	0.0%	0	0.0%	0	20.9%	39	0.0%	0
Sudbury	1.0%	9	0.0%	0	0.0%	0	0.0%	0	5.2%	9
Woodbridge	0.8%	7	0.0%	0	3.3%	7	0.0%	0	0.0%	0
Catalogue / Mail order	1.6%	13	0.3%	1	2.9%	6	0.4%	1	3.4%	6
Internet - Online - Amazon	0.9%	7	0.6%	2	1.1%	2	0.0%	0	2.0%	3
Internet - Online - Argos	0.3%	2	0.0%	0	0.3%	1	0.0%	0	1.0%	2
Internet - Online - Comet	0.6%	5	0.0%	0	0.6%	1	1.1%	2	1.0%	2
Internet - Online - Co-op	0.2%	1	0.0%	0	0.2%	0	0.6%	1	0.0%	0
Internet - Online - Currys	1.1%	9	1.4%	4	1.2%	2	0.6%	1	0.9%	2
Internet - Online - Go	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Compare										
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - John Lewis	1.2%	10	0.3%	1	0.8%	2	1.6%	3	3.0%	5
Internet - Online - Sevendaysshop	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.4%	1	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Various Retailers	5.7%	48	5.0%	14	6.6%	13	4.3%	8	7.6%	13
Other - Bacton	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other - Diss	0.9%	7	0.0%	0	0.7%	1	3.1%	6	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other - Finningham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Hadleigh	1.4%	11	0.0%	0	0.0%	0	0.0%	0	6.9%	11
Other - London	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.6%	5	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.8%	23	2.1%	6	3.7%	7	1.8%	3	4.0%	7
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	839		286		202		186		165	
Sample:	826		314		259		172		81	

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q21</i>										
Ipswich Town Centre	32.1%	303	64.9%	213	9.1%	20	12.9%	26	23.2%	44
Ipswich - Anglia Retail Park	1.0%	9	1.1%	4	0.0%	0	2.8%	6	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.0%	19	2.9%	10	0.0%	0	0.8%	2	4.0%	8
Martlesham Heath - Beardmore Retail Park	1.2%	12	0.5%	2	4.5%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	3.1%	29	4.3%	14	6.2%	14	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.6%	6	0.0%	0	2.7%	6	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.9%	27	0.0%	0	0.0%	0	13.3%	27	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.3%	31	0.0%	0	0.0%	0	0.0%	0	16.5%	31
Felixstowe	6.5%	62	0.3%	1	27.1%	61	0.0%	0	0.0%	0
Framlingham	1.1%	10	0.0%	0	4.7%	10	0.0%	0	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Leiston	1.7%	16	0.0%	0	7.4%	16	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.3%	1	1.0%	2	0.0%	0	0.0%	0
Manningtree	1.8%	17	0.0%	0	0.0%	0	0.0%	0	9.1%	17
Norwich	0.4%	4	0.2%	1	0.5%	1	0.9%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.5%	89	0.0%	0	0.2%	0	43.4%	89	0.0%	0
Sudbury	3.7%	35	0.0%	0	0.0%	0	0.9%	2	17.5%	33
Woodbridge	5.3%	50	1.0%	3	20.3%	45	0.5%	1	0.0%	0
Catalogue / Mail order	1.6%	15	1.9%	6	1.9%	4	0.7%	1	1.5%	3
Internet - Online - Amivo	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Asda	0.1%	1	0.3%	1	0.2%	0	0.0%	0	0.0%	0
Internet - Online - Avon	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Boots	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Natural Skin Care Company	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Qvc	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Debenham	0.7%	6	0.0%	0	0.0%	0	2.3%	5	0.8%	1

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Dedham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	8
Other - Diss	1.2%	12	0.0%	0	1.4%	3	4.1%	8	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - East Bergholt	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - Eye	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other - Hadleigh	1.8%	17	0.3%	1	0.0%	0	0.0%	0	8.8%	17
Other - Holbrook	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.6%	25	4.4%	14	1.7%	4	0.0%	0	3.5%	7
Other - Kesgrave	1.0%	10	2.9%	10	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Martlesham	0.4%	4	0.3%	1	1.3%	3	0.0%	0	0.0%	0
Other - Needham Market	0.8%	8	0.0%	0	0.0%	0	3.9%	8	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.9%	9	0.0%	0	3.8%	9	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.6%	5	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.6%	5	1.6%	5	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.7%	2	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.0%	10	1.6%	5	1.7%	4	0.3%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Wycombe	1.0%	9	0.0%	0	0.0%	0	4.4%	9	0.0%	0
Other - Wycombe Market	0.5%	5	0.5%	2	1.3%	3	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		945		328		224		205		189

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

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	<b>Total</b>	<b>Inner Catchment Area (ICA)</b>	<b>Eastern Catchment Area (ECA)</b>	<b>Northern Catchment Area (NCA)</b>	<b>Southern Catchment Area (SCA)</b>
Sample:	939	366	289	189	95

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q22 Where do you do most of your household's shopping for games &amp; toys, hobby items; sport and camping goods; and musical instruments?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q22</i>										
Ipswich Town Centre	34.2%	201	51.9%	106	28.4%	41	22.5%	28	22.6%	27
Ipswich - Anglia Retail Park	0.7%	4	0.4%	1	0.0%	0	1.1%	1	1.7%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.7%	4	1.2%	3	0.5%	1	0.8%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	2.9%	17	5.4%	11	2.0%	3	0.8%	1	1.7%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.9%	5	1.2%	2	0.4%	1	0.0%	0	1.7%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.5%	9	2.8%	6	1.2%	2	0.0%	0	0.9%	1
Copdock - Copdock Retail Park - Toys R Us	9.3%	55	13.9%	28	5.0%	7	10.0%	12	5.6%	7
Martlesham Heath - Beardmore Retail Park	0.6%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.6%	4	0.8%	2	1.3%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.4%	20	0.0%	0	0.4%	1	13.7%	17	2.3%	3
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Colchester	5.8%	34	0.5%	1	1.4%	2	0.0%	0	26.0%	31
Felixstowe	2.7%	16	0.7%	1	9.6%	14	0.5%	1	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Halesworth	0.5%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Lowestoft	0.5%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Manningtree	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Norwich	1.1%	6	1.2%	2	1.7%	2	1.2%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.9%	29	0.4%	1	0.3%	0	22.9%	28	0.0%	0
Sudbury	2.0%	12	0.0%	0	0.0%	0	1.1%	1	8.7%	10
Woodbridge	1.6%	9	0.0%	0	6.6%	9	0.0%	0	0.0%	0
Catalogue / Mail order	0.6%	4	0.4%	1	0.6%	1	1.4%	2	0.0%	0
Internet - Online - Amazon	8.1%	47	6.1%	12	11.5%	16	9.1%	11	6.2%	7
Internet - Online - Argos	0.4%	2	0.0%	0	0.0%	0	0.5%	1	1.3%	2
Internet - Online - Early Learning Centre	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Internet - Online - Ebay	0.6%	4	0.3%	1	1.1%	2	1.3%	2	0.0%	0
Internet - Online - JJB	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Play.com	0.3%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0
Internet - Online - Various	5.5%	33	5.0%	10	7.3%	11	4.4%	5	5.4%	6

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Retailers										
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Abroad	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bournebridge	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.3%	8	0.5%	1	0.0%	0	0.0%	0	5.9%	7
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.9%	5	0.7%	1	1.6%	2	0.0%	0	1.3%	2
Other - Kesgrave	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - London	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Other - Varies	2.3%	14	2.1%	4	1.0%	2	3.7%	4	2.8%	3
Other - Worsted	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Wycombe	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		589		204		143		123		119
Sample:		572		219		177		119		57

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q23 Where do you do most of your household's shopping for pets &amp; pet related products?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q23</i>										
Ipswich Town Centre	18.2%	91	34.0%	54	7.4%	9	7.9%	9	17.4%	19
Ipswich - Anglia Retail Park	1.4%	7	2.6%	4	0.0%	0	2.5%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	10.9%	54	20.9%	33	0.8%	1	7.7%	9	10.8%	12
Ipswich - Suffolk Retail Park Ipswich Smaller (District/Local) Centre	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.8%	14	4.0%	6	0.0%	0	3.5%	4	3.3%	4
Martlesham Heath - Beardmore Retail Park	3.1%	16	1.5%	2	11.0%	13	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	1.5%	8	0.0%	0	0.0%	0	0.0%	0	7.1%	8
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.7%	43	10.5%	17	20.8%	25	1.7%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	1.6%	8	0.0%	0	0.0%	0	2.6%	3	4.8%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.5%	12	0.0%	0	0.0%	0	11.1%	12	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.4%	17	0.0%	0	0.0%	0	0.0%	0	15.7%	17
Felixstowe	4.8%	24	1.0%	2	18.9%	22	0.0%	0	0.0%	0
Framlingham	1.5%	7	0.0%	0	6.2%	7	0.0%	0	0.0%	0
Halesworth	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Leiston	1.3%	6	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Lowestoft	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.0%	45	0.0%	0	0.3%	0	39.6%	44	0.0%	0
Sudbury	4.3%	21	0.0%	0	0.0%	0	1.6%	2	17.9%	19
Woodbridge	1.8%	9	1.1%	2	5.2%	6	0.9%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet - Online - Asda	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Internet - Online - Petdispensery.co.uk	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.7%	4	1.2%	2	0.3%	0	1.2%	1	0.0%	0
Other - Brandon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Other - Capel St.Mary	0.8%	4	0.5%	1	0.0%	0	0.0%	0	2.9%	3
Other - Catterwade	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Diss	1.2%	6	0.0%	0	1.0%	1	4.4%	5	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Elmswell	1.1%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Grange Farm Park, Felixstowe	0.6%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other - Hadleigh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Harwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Other - Highwoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Holbrook	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	3.1%	15	7.2%	11	2.1%	3	0.0%	0	1.4%	2
Other - Kesgrave	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Marlow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Martlesham	1.2%	6	1.2%	2	3.5%	4	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Needham Market	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Other - Norwich Road, Setford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Salisbury	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.1%	5	0.0%	0	4.5%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	1.2%	6	2.7%	4	0.0%	0	1.4%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.5%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Thurstone	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Varies	2.1%	10	1.2%	2	1.1%	1	0.9%	1	5.9%	6
Other - Westleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe Market	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	498		159		119		112		108	
Sample:	489		178		156		101		54	

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q24</i>										
Ipswich Town Centre	46.0%	333	73.3%	179	32.1%	57	31.8%	53	32.4%	44
Ipswich - Anglia Retail Park	0.4%	3	0.7%	2	0.0%	0	0.8%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.9%	6	1.4%	3	0.6%	1	0.0%	0	1.3%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.4%	3	0.3%	1	1.3%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.6%	26	0.3%	1	0.4%	1	15.0%	25	0.0%	0
Cambridge	0.5%	4	1.1%	3	0.0%	0	0.6%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.9%	28	0.0%	0	0.0%	0	0.0%	0	20.5%	28
Felixstowe	4.6%	33	0.2%	1	18.5%	33	0.0%	0	0.0%	0
Framlingham	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lowestoft	0.6%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.4%	10	1.1%	3	3.3%	6	1.3%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	5.1%	37	0.0%	0	0.5%	1	21.5%	36	0.0%	0
Sudbury	2.3%	17	0.0%	0	0.0%	0	1.1%	2	10.8%	15
Woodbridge	3.8%	28	0.8%	2	12.3%	22	1.2%	2	1.4%	2
Catalogue / Mail order	1.3%	9	1.0%	2	1.5%	3	1.4%	2	1.4%	2
Internet - Online - Amazon	10.9%	79	9.6%	23	9.3%	16	11.6%	19	14.3%	20
Internet - Online - Argos	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Buywatchonline.net	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.8%	6	0.8%	2	0.0%	0	2.4%	4	0.0%	0
Internet - Online - John Lewis	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Internet - Online - Play.com	0.9%	7	1.7%	4	0.6%	1	0.9%	2	0.0%	0

Weighted:

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Internet - Online - Tesco	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - The Book People	0.4%	3	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Internet - Online - Various Retailers	4.0%	29	2.1%	5	5.4%	10	5.0%	8	4.4%	6
Other - Abroad	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.1%	2
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Brantham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Diss	0.2%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Other - Harwich	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Other - Highwoods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.4%	3	0.0%	0	0.6%	1	0.0%	0	1.1%	2
Other - London	0.4%	3	0.3%	1	0.7%	1	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Varies	2.8%	20	3.3%	8	2.0%	3	2.5%	4	3.2%	4
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		724		244		177		166		137
Sample:		725		271		231		152		71

**Q25 When you do your household's non-food shopping, how do you usually travel?***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q25*

Car / van (as driver)	57.2%	541	42.5%	144	57.4%	124	69.6%	144	69.9%	129
Car / van (as passenger)	13.7%	130	11.0%	37	17.2%	37	15.8%	33	12.4%	23
Bus, minibus or coach	15.0%	142	26.6%	90	7.9%	17	9.8%	20	7.7%	14
Using park & ride facility	4.5%	42	1.4%	5	8.6%	19	3.6%	7	6.2%	11
Motorcycle, scooter or moped	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Walk	8.2%	77	16.1%	55	7.4%	16	0.7%	2	2.9%	5
Taxi	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.9%	2
Train	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.8%	2	0.0%	0	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:		946		338		215		207		185
Sample:		945		379		281		194		91

**Q26A How often do you and your family visit the following leisure attractions? Bingo***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26A*

Once a week	66.4%	32	57.5%	16	90.3%	8	59.8%	4	82.2%	5
Once a fortnight	6.8%	3	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Once a month	10.0%	5	13.9%	4	0.0%	0	0.0%	0	17.8%	1
Once every two months	11.3%	5	13.5%	4	0.0%	0	25.9%	2	0.0%	0
Once every six months	5.5%	3	3.2%	1	9.7%	1	14.3%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		28		8		7		6
Sample:		54		34		10		7		3

**Q26B How often do you and your family visit the following leisure attractions? Cinema***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26B*

Once a week	4.9%	23	8.9%	15	2.9%	3	1.9%	2	3.7%	3
Once a fortnight	7.3%	35	7.6%	13	8.1%	9	9.2%	10	3.8%	4
Once a month	28.5%	134	24.5%	40	21.9%	24	31.7%	33	39.6%	37
Once every two months	29.4%	139	29.8%	49	34.7%	38	32.0%	33	19.6%	18
Once every six months	19.7%	93	21.7%	36	22.8%	25	16.4%	17	16.4%	15
Once a year	10.2%	48	7.5%	12	9.7%	11	8.8%	9	16.9%	16
Weighted base:		472		164		110		104		94
Sample:		462		179		143		96		44

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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**Q26C How often do you and your family visit the following leisure attractions? Gym/ health club***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26C*

Once a week	79.1%	186	80.6%	73	72.7%	40	78.2%	36	85.0%	37
Once a fortnight	3.8%	9	3.3%	3	4.0%	2	8.0%	4	0.0%	0
Once a month	8.4%	20	10.5%	10	11.5%	6	8.2%	4	0.0%	0
Once every two months	4.1%	10	3.3%	3	7.5%	4	5.6%	3	0.0%	0
Once every six months	4.3%	10	2.3%	2	3.0%	2	0.0%	0	15.0%	6
Once a year	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:		236		91		55		46		43
Sample:		231		102		72		36		21

**Q26D How often do you and your family visit the following leisure attractions? Museum or place of historical interest***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26D*

Once a week	0.8%	3	1.1%	1	1.3%	1	0.7%	1	0.0%	0
Once a fortnight	1.9%	7	1.5%	2	1.6%	1	2.6%	2	2.3%	2
Once a month	11.5%	41	8.4%	11	12.9%	9	11.9%	10	15.7%	10
Once every two months	25.2%	89	30.5%	40	26.2%	18	18.7%	16	22.2%	15
Once every six months	36.5%	129	38.9%	51	30.1%	21	42.8%	37	29.8%	20
Once a year	24.1%	85	19.6%	26	28.0%	19	23.3%	20	30.1%	20
Weighted base:		355		132		69		88		66
Sample:		346		147		86		81		32

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

Once a week	5.6%	7	11.7%	5	0.0%	0	5.8%	1	0.0%	0
Once a fortnight	7.7%	9	11.4%	5	3.6%	1	6.1%	1	6.4%	2
Once a month	25.1%	29	32.1%	14	20.6%	5	11.3%	3	29.2%	8
Once every two months	24.7%	29	18.0%	8	38.9%	9	7.2%	2	38.8%	10
Once every six months	22.8%	27	12.5%	6	25.5%	6	51.7%	12	13.0%	3
Once a year	14.1%	16	14.3%	6	11.4%	3	17.9%	4	12.6%	3
Weighted base:		117		44		23		23		27
Sample:		111		53		28		19		11

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

Once a week	36.3%	168	38.5%	63	38.7%	46	28.8%	28	37.2%	31
Once a fortnight	18.4%	85	19.7%	32	15.9%	19	22.5%	22	14.8%	12
Once a month	28.2%	131	19.6%	32	26.3%	31	35.5%	35	39.3%	33
Once every two months	11.0%	51	17.9%	29	10.8%	13	7.0%	7	2.4%	2
Once every six months	3.8%	18	2.9%	5	6.6%	8	4.2%	4	1.2%	1
Once a year	2.3%	11	1.5%	2	1.7%	2	1.9%	2	5.1%	4
Weighted base:		462		163		118		98		83
Sample:		456		175		146		95		40

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

Once a week	15.2%	107	14.8%	37	19.4%	31	13.4%	21	12.9%	17
Once a fortnight	20.2%	143	19.1%	49	18.1%	29	28.0%	44	15.6%	21
Once a month	34.8%	246	32.1%	82	37.8%	60	29.6%	47	42.7%	57
Once every two months	18.6%	131	23.0%	58	17.1%	27	16.8%	27	14.0%	19
Once every six months	9.5%	67	9.0%	23	5.7%	9	11.8%	19	12.3%	17
Once a year	1.7%	12	2.1%	5	1.9%	3	0.3%	1	2.5%	3
Weighted base:		705		254		160		158		134
Sample:		699		281		206		146		66

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

Once a week	6.7%	13	7.3%	5	1.4%	1	1.3%	1	16.2%	7
Once a fortnight	0.8%	2	0.0%	0	2.3%	1	1.3%	1	0.0%	0
Once a month	8.9%	18	12.4%	8	5.2%	2	4.7%	2	11.3%	5
Once every two months	20.7%	41	11.5%	8	25.7%	12	28.2%	12	22.2%	10
Once every six months	34.6%	69	42.9%	28	34.7%	16	33.6%	14	23.2%	10
Once a year	28.3%	56	25.9%	17	30.7%	14	30.9%	13	27.0%	12
Weighted base:		199		66		46		42		45
Sample:		190		72		56		42		20

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q26I How often do you and your family visit the following leisure attractions? Theatre</b>										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26I</i>										
Once a week	0.9%	4	1.8%	3	1.2%	1	0.0%	0	0.0%	0
Once a fortnight	0.4%	2	0.4%	1	1.3%	1	0.0%	0	0.0%	0
Once a month	9.3%	39	7.9%	12	11.0%	10	8.4%	8	10.6%	10
Once every two months	29.1%	123	31.4%	46	32.8%	29	28.8%	28	22.3%	21
Once every six months	39.0%	165	36.8%	54	33.3%	29	40.9%	40	45.7%	42
Once a year	21.4%	91	21.7%	32	20.4%	18	21.8%	21	21.4%	20
Weighted base:		424		146		88		98		93
Sample:		420		167		114		91		48

**Q26J How often do you and your family visit the following leisure attractions? Other activity mentioned***Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26J*

Once a week	70.5%	82	70.9%	30	64.2%	17	73.7%	17	73.4%	19
Once a fortnight	16.6%	19	14.1%	6	16.5%	4	9.8%	2	26.6%	7
Once a month	9.6%	11	13.3%	6	7.3%	2	16.5%	4	0.0%	0
Once every two months	2.7%	3	1.7%	1	9.6%	2	0.0%	0	0.0%	0
Once every six months	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		116		42		26		23		26
Sample:		112		45		33		23		11

**Q27 Where did you or members of your household last go to play bingo?***Those who play bingo and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q27*

Mecca Bingo, Lloyds Avenue, Ipswich	28.7%	14	29.3%	8	18.5%	2	33.6%	2	34.4%	2
Gala Bingo, 3 Ranelagh Road, Ipswich	27.3%	14	41.1%	12	12.7%	1	10.6%	1	0.0%	0
Anglia Weekly Bingo, Penshurst Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo Hall, Ranelagh Road, Ipswich	2.7%	1	0.0%	0	0.0%	0	19.3%	1	0.0%	0
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.4%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0
Palace Bingo, Crescent Road, Felixstowe	13.3%	7	5.0%	1	48.9%	4	15.7%	1	0.0%	0
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Beacon Bingo, Battery Green, Lowestoft	1.7%	1	0.0%	0	9.9%	1	0.0%	0	0.0%	0
Other - British Legion, Bramford	8.4%	4	5.0%	1	0.0%	0	0.0%	0	47.8%	3
Other - Community Centre, Eye	1.5%	1	0.0%	0	0.0%	0	10.6%	1	0.0%	0
Other - Conservative Club, Clapgate Lane, Ipswich	1.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Fairfield Road, Aldburgh	1.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High School	2.1%	1	0.0%	0	0.0%	0	0.0%	0	17.8%	1
Other - Kirkby Street, Ipswich	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Labour Club, Landseer Road, Gainsborough	3.5%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Whitehouse Community Centre, Ipswich	3.1%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.7%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		29		8		7		6
Sample:		55		35		10		7		3

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q28 Where did you or members of your household last go to the cinema?</b>										
<i>Those who go to the cinema and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q28</i>										
Cineworld, Cardinal Park, Ipswich	65.7%	315	91.7%	152	44.9%	52	58.5%	61	53.5%	51
Film Theatre, Ipswich	0.5%	2	0.4%	1	0.0%	0	0.0%	0	1.6%	1
The Regal, Stowmarket	2.5%	12	0.0%	0	0.8%	1	10.8%	11	0.0%	0
The Palace, Felixstowe	3.1%	15	0.4%	1	12.2%	14	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	9.7%	46	6.4%	11	22.7%	26	4.2%	4	5.3%	5
Aldeburgh Cinema, Aldeburgh	1.4%	7	0.0%	0	5.9%	7	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	1.3%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	5.3%	25	0.0%	0	0.0%	0	0.0%	0	26.5%	25
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	2.1%	10	0.0%	0	8.8%	10	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	5.8%	28	0.0%	0	0.0%	0	21.9%	23	5.4%	5
Other - Camberly, Surrey	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Southampton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		480		165		116		104		95
Sample:		471		180		150		96		45

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q29 Where did you or members of your household last go to a gym / healthclub?</b>										
<i>Those who go to a gym / healthclub and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q29</i>										
Gym & Trim, Cardinal Park, Ipswich	2.4%	5	3.1%	3	1.7%	1	0.0%	0	4.5%	2
Fitness First, Russell Road, Ipswich	1.9%	4	3.0%	3	0.0%	0	0.0%	0	4.5%	2
Crown Pools, Crown Street, Ipswich	8.8%	19	19.4%	17	1.8%	1	3.0%	1	0.0%	0
YMCA (Ipswich), 38Westgate Street, Ipswich	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Sports Club, Henley Road, Ipswich	1.3%	3	2.1%	2	0.0%	0	2.2%	1	0.0%	0
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	1.8%	4	3.0%	3	0.0%	0	2.8%	1	0.0%	0
Copleston Centre, Copleston Road, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.2%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.1%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	2.2%	5	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Clarice House, Bramford Road, Bramford	7.0%	15	7.1%	6	0.0%	0	4.1%	2	20.5%	7
Martlesham Leisure, Gloster Road, Martlesham Heath	1.8%	4	2.9%	3	2.7%	1	0.0%	0	0.0%	0
Adrenaline Gym, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Ransomes Europark, Ipswich	5.5%	12	10.1%	9	2.2%	1	1.2%	1	4.5%	2
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	1.7%	4	1.8%	2	4.4%	2	0.0%	0	0.0%	0
Outside Ipswich	2.0%	4	1.7%	1	4.1%	2	1.6%	1	0.0%	0
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	1.4%	3	0.0%	0	0.0%	0	0.0%	0	9.0%	3
Other - Chantry High School, Stone Lodge Lane	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Cowdray Centre, Mason Rd, Colchester	1.6%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	3
Other - Deben Swimming Pool, Station Road, Woodbridge	7.2%	15	5.6%	5	19.6%	10	2.2%	1	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	7.1%	15	1.9%	2	24.5%	12	0.0%	0	4.5%	2
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	3.3%	7	1.2%	1	12.5%	6	0.0%	0	0.0%	0
Other - Formham Golf Club	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Framlingham College, Framlingham	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.9%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.5%	3	0.0%	0	0.0%	0	2.4%	1	5.9%	2
Other - Hospital Gym, Heath Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivory Street, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	2.7%	6	0.0%	0	0.0%	0	13.0%	6	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	4.8%	10	1.0%	1	1.7%	1	0.0%	0	24.8%	9
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	2.8%	6	0.0%	0	9.4%	5	0.0%	0	4.3%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	9.8%	21	0.0%	0	0.0%	0	46.8%	21	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	1.1%	2	0.7%	1	0.0%	0	4.0%	2	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.7%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CofE School, Victory Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	1.3%	3	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	2.4%	5	0.0%	0	4.9%	2	6.2%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.6%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Town Hall,	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Saxmundham					
Other - Village Hall, Waldringfield	0.3%	1	0.0%	0	1.5%
Other - Woolverstone Hall School, Woolverstone	0.7%	2	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%
Weighted base:	215		86	49	45
Sample:	213		96	64	34

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q30 Where did you or members of your household last go to a museum or place of historical interest?</b>										
<i>Those who go to museums or places of historical interest and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q30</i>										
Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	10.2%	30	17.9%	20	12.4%	7	2.4%	2	2.7%	1
Town Hall Galleries, Cornhill, Ipswich	0.6%	2	0.7%	1	0.0%	0	1.5%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	1.0%	3	1.0%	1	3.3%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	22.9%	68	37.8%	43	11.2%	6	16.1%	12	12.6%	7
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.6%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.4%	4	1.5%	2	1.7%	1	0.0%	0	2.8%	2
Museum of East Anglian Life, Crowe Street, Stowmarket	3.5%	10	0.0%	0	1.6%	1	10.8%	8	2.8%	2
Orford Castle, Aldeburgh	0.7%	2	0.5%	1	2.8%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	2.2%	6	0.0%	0	1.5%	1	5.6%	4	2.8%	2
The Guildhall, Lavenham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Norwich Castle Museum and Gallery, Norwich	2.6%	8	0.8%	1	4.8%	3	5.8%	4	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	0.8%	2	0.8%	1	2.5%	1	0.0%	0	0.0%	0
Other - Alnwick Castle, Northumberland	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other - Bristol	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cambridge	1.2%	4	1.4%	2	0.0%	0	2.7%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	2.1%	6	0.0%	0	0.0%	0	4.8%	3	4.9%	3
Other - Cornwall	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Derbyshire	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Dorset	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - FitzWilliam Museum, Cambridge	2.4%	7	2.4%	3	0.0%	0	3.3%	2	3.5%	2
Other - Gainsbrough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Hampshire	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Horingar	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Iron Bridge	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Kent	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Liverpool	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	30.1%	90	22.6%	26	43.7%	24	27.4%	20	35.7%	20
Other - Longmelford Hall, Longmelford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Lyme Park, Cheshire	0.9%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Manchester	1.2%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - Norwich Castle	1.0%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Other - Orkney	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Other - Preston Tower, Preston	1.2%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Other - Rochester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Scotland	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Warwick	1.2%	4	0.7%	1	0.0%	0	0.0%	0	4.9%	3
Other - York	0.7%	2	0.0%	0	1.2%	1	0.7%	1	1.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		298		114		55		73		56
Sample:		294		126		72		66		30

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q31 Where did you or members of your household last go to a nightclub or musical venue?</b>										
<i>Those who go to nightclubs or musical venues and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q31</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.5%	3	3.8%	2	0.0%	0	5.5%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	8.0%	9	11.0%	5	11.8%	2	6.8%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	12.2%	13	21.5%	9	18.2%	4	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	5.4%	6	7.7%	3	11.8%	2	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	9.4%	10	9.3%	4	11.2%	2	19.0%	4	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.4%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	1.7%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.6%	2	2.3%	1	3.5%	1	0.0%	0	0.0%	0
Other - Birmingham	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	2.0%	2	0.0%	0	0.0%	0	11.2%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	0.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	9.2%	10	3.2%	1	0.0%	0	0.0%	0	36.0%	8
Other - Electric Palace, Harwich	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Other - Felixstowe	2.4%	3	3.2%	1	5.9%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Other - Hennan Park, Suffolk	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Horrom	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Ipswich	4.8%	5	10.5%	5	0.0%	0	2.8%	1	0.0%	0
Other - Levenham Church, Sudbury	2.3%	2	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Other - London	4.9%	5	1.8%	1	0.0%	0	17.5%	3	4.3%	1
Other - Manor Ballroom, Ipswich	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Martlesham	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	6.8%	7	0.0%	0	0.0%	0	0.0%	0	31.0%	7
Other - Newmarket	1.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Other - Norwich	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - O2 Arena London	3.7%	4	1.4%	1	6.9%	1	10.0%	2	0.0%	0
Other - Snape	2.3%	2	0.0%	0	11.5%	2	0.0%	0	0.0%	0
Other - Southend	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	0.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Stretford	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Sudbury	1.6%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Other - Suffolk	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	1.2%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Other - Thurswood	0.7%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Other - Trinity Park, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	1.4%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		107		43		21		19		24
Sample:		103		51		27		16		9

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q32 Where did you or members of your household last go to a pub/bar?</b>										
<i>Those who go to pubs or bars and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q32</i>										
Cardinal Park, Ipswich	2.7%	12	2.1%	3	1.9%	2	0.0%	0	8.2%	6
Ipswich Town Centre, Including St Nicholas Street, Ipswich	22.8%	99	48.8%	76	5.5%	6	13.4%	12	6.4%	5
Ipswich Waterfront, Ipswich	3.1%	14	5.8%	9	0.0%	0	4.1%	4	1.3%	1
Isaacs, Ipswich	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
The Dove, Ipswich	2.4%	10	6.6%	10	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Aldringham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Bacton	0.6%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Other - Barham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Bedford	0.3%	1	0.6%	1	0.3%	0	0.0%	0	0.0%	0
Other - Blaxhall	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Bramford	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.3%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0
Other - Brantham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Brickham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Bury St.Edmunds	1.8%	8	0.7%	1	0.0%	0	7.7%	7	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.4%	2	0.0%	0	0.6%	1	1.1%	1	0.0%	0
Other - Claydon	0.6%	2	0.5%	1	1.1%	1	0.6%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	3.7%	16	0.0%	0	0.0%	0	0.0%	0	20.4%	16
Other - Cotton	0.6%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Other - Cretingham	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Debenham	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Eastbridge	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eye	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Felixstowe	7.8%	34	0.9%	1	29.0%	33	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Framlingham	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Gainsbrough	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Great Briscip	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Groton	0.7%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Other - Grundisburgh	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	4
Other - Halesworth	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Harkstead	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Harrogate	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Other - Ingham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Ipswich	0.7%	3	1.1%	2	0.5%	1	0.6%	1	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ipswich East	0.5%	2	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	4	1.0%	2	0.7%	1	0.0%	0	1.9%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	1.3%	6	0.0%	0	0.0%	0	0.0%	0	7.2%	6
Other - Laxfield	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Leiston	0.6%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Levington	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - London	0.3%	1	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Other - Martlesham	2.4%	10	5.2%	8	1.4%	2	0.7%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Melton	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Nacton	0.4%	2	0.4%	1	1.1%	1	0.0%	0	0.0%	0
Other - Needham Market	0.8%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Other - Newbourne	0.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Norwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Pettistree	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Rankford	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.5%	2	0.0%	0	0.0%	0	0.7%	1	1.9%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Sibton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Southwold	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stonham Aspal	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Stowmarket	5.0%	22	0.0%	0	0.0%	0	24.5%	22	0.0%	0
Other - Stratford St.Mary	0.9%	4	0.5%	1	0.0%	0	0.0%	0	3.8%	3
Other - Stutton	0.5%	2	0.5%	1	0.0%	0	0.0%	0	2.0%	2
Other - Sudbury	1.6%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7
Other - Tacket Street, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.5%	1	0.7%	1	0.0%	0	2.0%	2
Other - The Angel, Debenham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.3%	6	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Thornham	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Thurston	0.8%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.3%	1	0.4%	1	0.6%	1	0.0%	0	0.0%	0
Other - Waveney	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - West Mersea	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Other - Woodbridge	8.0%	35	7.6%	12	17.1%	19	1.2%	1	3.1%	2
Other - Woolpit	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Wycombe Market	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Yoxford	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Weighted base:		434		156		112		88		78
Sample:		425		166		139		83		37

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q33 Where did you or members of your household last go to a restaurant?</b>										
<i>Those who go to restaurants and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q33</i>										
Cardinal Park, Ipswich	6.2%	42	8.8%	22	3.9%	6	4.5%	7	6.0%	7
Ipswich Town Centre, including St Nicholas Street, Ipswich	24.0%	162	47.9%	118	4.2%	7	14.0%	21	12.9%	16
Ipswich Waterfront, Ipswich	6.0%	41	9.4%	23	4.0%	6	5.4%	8	2.6%	3
Bury St Edmunds	5.6%	38	0.0%	0	1.0%	2	21.1%	32	3.7%	4
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	3.5%	24	0.7%	2	0.0%	0	0.0%	0	18.2%	22
Diss	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Felixstowe	8.9%	60	4.8%	12	29.4%	46	1.7%	3	0.0%	0
Norwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.3%	16	0.0%	0	0.4%	1	10.0%	15	0.0%	0
Sudbury	1.3%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	9
Woodbridge	7.3%	49	6.9%	17	18.3%	28	1.2%	2	1.6%	2
Other - Aldeburgh	0.8%	5	0.3%	1	3.0%	5	0.0%	0	0.0%	0
Other - Ardleigh	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Other - Arundel Way, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Bacton	0.2%	2	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Other - Badingham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Other - Claydon	1.0%	7	0.3%	1	0.0%	0	3.9%	6	0.0%	0
Other - Copdock	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Cotton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other - Dedham	1.5%	10	0.3%	1	1.0%	2	0.0%	0	6.3%	8
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Dunston	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Famlingham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Foxhall	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Framlingham	0.8%	6	0.2%	1	2.7%	4	0.5%	1	0.0%	0
Other - Great Bricett	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Grundisburgh	0.3%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Other - Hadleigh	1.6%	11	1.1%	3	0.0%	0	0.4%	1	6.3%	8
Other - Halesworth	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Harkstead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Haughley	0.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Other - Hintlesham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	8	2.0%	5	0.8%	1	0.0%	0	1.2%	1
Other - Kessingland	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Kettleborough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Lavenham	0.7%	5	0.0%	0	0.0%	0	3.1%	5	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Leiston	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.2%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - London	2.0%	14	1.0%	2	1.9%	3	2.3%	3	4.1%	5
Other - Long Melford	1.1%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Manchester	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Marlow	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.5%	3	0.7%	2	0.7%	1	0.4%	1	0.0%	0
Other - Martlesham Heath	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Maybush	0.5%	3	0.0%	0	0.5%	1	0.4%	1	1.4%	2
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other - Mistly, Essex	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Museum Street, Ipswich	0.2%	1	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nacton	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Needham Market	1.2%	8	0.0%	0	0.0%	0	5.2%	8	0.0%	0
Other - Newbourne	0.6%	4	0.2%	1	1.5%	2	0.9%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Norton	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Nottingham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Patterswick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Pettistree	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Ravenswood, Ipswich	0.5%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Shotley Gate	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Sibton	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	5	0.0%	0	2.4%	4	0.6%	1	0.0%	0
Other - Sproughton	0.5%	3	0.3%	1	0.0%	0	1.6%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.3%	2
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Thurston	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Tuttenham	1.0%	7	1.1%	3	1.2%	2	1.6%	2	0.0%	0
Other - Waldringfield	0.8%	5	0.8%	2	0.8%	1	1.4%	2	0.0%	0
Other - Warwick	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Other - Westerfield	0.7%	4	1.5%	4	0.4%	1	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	675		247		155		151		121	
Sample:	670		271		198		141		60	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q34 Where did you or members of your household last go tenpin bowling?</b>										
<i>Those who go tenpin bowling and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q34</i>										
Solar Bowl, Sroughton Rd, Ipswich	41.5%	80	55.3%	36	9.4%	4	76.2%	31	20.6%	9
Kingpin, Gloster Road, Martlesham Heath, Ipswich	36.3%	70	36.8%	24	88.8%	40	7.8%	3	6.2%	3
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	12.5%	24	2.8%	2	0.0%	0	0.0%	0	54.0%	22
Bury Bowl, Eastgate Street, Bury St Edmunds	4.1%	8	0.0%	0	0.0%	0	0.0%	0	19.2%	8
Mega Bowl, Pilsworth, Bury St Edmunds	1.6%	3	1.4%	1	0.0%	0	5.0%	2	0.0%	0
Other - Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham Heath	0.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	1.3%	2	1.6%	1	1.8%	1	1.3%	1	0.0%	0
Other - Norwich	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Thetford	0.7%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Winchester	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		193		65		46		41		41
Sample:		186		72		54		42		18

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q35 Where did you or members of your household last go to the theatre?</b>										
<i>Those who go to the theatre and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q35</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	16.0%	66	18.4%	26	10.6%	9	21.8%	20	11.6%	11
The New Wolsey Theatre, Civic Drive, Ipswich	27.4%	113	46.5%	65	16.4%	14	25.2%	23	11.1%	10
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.1%	9	2.4%	3	1.8%	2	1.2%	1	2.8%	3
Sea Pavilion, Felixstowe, Felixstowe	4.0%	17	2.4%	3	11.8%	10	2.9%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
The Quay Theatre, Sudbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Mercury Theatre, Colchester	6.6%	27	0.0%	0	0.9%	1	0.0%	0	28.9%	27
The Theatre Royal, Bury St Edmunds	3.3%	14	0.8%	1	1.9%	2	10.2%	9	1.6%	1
Theatre Royal, Norwich	1.5%	6	0.4%	1	2.4%	2	3.6%	3	0.0%	0
Seckford Theatre, Woodbridge	2.5%	10	0.5%	1	8.7%	8	2.0%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	3.6%	15	6.3%	9	2.4%	2	2.7%	3	1.7%	2
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	25.5%	105	15.8%	22	29.8%	26	24.7%	23	36.8%	34
Other - Aldeburgh	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Colchester	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.9%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Other - Odeon, Ipswich	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.9%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.6%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Woodbridge Theatre	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		412		140		88		92		92
Sample:		409		159		115		88		47

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q36 Where did you or members of your household undertake the activity mentioned?</b>										
<i>Those who undertake any other activity and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q36</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	15.5%	18	25.8%	9	11.5%	3	7.8%	2	12.5%	3
Ipswich Waterfront	1.4%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.9%	2	2.5%	1	4.3%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	8.5%	10	6.4%	2	25.2%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	5	0.0%	0	0.0%	0	22.0%	5	0.0%	0
Sudbury	1.8%	2	0.0%	0	1.2%	0	0.0%	0	6.4%	2
Woodbridge	8.0%	9	11.9%	4	16.9%	5	0.0%	0	0.0%	0
Other - Alton	2.3%	3	0.0%	0	2.2%	1	0.0%	0	7.3%	2
Other - Barham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Barking	1.2%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Other - Blaxhall	0.3%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Bramford	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Claydon	1.2%	1	2.2%	1	0.0%	0	2.5%	1	0.0%	0
Other - Crowfield	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Darsham	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Denton	0.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other - East Bergholt	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Easton	0.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Other - Elmswell	1.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Other - Eye	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Other - Finn Valley	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.8%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Other - Haughton	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	1.6%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	1.3%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Other - London	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Nayland	6.5%	7	0.0%	0	0.0%	0	0.0%	0	27.0%	7
Other - Needham Market	1.2%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Other - Newbourne	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	1.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	1.4%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Other - Rushmere	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Stoke by Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Stratford St.Mary	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Sudbourne	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Suffolk Yacht	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Harbour, Levington									
Other - Thorpeness	1.3%	1	0.0%	0	5.0%	1	0.0%	0	0.0%
Other - Witnesham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%
Other - Woodbridge	3.1%	4	0.0%	0	0.0%	0	0.0%	0	13.1%
Other - Woodgreen	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%
Other - Wrendlesham Forest	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%
Other - Wycombe Market	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%
Other - Yoxford	1.1%	1	0.0%	0	4.4%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		113		35		29		22	
Sample:		111		41		36		22	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?</b>										
Better disabled access	0.6%	6	0.4%	2	0.0%	0	2.2%	5	0.0%	0
Better public transport	1.3%	13	2.7%	10	0.5%	1	0.3%	1	0.8%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.4%	9	1.6%	4	0.9%	2	2.5%	5
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.7%	4	0.0%	0
Better value for money / lower prices	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	1.0%	4	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.9%	39	5.1%	18	3.4%	8	3.0%	6	3.1%	6
Department Store	7.6%	76	10.3%	37	7.6%	18	4.2%	9	6.8%	13
Fewer traffic free pedestrian streets	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Improved public transport	0.7%	7	1.1%	4	0.5%	1	0.5%	1	0.5%	1
More frequent or different routes	0.4%	4	0.5%	2	1.0%	2	0.0%	0	0.0%	0
Cheaper public transport	0.6%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.4%	1	0.9%	2	0.0%	0	0.8%	2
Cheaper park & ride facilities	0.9%	9	0.4%	2	1.3%	3	0.8%	2	1.2%	2
Larger shops	1.7%	17	2.7%	10	2.5%	6	0.0%	0	0.9%	2
New shopping centre	0.7%	7	0.8%	3	0.9%	2	1.0%	2	0.0%	0
Large food superstore	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.7%	17	1.8%	7	0.7%	2	2.5%	5	1.8%	4
More / better higher quality shop offer	8.4%	84	12.7%	45	6.5%	15	6.0%	13	5.8%	11
Shops and services open later in the evening	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	12.9%	129	12.3%	44	16.9%	39	13.6%	29	8.7%	17
More / better car parking	13.5%	135	14.1%	50	14.1%	33	18.5%	39	6.4%	13
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	3.8%	38	5.0%	18	2.4%	6	2.4%	5	4.8%	9
More smaller independent & specialist shops	8.6%	86	14.2%	51	3.3%	8	6.1%	13	7.4%	15
More traffic free pedestrianised streets	0.3%	3	0.4%	2	0.2%	1	0.6%	1	0.0%	0
More/better cafes	0.3%	3	0.4%	1	0.0%	0	0.8%	2	0.0%	0
More/better cultural facilities	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.3%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.6%	6	0.9%	3	0.3%	1	0.7%	1	0.5%	1
More/ better range of multiple retailers	5.8%	58	10.8%	39	3.1%	7	3.8%	8	1.8%	4
Nothing	44.3%	443	27.9%	99	50.3%	117	48.9%	105	61.9%	122
Do not visit Ipswich for leisure activities	1.4%	14	0.5%	2	2.1%	5	3.4%	7	0.0%	0
Better shopping environment - more public toilets	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.6%	2	0.6%	1	2.7%	6	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.3%	3	0.5%	2	0.7%	2	0.0%	0	0.0%	0
Better provision for the elderly	0.5%	5	0.7%	3	0.0%	0	0.0%	0	1.0%	2
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.2%	4	0.5%	1	0.5%	1	1.2%	2
More public toilets	0.3%	3	0.5%	2	0.2%	0	0.3%	1	0.0%	0
Relocate the market	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.8%	2
Other	3.2%	32	3.3%	12	3.0%	7	3.1%	7	3.3%	6
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>GEN Gender of respondent</b>										
Male	28.4%	284	33.0%	117	24.1%	56	24.2%	52	29.7%	59
Female	71.6%	716	67.0%	239	75.9%	176	75.8%	162	70.3%	139
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

**AGE Can I just ask, how old are you?**

18-24	1.1%	11	1.4%	5	1.2%	3	1.4%	3	0.0%	0
25-34	2.8%	28	3.6%	13	1.8%	4	1.2%	3	4.3%	8
35-44	15.1%	151	17.9%	64	14.9%	35	18.7%	40	6.1%	12
45-54	25.4%	254	22.3%	79	25.6%	59	28.4%	61	27.4%	54
55-64	18.9%	189	16.1%	57	18.7%	44	20.0%	43	22.6%	45
65+	36.1%	361	37.6%	134	37.3%	87	29.8%	64	39.1%	77
(Refused)	0.7%	7	1.0%	3	0.5%	1	0.5%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

**SEG Social Grading**

A	4.8%	48	3.0%	11	5.1%	12	4.6%	10	7.7%	15
B	21.2%	212	23.5%	84	20.6%	48	18.2%	39	21.1%	42
C1	21.0%	210	21.6%	77	19.0%	44	23.2%	50	19.9%	39
C2	23.3%	233	24.5%	87	24.6%	57	24.8%	53	18.2%	36
D	5.9%	59	6.1%	22	5.9%	14	3.8%	8	7.8%	15
E	16.6%	166	14.7%	52	16.9%	39	17.3%	37	18.7%	37
(Refused)	7.2%	72	6.5%	23	7.9%	18	8.1%	17	6.5%	13
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

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

Ipswich	19.7%	189	36.7%	127	9.4%	20	10.8%	22	10.1%	19
Aldeburgh	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.4%	13	0.2%	1	0.0%	0	4.3%	9	1.8%	3
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.5%	24	0.2%	1	0.0%	0	0.5%	1	11.9%	23
Felixstowe	3.4%	33	1.1%	4	12.6%	27	0.7%	1	0.0%	0
Framlingham	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Lowestoft	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.2%	11	1.5%	5	2.1%	5	0.8%	2	0.0%	0
Norwich	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	2.2%	21	0.2%	1	0.0%	0	9.9%	20	0.0%	0
Sudbury	0.8%	7	0.3%	1	0.0%	0	1.4%	3	1.8%	3
Woodbridge	1.2%	11	0.7%	3	4.1%	9	0.0%	0	0.0%	0
Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
London	0.5%	5	0.5%	2	0.2%	0	1.2%	2	0.0%	0
Needham Market	0.9%	8	0.5%	2	0.0%	0	2.3%	5	1.0%	2
Saxmundham	0.6%	6	0.3%	1	2.2%	5	0.0%	0	0.0%	0
Suffolk	0.5%	5	1.2%	4	0.0%	0	0.3%	1	0.0%	0
Wattisham	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Wymondham	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other	5.0%	47	2.0%	7	5.4%	12	11.8%	24	2.5%	5
(Work from home)	3.8%	36	1.7%	6	3.8%	8	2.8%	6	8.5%	16
(Not in employment)	53.9%	515	52.4%	182	54.4%	118	51.4%	104	58.9%	111
Weighted base:		956		347		217		202		189
Sample:		954		388		280		191		95

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>ADU How many adults aged 16 years and over, including yourself, live in your household?</b>										
One	22.6%	226	27.1%	97	19.3%	45	18.5%	40	22.9%	45
Two	57.2%	572	56.2%	200	60.2%	140	56.1%	120	56.6%	112
Three	12.0%	120	11.3%	40	10.1%	23	16.1%	34	10.9%	22
Four or more	7.0%	70	4.3%	15	7.1%	16	9.3%	20	9.1%	18
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.0%	0	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

**CHI How many children aged 15 years and under, live in your household?**

None	78.0%	780	77.1%	275	76.4%	177	76.5%	164	83.2%	165
One	7.9%	79	10.5%	37	7.6%	18	5.0%	11	7.0%	14
Two	9.8%	98	8.7%	31	8.8%	21	15.6%	33	6.8%	13
Three	1.9%	19	1.8%	6	2.6%	6	1.4%	3	1.7%	3
Four or more	1.0%	10	0.8%	3	1.2%	3	1.3%	3	0.9%	2
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.3%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

None	10.7%	107	17.0%	61	7.8%	18	5.8%	12	7.9%	16
One	48.0%	480	49.0%	174	45.3%	105	41.4%	89	56.6%	112
Two	30.0%	300	26.4%	94	34.6%	80	36.5%	78	23.9%	47
Three or more	9.6%	96	5.9%	21	9.6%	22	15.4%	33	10.0%	20
(Refused)	1.7%	17	1.7%	6	2.6%	6	0.8%	2	1.7%	3
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

Yes	68.7%	687	71.3%	254	68.4%	159	65.2%	140	68.4%	135
No	31.3%	313	28.7%	102	31.6%	73	34.8%	74	31.6%	62
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

**ZON Survey Zone**

Zone 1	8.6%	86	24.1%	86	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.8%	78	22.0%	78	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.4%	114	32.1%	114	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.8%	78	21.8%	78	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.1%	101	0.0%	0	43.7%	101	0.0%	0	0.0%	0
Zone 6	7.0%	70	0.0%	0	30.0%	70	0.0%	0	0.0%	0
Zone 7	6.1%	61	0.0%	0	26.3%	61	0.0%	0	0.0%	0
Zone 8	7.6%	76	0.0%	0	0.0%	0	35.5%	76	0.0%	0
Zone 9	13.8%	138	0.0%	0	0.0%	0	64.5%	138	0.0%	0
Zone 10	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

**AREA Catchment Area**

Inner Catchment Area (ICA)	35.6%	356	100.0%	356	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	23.2%	232	0.0%	0	100.0%	232	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	21.4%	214	0.0%	0	0.0%	0	100.0%	214	0.0%	0
Southern Catchment Area (SCA)	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

SEC Postcode Sector	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
	%	Count	%	Count	%	Count	%	Count	%	Count
CO10 0	3.3%	33	0.0%	0	0.0%	0	0.0%	0	16.5%	33
CO10 5	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	6
CO11 1	1.4%	14	0.0%	0	0.0%	0	0.0%	0	7.1%	14
CO11 2	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.7%	19
CO4 5	2.4%	24	0.0%	0	0.0%	0	0.0%	0	11.9%	24
CO6 4	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.4%	15
CO6 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
CO7 6	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.5%	15
IP1 2	1.1%	11	3.1%	11	0.0%	0	0.0%	0	0.0%	0
IP1 3	0.8%	8	2.2%	8	0.0%	0	0.0%	0	0.0%	0
IP1 4	1.9%	19	5.4%	19	0.0%	0	0.0%	0	0.0%	0
IP1 5	2.0%	20	5.6%	20	0.0%	0	0.0%	0	0.0%	0
IP1 6	3.2%	32	8.9%	32	0.0%	0	0.0%	0	0.0%	0
IP10 0	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
IP11 0	1.4%	14	0.0%	0	5.9%	14	0.0%	0	0.0%	0
IP11 2	2.3%	23	0.0%	0	9.7%	23	0.0%	0	0.0%	0
IP11 7	1.6%	16	0.0%	0	7.0%	16	0.0%	0	0.0%	0
IP11 9	2.3%	23	0.0%	0	10.1%	23	0.0%	0	0.0%	0
IP12 1	1.7%	17	0.0%	0	7.2%	17	0.0%	0	0.0%	0
IP12 2	1.1%	11	0.0%	0	4.6%	11	0.0%	0	0.0%	0
IP12 3	1.0%	10	0.0%	0	4.4%	10	0.0%	0	0.0%	0
IP12 4	1.8%	18	0.0%	0	7.8%	18	0.0%	0	0.0%	0
IP13 0	1.0%	10	0.0%	0	4.4%	10	0.0%	0	0.0%	0
IP13 6	1.1%	11	0.0%	0	4.9%	11	0.0%	0	0.0%	0
IP13 7	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
IP13 8	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
IP13 9	1.0%	10	0.0%	0	4.3%	10	0.0%	0	0.0%	0
IP14 1	2.3%	23	0.0%	0	0.0%	0	10.5%	23	0.0%	0
IP14 2	1.7%	17	0.0%	0	0.0%	0	7.9%	17	0.0%	0
IP14 3	1.1%	11	0.0%	0	0.0%	0	5.1%	11	0.0%	0
IP14 4	1.4%	14	0.0%	0	0.0%	0	6.6%	14	0.0%	0
IP14 5	1.3%	13	0.0%	0	0.0%	0	5.9%	13	0.0%	0
IP14 6	0.9%	9	0.0%	0	0.0%	0	4.3%	9	0.0%	0
IP15 5	0.7%	7	0.0%	0	3.1%	7	0.0%	0	0.0%	0
IP16 4	1.6%	16	0.0%	0	7.1%	16	0.0%	0	0.0%	0
IP17 1	1.4%	14	0.0%	0	6.1%	14	0.0%	0	0.0%	0
IP17 2	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
IP17 3	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
IP2 0	2.3%	23	6.4%	23	0.0%	0	0.0%	0	0.0%	0
IP2 8	1.5%	15	4.3%	15	0.0%	0	0.0%	0	0.0%	0
IP2 9	3.7%	37	10.3%	37	0.0%	0	0.0%	0	0.0%	0
IP23 7	1.0%	10	0.0%	0	0.0%	0	4.8%	10	0.0%	0
IP23 8	0.7%	7	0.0%	0	0.0%	0	3.1%	7	0.0%	0
IP3 0	2.0%	20	5.7%	20	0.0%	0	0.0%	0	0.0%	0
IP3 8	2.6%	26	7.3%	26	0.0%	0	0.0%	0	0.0%	0
IP3 9	2.4%	24	6.8%	24	0.0%	0	0.0%	0	0.0%	0
IP30 0	1.1%	11	0.0%	0	0.0%	0	5.1%	11	0.0%	0
IP30 9	2.2%	22	0.0%	0	0.0%	0	10.2%	22	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0	7.8%	17	0.0%	0
IP4 1	0.7%	7	2.1%	7	0.0%	0	0.0%	0	0.0%	0
IP4 2	1.6%	16	4.5%	16	0.0%	0	0.0%	0	0.0%	0
IP4 3	1.3%	13	3.6%	13	0.0%	0	0.0%	0	0.0%	0
IP4 4	1.8%	18	5.1%	18	0.0%	0	0.0%	0	0.0%	0
IP4 5	3.0%	30	8.3%	30	0.0%	0	0.0%	0	0.0%	0
IP5 1	1.4%	14	3.9%	14	0.0%	0	0.0%	0	0.0%	0
IP5 2	1.4%	14	3.9%	14	0.0%	0	0.0%	0	0.0%	0
IP5 3	1.0%	10	2.8%	10	0.0%	0	0.0%	0	0.0%	0
IP6 0	1.3%	13	0.0%	0	0.0%	0	5.9%	13	0.0%	0
IP6 8	1.6%	16	0.0%	0	0.0%	0	7.4%	16	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.3%	16
IP7 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.0%	10
IP7 7	1.2%	12	0.0%	0	0.0%	0	5.5%	12	0.0%	0
IP8 3	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.0%	16
IP8 4	1.1%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0
IP9 1	1.1%	11	0.0%	0	0.0%	0	0.0%	0	5.4%	11
IP9 2	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.4%	19
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Column %ges.

## **Appendix 6:**

Data Tabulations  
By Area Rebase 2  
(Weighted)

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q01</i>										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.5%	14	3.7%	13	0.0%	0	0.0%	0	0.6%	1
Asda, Goddard Road, Ipswich	7.4%	69	10.8%	37	2.3%	5	11.5%	23	2.0%	4
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East, 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.0%	9	2.4%	8	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.8%	63	12.5%	43	0.4%	1	3.7%	7	6.7%	12
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.7%	1	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	9.7%	91	16.8%	58	2.8%	6	7.0%	14	7.2%	13
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Asda, Wilkes Way, STOWMARKET	6.2%	58	0.2%	1	0.6%	1	27.5%	56	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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THETFORD					
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.7%	16	0.0%	0	7.9%
J Sainsbury, 14 Priory Walk, COLCHESTER	0.4%	3	0.0%	0	1.9%
J Sainsbury, Stanway, COLCHESTER	0.9%	8	0.0%	0	4.6%
J Sainsbury, London Road, THETFORD	0.6%	5	0.5%	2	1.9%
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	11.4%	106	20.6%	71	8.4%
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.4%
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.4%
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.4%
Morrisons, Little Clacton, CLACTON ON SEA	0.2%	2	0.0%	0	1.1%
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%
Morrisons, 146 Victoria Road, DISS	1.3%	12	0.0%	0	4.3%
Morrisons, Grange Farm Park, FELIXSTOWE	2.8%	26	0.0%	0	12.7%
Morrisons, Parkeston, HARWICH	0.7%	7	0.0%	0	3.9%
Morrisons, Gisleham, LOWESTOFT	0.2%	2	0.0%	0	0.9%
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%
Solar Superstore, Hamilton Road, FELIXSTOWE	0.8%	8	0.0%	0	3.8%

Column % ges.

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Solar Superstore, Market Hill, FRAMLINGHAM	0.6%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	1.0%	9	0.0%	0	4.5%	9	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco, St Saviours, BURY ST EDMUNDS	0.9%	8	0.0%	0	0.0%	0	3.9%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	3.5%	33	0.0%	0	0.0%	0	0.0%	0	18.2%	33
Tesco, Victoria Road, DISS	0.4%	4	0.0%	0	0.5%	1	1.4%	3	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	4.6%	43	0.0%	0	0.0%	0	21.0%	43	0.0%	0
Tesco, Springlands Way, SUDBURY	2.6%	25	0.0%	0	0.0%	0	0.9%	2	12.6%	23
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.4%	60	11.4%	39	1.3%	3	1.3%	3	8.4%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	12.3%	115	9.9%	34	36.9%	75	2.0%	4	0.9%	2
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Tesco Metro, 88 Hamilton	0.7%	6	0.0%	0	3.2%	6	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	1.0%	9	0.0%	0	4.4%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.3%	12	0.0%	0	0.0%	0	0.0%	0	6.8%	12
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Aldeburgh	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Hadleigh	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	8
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Saxons Way, Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.5%	5	0.0%	0	2.4%	5	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Street, Capel St Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Co-op, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Priory, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Tesco, Northolk	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	932			344		204		203		181
Sample:	936			387		268		190		91

Column %ges.

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q02 What is the main reason you choose ..... (store mentioned at Q01) to do your main food and grocery shopping?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q02</i>										
Accessibility by public transport	0.9%	9	1.1%	4	1.6%	3	0.8%	2	0.0%	0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.0%	48	3.9%	14	9.8%	22	1.6%	3	5.1%	10
Clean shopping environment	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Clubcard / Rewards system	1.8%	18	1.8%	6	1.3%	3	1.5%	3	2.9%	5
Convenient to home	49.7%	482	47.1%	166	53.5%	119	49.5%	103	50.4%	94
Convenient to work	1.8%	17	2.1%	8	1.7%	4	2.2%	5	0.8%	2
Free car parking	1.3%	13	0.3%	1	2.3%	5	2.5%	5	0.8%	2
Good car parking provision	1.2%	12	0.3%	1	1.1%	2	2.3%	5	1.8%	3
Good shopping environment	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Low prices	11.9%	115	11.4%	40	11.5%	26	11.6%	24	13.3%	25
Part of shopping trip for non- food goods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Preference for retailer	12.4%	120	16.5%	58	4.6%	10	11.9%	25	14.7%	28
Provision of leisure services nearby	0.3%	3	0.3%	1	0.0%	0	0.9%	2	0.0%	0
Provision of services nearby, such as banks and other financial services	0.4%	4	0.4%	1	0.6%	1	0.5%	1	0.0%	0
Quality of fresh food	5.2%	51	6.3%	22	4.9%	11	3.5%	7	5.7%	11
Safe (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of petrol station / car wash	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient / easy	1.2%	11	0.7%	2	0.8%	2	2.7%	6	0.8%	2
Delivery offered	1.5%	14	1.2%	4	1.3%	3	1.6%	3	1.8%	3
Employees discount	1.4%	14	2.5%	9	0.0%	0	1.5%	3	0.9%	2
Friendly / helpful staff	0.2%	2	0.2%	1	0.7%	1	0.0%	0	0.0%	0
Good layout	0.6%	6	0.8%	3	1.1%	2	0.3%	1	0.0%	0
Habit / always gone there	0.7%	7	1.3%	5	0.5%	1	0.5%	1	0.0%	0
Provision for disabled people is good	0.3%	3	0.2%	1	0.3%	1	0.7%	2	0.0%	0
Other	1.4%	14	1.2%	4	2.2%	5	1.6%	3	0.8%	2
Weighted base:	970		352		223		208		187	
Sample:	975		395		290		195		95	

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

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q03*

Car / van (as driver)	68.6%	646	63.0%	219	69.9%	147	71.3%	143	74.5%	137
Car / van (as passenger)	19.4%	183	18.1%	63	19.3%	41	21.1%	43	20.0%	37
Bus, minibus or coach	4.4%	42	8.2%	29	2.9%	6	2.6%	5	0.9%	2
Using park & ride facility	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0
Walk	6.4%	60	9.8%	34	6.2%	13	3.3%	7	3.6%	7
Taxi	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.9%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.2%	1	1.1%	2	0.5%	1	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:	943		347		210		201		184	
Sample:	945		391		274		188		92	

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q04 How often do you normally do your main food shopping at ..... STORE/DESTINATION MENTIONED AT Q01?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q04</i>										
More than once a week	6.6%	66	7.9%	28	8.8%	20	5.0%	11	3.5%	7
Once a week	66.4%	664	67.8%	242	57.7%	134	73.8%	158	65.7%	130
Once a fortnight	17.6%	176	14.7%	52	20.8%	48	13.0%	28	24.2%	48
Once a month	7.9%	79	9.1%	32	9.6%	22	7.0%	15	4.5%	9
Less often	0.5%	5	0.0%	0	1.4%	3	0.0%	0	1.0%	2
Varies	1.0%	10	0.5%	2	1.6%	4	1.2%	2	1.0%	2
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q05</i>										
Aldi, 14 Meredith Road	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.7%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.7%	13	0.0%	0	0.3%	1	0.0%	0
Asda, Goddard Road, Ipswich	4.2%	40	7.4%	26	2.4%	5	3.8%	8	0.8%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.6%	2	0.3%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Caldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.4%	3	0.4%	1	0.9%	2	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	18	2.7%	9	0.3%	1	0.0%	0	3.9%	7
J Sainsbury, 40 Hadleigh Road, Ipswich	3.3%	31	4.1%	14	0.7%	2	5.2%	11	2.4%	5
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.3%	1	0.0%	0	0.8%	2

# Ipswich Household Survey for Strategic Perspectives

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February 2010

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Lidl, Handford Road	0.6%	5	0.5%	2	0.2%	0	1.5%	3	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.7%	17	3.4%	12	0.4%	1	1.1%	2	0.8%	2
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	3.7%	35	5.4%	18	0.9%	2	5.2%	11	2.1%	4
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	2.0%	19	0.0%	0	0.0%	0	0.0%	0	10.1%	19
Asda, Wilkes Way, STOWMARKET	1.4%	14	0.0%	0	0.5%	1	5.9%	12	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.7%	7	0.6%	2	2.2%	5	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
THETFORD									
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.4%	13	0.0%	0	0.0%	0	5.6%	12	0.9%
J Sainsbury, 14 Priory Walk, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%
J Sainsbury, Stanway, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%
J Sainsbury, London Road, THETFORD	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	5.8%	56	9.0%	31	7.9%	17	0.6%	1	3.5%
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, FELIXSTOWE	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 38 High Street, COLCHESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.4%	4	0.0%	0	2.0%	4	0.0%	0	0.0%
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, George Westwood Way, BECCLES	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, 146 Victoria Road, DISS	0.8%	7	0.0%	0	0.5%	1	3.0%	6	0.0%
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%
Morrisons, Parkeston, HARWICH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	2.0%	4	0.0%	0	0.0%
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Saxons Way, HALESWORTH	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Solar Superstore, Hamilton Road, FELIXSTOWE	0.7%	6	0.0%	0	3.0%	6	0.0%	0	0.0%

Column % ges.

# Ipswich Household Survey for Strategic Perspectives

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Solar Superstore, Market Hill, FRAMLINGHAM	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.2%	0	0.9%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Tesco, Victoria Road, DISS	0.1%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.8%	17	0.0%	0	0.5%	1	7.7%	16	0.0%	0
Tesco, Springlands Way, SUDBURY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.5%	43	6.0%	21	0.9%	2	2.6%	6	8.0%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	3.9%	37	5.8%	20	8.1%	17	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Metro, 88 Hamilton	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0

Column %ges.

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Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.8%	7	2.2%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.6%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.0%	10	0.0%	0	0.0%	0	1.4%	3	3.6%	7
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmwell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Other Local Shops - Local Shops, Birch Street, Nayland	0.8%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattingstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Newborne Farm Shop, Mill Road, Newbourne	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Spar,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2010

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Freehold Road										
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	7	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.8%	3
Other (Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	48.6%	467	46.2%	159	55.5%	119	48.6%	103	45.1%	86
Sample:	962		345		215		211		190	
	962		386		283		197		96	

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

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

More than once a week	13.6%	71	13.6%	27	11.9%	13	9.1%	10	20.1%	21
Once a week	27.6%	145	35.2%	69	24.6%	27	30.0%	33	14.0%	15
Once a fortnight	18.3%	96	17.0%	33	19.7%	22	22.1%	25	15.4%	16
Once a month	27.3%	143	24.4%	48	27.6%	30	28.8%	32	31.0%	32
Less often	7.6%	40	6.5%	13	8.9%	10	4.5%	5	11.8%	12
Varies	5.4%	28	3.2%	6	7.3%	8	5.5%	6	7.7%	8
Weighted base:		523		197		110		111		105
Sample:		530		222		145		109		54

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

Yes – non-food shopping	12.3%	123	8.3%	30	16.6%	39	13.2%	28	13.2%	26
Yes – leisure activity	5.5%	55	2.7%	10	6.4%	15	6.4%	14	8.3%	16
Yes – travelling to / from work	3.4%	34	2.4%	9	2.6%	6	6.2%	13	3.0%	6
Yes – travelling to / from school / college	1.0%	10	0.2%	1	0.2%	1	1.5%	3	2.7%	5
Yes - other food shopping	2.5%	25	1.9%	7	3.1%	7	2.0%	4	3.4%	7
Yes – visiting services such as banks and other financial institutions	5.8%	58	1.5%	5	5.4%	13	8.6%	18	11.2%	22
Yes - petrol station / car wash	2.5%	25	3.9%	14	2.1%	5	2.0%	4	1.0%	2
Yes - recycling facilities	1.0%	10	1.6%	6	1.2%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.6%	6	1.2%	4	0.0%	0	0.5%	1	0.0%	0
No	66.6%	666	76.1%	271	60.4%	140	63.3%	135	60.4%	120
Yes - visit a friend / relative	1.4%	14	1.6%	6	1.9%	4	0.0%	0	1.9%	4
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	1.8%	4	0.0%	0	1.4%	3
Yes - visit a personal service such as the library	0.8%	8	1.0%	4	1.6%	4	0.3%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.1%	3	0.5%	1	0.8%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q08 Where do you buy non-food goods when it's linked to your main food shopping?</b>										
<i>Those who link their main-food shopping trips with non-food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or A</i>										
In-store	9.9%	12	21.2%	6	6.9%	3	5.9%	2	5.9%	1
Ipswich Town Centre	35.5%	42	43.8%	13	32.2%	12	21.4%	6	46.1%	12
Ipswich - Anglia Retail Park	2.0%	2	8.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	1.6%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.0%	5	0.0%	0	0.0%	0	17.4%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.1%	5	0.0%	0	0.0%	0	0.0%	0	19.2%	5
Felixstowe	6.1%	7	5.6%	2	10.0%	4	0.0%	0	7.9%	2
Framlingham	2.5%	3	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Halesworth	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Leiston	0.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Lowestoft	1.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.6%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	12.7%	15	0.0%	0	5.2%	2	47.8%	13	0.0%	0
Sudbury	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Woodbridge	4.7%	6	2.7%	1	13.2%	5	0.0%	0	0.0%	0
Debenham	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Diss	2.4%	3	0.0%	0	4.2%	2	4.9%	1	0.0%	0
Kesgrave	0.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Warren Heath	3.0%	4	0.0%	0	0.0%	0	0.0%	0	14.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		118		29		36		27		25
Sample:		119		33		53		21		12

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

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

Ipswich Town Centre	35.5%	18	74.8%	7	36.7%	5	4.2%	1	36.5%	5
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	7.1%	4	0.0%	0	0.0%	0	27.2%	4	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	15.9%	8	25.2%	2	23.2%	3	0.0%	0	17.6%	2
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	6.3%	3	0.0%	0	0.0%	0	0.0%	0	22.3%	3
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	9.4%	5	0.0%	0	0.0%	0	22.5%	3	12.4%	2
Stowmarket	12.8%	6	0.0%	0	2.8%	0	46.1%	6	0.0%	0
Debenham	0.7%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Framlingham	1.9%	1	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Holbrook	3.1%	2	0.0%	0	0.0%	0	0.0%	0	11.2%	2
Kesgrave	1.5%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Woodbridge	4.9%	2	0.0%	0	18.5%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		10		13		13		14
Sample:		50		12		20		10		8

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?</b>										
Yes	71.2%	712	73.3%	261	73.7%	171	69.2%	148	66.9%	132
No	28.8%	288	26.7%	95	26.3%	61	30.8%	66	33.1%	66
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?</b>										
<i>Those who do top up food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q11</i>										
Aldi, 14 Meredith Road	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.8%	5	1.8%	4	0.7%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	10	3.3%	8	0.0%	0	0.0%	0	1.9%	2
Asda, Goddard Road, Ipswich	1.5%	10	2.5%	6	0.0%	0	2.7%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.9%	6	1.9%	4	0.0%	0	1.0%	1	0.0%	0
Co-op , 65-67 Colchester Road	0.7%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.3%	15	4.4%	10	2.9%	4	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.5%	9	3.4%	8	0.0%	0	0.7%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	1.1%	7	1.5%	4	0.0%	0	2.3%	3	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.4%	8	3.6%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	1.3%	8	3.3%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.4%	9	3.6%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.6%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.6%	4	1.1%	3	0.7%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	1.1%	7	2.9%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	1.6%	10	1.7%	4	4.3%	6	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.7%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.6%	10	3.5%	8	0.0%	0	0.0%	0	1.9%	2
Farmfoods, 88 Bramford Road	0.6%	4	1.3%	3	0.3%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	11	4.0%	10	0.2%	0	1.1%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.2%	8	2.8%	7	0.0%	0	0.8%	1	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Lidl, Ravenswood	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.9%	12	4.6%	11	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	2.4%	15	4.1%	10	0.0%	0	2.3%	3	1.9%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.8%	5	1.4%	3	0.4%	1	1.0%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	1.1%	7	2.0%	5	0.0%	0	1.6%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	2.4%	15	0.0%	0	0.0%	0	10.9%	15	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	1.8%	11	0.0%	0	7.7%	11	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.7%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stanway, COLCHESTER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	2.2%	14	4.6%	11	0.0%	0	0.0%	0	2.9%	3
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.1%	7	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.6%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	1.3%	8	0.0%	0	5.7%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gisleham, LOWESTOFT	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Solar Superstore, Hamilton	1.1%	7	0.0%	0	4.9%	7	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Road, FELIXSTOWE									
Solar Superstore, Market Hill, FRAMLINGHAM	1.4%	9	0.0%	0	6.0%	9	0.0%	0	0.0%
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solar Superstore, Sizewell Road, LEISTON	1.7%	11	0.0%	0	7.3%	11	0.0%	0	0.0%
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Highwoods Square, COLCHESTER	1.0%	6	0.0%	0	0.0%	0	0.0%	0	6.1%
Tesco, Victoria Road, DISS	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cedars Park, STOWMARKET	2.4%	15	0.0%	0	0.5%	1	10.7%	14	0.0%
Tesco, Springlands Way, SUDBURY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, MANNINGTREE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%
Tesco Extra, Copdock Interchange, Copdock	1.8%	11	4.1%	10	0.0%	0	0.0%	0	1.5%
Tesco Extra, Martlesham Heath, Martlesham Heath	1.7%	11	1.9%	4	4.2%	6	0.0%	0	0.0%
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	1.7%	11	0.0%	0	7.2%	11	0.0%	0	0.0%	0
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	3.0%	19	8.0%	19	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	2.0%	12	0.0%	0	8.5%	12	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.8%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Other - Felixstowe - Local Shops, Felixstowe	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.6%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Other - Local Shops, Hollesley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other - Local Shops, Renolds Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.4%	9	0.0%	0	0.0%	0	6.4%	9	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.6%	4	0.0%	0	0.0%	0	1.6%	2	1.5%	2
Other Local Shops - Co-op, Chancery Lane, Debenham	1.1%	7	0.0%	0	0.6%	1	4.5%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.7%	4	0.4%	1	2.5%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	1.7%	11	0.0%	0	0.0%	0	1.0%	1	8.8%	9
Other Local Shops - Co-op, High Street, Hadleigh	1.8%	11	0.0%	0	0.0%	0	0.0%	0	10.5%	11
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Column % ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Naze										
Other Local Shops - Co-op, High Street, Wickham Market	1.1%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.9%	6	0.0%	0	0.0%	0	4.4%	6	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	0.8%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	0.7%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Co-op, The Street, Bramford	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.6%	10	0.3%	1	0.0%	0	0.0%	0	8.8%	9
Other Local Shops - Co-op, The Street, Rickingham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	1.2%	7	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Other Local Shops - Local Shops, Brick Street, Nacton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddtenham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Other Local Shops - Local Shops, Claydon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, The Street, Elmsett	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Other Local Shops - Local Shops, The Street, Hollesley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Monks	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Elleigh										
Other Local Shops - Local Shops, Thorpness	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.8%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.7%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	5	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		624		236		147		135		106
Sample:		640		261		195		129		55

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

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

*Those who do top up food shopping*

Daily	7.0%	50	4.5%	12	6.5%	11	6.4%	9	13.5%	18
More than once a week	44.4%	316	49.3%	129	47.2%	81	38.7%	57	37.2%	49
Once a week	30.8%	219	30.2%	79	33.4%	57	33.0%	49	25.9%	34
Once a fortnight	8.3%	59	9.2%	24	3.2%	5	9.1%	13	12.0%	16
Once a month	2.2%	16	1.6%	4	3.0%	5	4.5%	7	0.0%	0
Less often	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Varies	7.1%	50	4.7%	12	6.8%	12	7.6%	11	11.4%	15
Weighted base:		712		261		171		148		132
Sample:		723		292		222		140		69

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

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

0-10%	0.2%	2	0.5%	1	0.3%	1	0.0%	0	0.0%	0
11-20%	0.9%	8	2.6%	8	0.0%	0	0.0%	0	0.0%	0
21-30%	1.9%	17	2.8%	9	1.7%	3	0.8%	2	1.6%	3
31-40%	1.2%	11	1.5%	5	1.0%	2	1.3%	3	1.0%	2
41-50%	7.3%	65	7.6%	24	5.0%	10	3.4%	7	13.8%	24
51-60%	5.3%	47	3.4%	11	7.5%	15	5.0%	10	6.6%	12
61-70%	6.9%	62	7.9%	25	6.9%	14	9.1%	18	2.8%	5
71-80%	26.2%	234	28.4%	90	25.6%	52	24.2%	47	25.3%	44
81-90%	21.0%	187	23.2%	74	16.4%	33	21.0%	41	22.2%	39
91-100%	29.0%	258	22.0%	70	35.7%	73	35.3%	68	26.7%	47
Mean:		77.3		74.6		79.2		80.8		76.2
Weighted base:		891		317		204		194		175
Sample:		885		352		267		180		86

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q14</i>										
Ipswich Town Centre	56.8%	519	79.9%	271	42.4%	86	43.6%	83	43.6%	78
Ipswich - Anglia Retail Park	1.3%	12	2.6%	9	0.5%	1	1.1%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.6%	5	1.3%	4	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.8%	7	1.4%	5	0.0%	0	1.1%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.9%	8	1.4%	5	1.8%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	6.7%	61	0.4%	1	1.0%	2	27.6%	53	2.9%	5
Cambridge	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.9%	45	0.2%	1	0.0%	0	0.0%	0	24.6%	44
Felixstowe	5.9%	54	3.1%	10	20.0%	41	0.3%	1	1.4%	2
Framlingham	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	0.5%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Lowestoft	0.9%	8	0.0%	0	4.2%	8	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Norwich	2.0%	19	2.5%	8	2.9%	6	2.2%	4	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	39	0.0%	0	0.5%	1	19.8%	38	0.0%	0
Sudbury	2.8%	25	0.2%	1	0.0%	0	0.9%	2	12.7%	23
Woodbridge	4.7%	43	1.6%	5	16.4%	33	0.5%	1	2.1%	4
Copdock - Copdock Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Diss	0.3%	3	0.0%	0	0.5%	1	1.1%	2	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other - Harlesden	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.8%	7	0.9%	3	0.5%	1	0.0%	0	2.0%	4
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other - Smaller Centre - Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.4%	13	1.7%	6	2.0%	4	0.3%	1	1.5%	3
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	913		339		203		191		180	
Sample:	910		379		263		179		89	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing &amp; footwear items?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q15</i>										
Ipswich Town Centre	64.1%	568	87.7%	284	55.7%	109	49.9%	95	45.2%	80
Ipswich - Anglia Retail Park	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.2%	1	1.2%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.5%	5	0.5%	1	0.0%	0	0.0%	0	1.9%	3
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	0.5%	1	1.0%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	1	0.0%	0	0.2%	0	0.3%	1	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	5.4%	48	0.2%	1	0.3%	1	21.1%	40	3.5%	6
Cambridge	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	5.6%	49	0.0%	0	0.0%	0	0.0%	0	28.1%	49
Felixstowe	4.1%	36	1.4%	4	16.2%	32	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Lowestoft	1.1%	9	0.0%	0	4.8%	9	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	3.4%	31	2.7%	9	6.3%	12	3.9%	7	1.1%	2
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.6%	32	0.0%	0	0.2%	0	16.5%	31	0.0%	0
Sudbury	1.8%	16	0.2%	1	0.0%	0	0.9%	2	7.4%	13
Woodbridge	2.6%	23	1.4%	5	8.9%	17	0.5%	1	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Hadleigh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Other - J Sainsbury, Felixstowe Road, Warren	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Heath										
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.6%	5	1.0%	3	0.0%	0	0.9%	2	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Newmarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.8%	3	0.0%	0	0.3%	1	0.0%	0
Other - Varies	2.7%	24	1.7%	5	1.9%	4	4.4%	8	3.5%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	886	324		195		191		176		
Sample:	882	363		254		178		87		

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q16</i>										
Ipswich Town Centre	31.0%	200	44.4%	100	26.5%	40	22.1%	34	22.6%	26
Ipswich - Anglia Retail Park	6.5%	42	10.5%	24	1.3%	2	8.3%	13	3.0%	3
Ipswich - Anglia Retail Park - Carpet Right	1.7%	11	2.3%	5	0.4%	1	2.6%	4	1.3%	2
Ipswich - Anglia Retail Park - Klausner	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	11.0%	71	17.8%	40	13.2%	20	1.5%	2	7.6%	9
Ipswich - Euro Retail Park - Carpetright	2.3%	15	3.4%	8	2.8%	4	0.9%	1	1.3%	2
Ipswich - Euro Retail Park - Harveys	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.8%	5	0.8%	2	0.5%	1	0.5%	1	1.7%	2
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	2.8%	18	2.9%	7	6.5%	10	1.3%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.5%	3	1.1%	3	0.4%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.4%	3	0.0%	0	0.0%	0	0.6%	1	1.5%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.9%	6	0.0%	0	0.0%	0	2.8%	4	1.5%	2
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	1.0%	6	0.0%	0	1.0%	1	0.0%	0	4.2%	5
Colchester - Colne View Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Colchester - Tollgate Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	6.7%	8
Lowestoft - Tower Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	1.0%	6	1.5%	3	1.9%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	5.0%	32	0.5%	1	0.0%	0	17.9%	28	2.9%	3
Cambridge	1.0%	6	0.7%	2	0.5%	1	1.9%	3	0.9%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.3%	28	0.0%	0	0.6%	1	0.6%	1	22.0%	26
Felixstowe	3.7%	24	1.5%	3	13.4%	20	0.4%	1	0.0%	0
Framlingham	0.4%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Lowestoft	1.0%	7	0.0%	0	4.4%	7	0.0%	0	0.0%	0
Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Norwich	2.0%	13	1.5%	3	2.5%	4	3.6%	6	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.8%	31	0.0%	0	0.2%	0	20.1%	31	0.0%	0
Sudbury	1.1%	7	0.0%	0	0.0%	0	0.0%	0	5.9%	7
Woodbridge	3.3%	21	0.7%	2	11.5%	17	1.5%	2	0.0%	0
Other - Bramford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Coome	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.6%	4	0.0%	0	0.2%	0	2.1%	3	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	1.0%	7	0.3%	1	0.0%	0	0.0%	0	5.1%	6
Other - Kesgrave	0.4%	2	0.3%	1	1.1%	2	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Needham Market	0.5%	4	0.0%	0	0.2%	0	2.1%	3	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Car Street	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Thetford	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Thurrock	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Varies	3.5%	23	4.6%	10	1.1%	2	4.6%	7	2.9%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		647		226		150		154		117
Sample:		642		244		196		143		59

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q17</i>										
Ipswich Town Centre	6.8%	59	7.4%	22	6.5%	13	8.0%	15	4.8%	8
Ipswich - Anglia Retail Park	1.1%	10	1.6%	5	0.0%	0	1.1%	2	1.8%	3
Ipswich - Anglia Retail Park - B&Q	23.0%	198	31.9%	93	7.7%	16	38.6%	75	8.4%	14
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	16	4.7%	14	0.9%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	19.6%	168	32.1%	94	19.7%	40	5.1%	10	14.5%	25
Ipswich - Jewsons	0.3%	3	0.2%	1	0.3%	1	0.7%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	2.1%	18	3.2%	9	2.6%	5	0.0%	0	1.8%	3
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	1.1%	9	0.0%	0	0.0%	0	3.8%	7	1.0%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.7%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Colchester - Turner Rise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	6.1%	53	3.8%	11	20.3%	42	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	2.8%	24	5.4%	16	2.4%	5	0.8%	2	0.9%	2
Aldeburgh	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.8%	24	0.0%	0	0.0%	0	12.5%	24	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.5%	39	0.0%	0	0.0%	0	0.0%	0	23.1%	39
Felixstowe	4.2%	37	0.2%	1	17.5%	36	0.0%	0	0.0%	0
Framlingham	1.2%	10	0.0%	0	4.3%	9	0.7%	1	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	0.8%	7	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Lowestoft	0.6%	5	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Norwich	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.8%	24	0.0%	0	0.2%	0	12.2%	24	0.0%	0
Sudbury	4.0%	34	0.0%	0	0.0%	0	2.4%	5	17.6%	30
Woodbridge	1.7%	14	1.9%	6	3.8%	8	0.5%	1	0.0%	0
Other - Bacton	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.5%	4	0.0%	0	0.7%	1	1.4%	3	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other - Gainsborough	0.2%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Hadleigh	2.7%	23	0.0%	0	0.0%	0	0.0%	0	13.9%	23
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	10	2.8%	8	0.7%	1	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Needham Market	0.6%	5	0.3%	1	0.0%	0	2.3%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Varies	1.7%	15	2.0%	6	1.1%	2	2.9%	6	0.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		860		292		205		194		169
Sample:		855		325		266		181		83

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs &amp; DVDs etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q18</i>										
Ipswich Town Centre	21.1%	129	32.4%	70	16.1%	24	11.8%	17	17.5%	18
Ipswich - Anglia Retail Park	4.1%	25	5.7%	12	1.9%	3	5.8%	8	1.9%	2
Ipswich - Anglia Retail Park - Comet	9.0%	55	11.4%	25	3.6%	5	15.4%	22	2.9%	3
Ipswich - Commercial Road Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Ipswich - Euro Retail Park	3.8%	23	7.3%	16	1.7%	3	3.4%	5	0.0%	0
Ipswich - Euro Retail Park - Hughes	4.5%	28	7.4%	16	5.6%	8	2.5%	3	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.7%	4	0.4%	1	0.4%	1	0.5%	1	1.9%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	5.1%	31	7.3%	16	1.7%	3	2.9%	4	8.2%	8
Copdock - Copdock Retail Park - Currys	4.9%	30	7.3%	16	5.0%	7	0.0%	0	6.4%	7
Copdock - Copdock Retail Park - PC World	3.7%	23	6.3%	14	3.3%	5	1.4%	2	2.4%	2
Martlesham Heath - Beardmore Retail Park	3.1%	19	2.3%	5	9.0%	13	0.5%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	1.7%	10	0.0%	0	0.0%	0	6.1%	9	1.7%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	3.7%	22	0.0%	0	0.0%	0	0.0%	0	21.5%	22
Lowestoft - Tower Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	6.7%	41	6.6%	14	15.4%	23	0.0%	0	3.4%	4
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.6%	16	0.0%	0	0.0%	0	11.3%	16	0.0%	0
Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Clacton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Colchester	1.0%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Felixstowe	3.4%	21	0.0%	0	13.9%	21	0.0%	0	0.0%	0
Framlingham	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.3%	8	0.0%	0	5.4%	8	0.0%	0	0.0%	0
Lowestoft	0.5%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.9%	6	0.0%	0	1.7%	3	2.1%	3	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	6.2%	38	0.0%	0	0.0%	0	26.8%	38	0.0%	0
Sudbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	9.3%	10
Woodbridge	1.2%	8	0.0%	0	5.1%	8	0.0%	0	0.0%	0
Other - Abroad	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bacton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Diss	0.9%	5	0.0%	0	0.8%	1	2.9%	4	0.0%	0
Other - Gisleigham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Hadleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Harlesden	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
Other - Harwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.4%	2	0.5%	1	0.0%	0	0.7%	1	0.0%	0
Other - London	0.3%	2	0.4%	1	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Diss	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Tavern Street	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Stanstead Airport	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Varies	2.9%	18	3.5%	8	2.8%	4	1.2%	2	4.2%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		611		217		149		141		104
Sample:		624		248		191		131		54

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
<b>Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q19</i>										
Ipswich Town Centre	23.0%	191	42.6%	122	6.6%	14	9.9%	17	22.8%	38
Ipswich - Anglia Retail Park	3.7%	31	5.8%	17	1.0%	2	6.3%	11	0.9%	2
Ipswich - Anglia Retail Park - Comet	5.2%	43	7.4%	21	0.8%	2	9.9%	17	1.8%	3
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	15	4.3%	12	0.6%	1	0.0%	0	0.9%	2
Ipswich - Euro Retail Park - Hughes	1.4%	12	2.9%	8	0.4%	1	0.4%	1	1.2%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.7%	14	1.8%	5	0.9%	2	0.3%	1	3.8%	6
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.8%	39	8.4%	24	1.1%	2	2.8%	5	4.9%	8
Copdock - Copdock Retail Park - Currys	2.9%	24	3.6%	10	3.7%	8	0.6%	1	3.1%	5
Martlesham Heath - Beardmore Retail Park	3.0%	25	1.3%	4	10.4%	21	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	10.3%	17
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	7.0%	58	7.2%	21	18.4%	37	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.5%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.6%	30	0.0%	0	0.0%	0	17.3%	30	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	2.4%	20	0.0%	0	0.0%	0	0.0%	0	11.9%	20
Felixstowe	6.9%	57	0.4%	1	27.3%	56	0.4%	1	0.0%	0
Framlingham	0.9%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	1.7%	14	0.0%	0	6.9%	14	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Norwich	0.7%	6	0.9%	3	1.1%	2	0.4%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	8.0%	66	0.0%	0	0.2%	0	38.3%	66	0.0%	0
Sudbury	2.1%	17	0.0%	0	0.0%	0	0.0%	0	10.3%	17
Woodbridge	1.6%	13	0.3%	1	6.0%	12	0.0%	0	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Other - Diss	1.0%	8	0.0%	0	0.5%	1	4.1%	7	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other - Hadleigh	1.6%	13	0.0%	0	0.0%	0	0.0%	0	8.1%	13
Other - High Woods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.4%	20	3.8%	11	1.1%	2	0.0%	0	4.0%	7
Other - Kesgrave	0.5%	4	0.9%	3	0.7%	2	0.0%	0	0.0%	0
Other - London	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.7%	6	2.1%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.7%	6	1.8%	5	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Warwick Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	3.0%	25	2.3%	7	2.0%	4	4.5%	8	3.7%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		829		287		204		172		166
Sample:		828		318		262		165		83

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q20</i>										
Ipswich Town Centre	16.0%	118	25.6%	67	10.9%	19	12.3%	21	8.3%	11
Ipswich - Anglia Retail Park	5.2%	38	7.3%	19	0.5%	1	8.0%	14	3.4%	5
Ipswich - Anglia Retail Park - Comet	12.8%	95	17.8%	47	5.7%	10	19.8%	33	3.4%	5
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Ipswich - Euro Retail Park	4.0%	29	8.5%	22	3.8%	7	0.3%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.5%	26	4.6%	12	2.7%	5	1.7%	3	4.9%	7
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.2%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.4%	3	0.6%	2	0.0%	0	0.0%	0	1.2%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	3.0%	22	2.5%	7	0.7%	1	2.4%	4	7.5%	10
Copdock - Copdock Retail Park - Currys	9.6%	71	11.7%	31	9.3%	16	3.8%	6	13.3%	18
Martlesham Heath - Beardmore Retail Park	4.7%	35	4.0%	11	13.9%	24	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.7%	5	0.0%	0	0.0%	0	2.9%	5	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.9%	7
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	2.1%	16	0.0%	0	0.0%	0	0.0%	0	11.6%	16
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.3%	61	10.6%	28	17.8%	31	1.5%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.9%	21	0.0%	0	0.0%	0	11.8%	20	1.3%	2
Cambridge	0.7%	5	0.0%	0	0.0%	0	2.4%	4	0.8%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Colchester	2.2%	16	0.3%	1	0.0%	0	0.0%	0	11.5%	15
Felixstowe	2.9%	21	0.0%	0	12.4%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.0%	7	0.0%	0	4.1%	7	0.0%	0	0.0%	0
Lowestoft	0.5%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.0%	7	1.0%	3	2.1%	4	0.4%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	5.2%	39	0.0%	0	0.0%	0	23.0%	39	0.0%	0
Sudbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	6.4%	9
Woodbridge	0.9%	7	0.0%	0	3.8%	7	0.0%	0	0.0%	0
Other - Bacton	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Diss	1.0%	7	0.0%	0	0.8%	1	3.4%	6	0.0%	0
Other - Dovecot	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Other - Finningham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Hadleigh	1.5%	11	0.0%	0	0.0%	0	0.0%	0	8.5%	11
Other - London	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Saxmundham	0.7%	5	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	3.1%	23	2.2%	6	4.3%	7	2.0%	3	4.9%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	738		263		173		168		134	
Sample:	727		289		218		153		67	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q21</i>										
Ipswich Town Centre	32.8%	303	66.5%	213	9.3%	20	13.2%	26	23.7%	44
Ipswich - Anglia Retail Park	1.0%	9	1.1%	4	0.0%	0	2.8%	6	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.0%	19	3.0%	10	0.0%	0	0.8%	2	4.1%	8
Martlesham Heath - Beardmore Retail Park	1.3%	12	0.5%	2	4.6%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	3.1%	29	4.4%	14	6.4%	14	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.7%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.9%	27	0.0%	0	0.0%	0	13.5%	27	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.4%	31	0.0%	0	0.0%	0	0.0%	0	16.9%	31
Felixstowe	6.7%	62	0.3%	1	27.8%	61	0.0%	0	0.0%	0
Framlingham	1.1%	10	0.0%	0	4.8%	10	0.0%	0	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	1.8%	16	0.0%	0	7.6%	16	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.3%	1	1.0%	2	0.0%	0	0.0%	0
Manningtree	1.9%	17	0.0%	0	0.0%	0	0.0%	0	9.3%	17
Norwich	0.4%	4	0.2%	1	0.5%	1	0.9%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.7%	89	0.0%	0	0.2%	0	44.3%	89	0.0%	0
Sudbury	3.8%	35	0.0%	0	0.0%	0	0.9%	2	18.0%	33
Woodbridge	5.4%	50	1.1%	3	20.8%	45	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Debenham	0.7%	6	0.0%	0	0.0%	0	2.4%	5	0.8%	1
Other - Dedham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	8
Other - Diss	1.3%	12	0.0%	0	1.5%	3	4.2%	8	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - East Bergholt	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - Eye	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2

Column %ges.

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Hadleigh	1.9%	17	0.3%	1	0.0%	0	0.0%	0	9.0%	17
Other - Holbrook	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.7%	25	4.5%	14	1.7%	4	0.0%	0	3.6%	7
Other - Kesgrave	1.0%	10	3.0%	10	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Martlesham	0.4%	4	0.3%	1	1.3%	3	0.0%	0	0.0%	0
Other - Needham Market	0.9%	8	0.0%	0	0.0%	0	4.0%	8	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.9%	9	0.0%	0	3.9%	9	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.6%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.6%	5	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.8%	2	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.0%	10	1.6%	5	1.7%	4	0.3%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Wycombe	1.0%	9	0.0%	0	0.0%	0	4.5%	9	0.0%	0
Other - Wycombe Market	0.5%	5	0.5%	2	1.4%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		923		319		218		201		185
Sample:		917		356		283		185		93

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q22 Where do you do most of your household's shopping for games &amp; toys, hobby items; sport and camping goods; and musical instruments?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q22</i>										
Ipswich Town Centre	42.5%	201	61.0%	106	39.2%	41	28.5%	28	27.1%	27
Ipswich - Anglia Retail Park	0.9%	4	0.5%	1	0.0%	0	1.4%	1	2.0%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.9%	4	1.4%	3	0.7%	1	1.0%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	3.6%	17	6.4%	11	2.8%	3	1.0%	1	2.0%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.1%	5	1.4%	2	0.6%	1	0.0%	0	2.0%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.8%	9	3.3%	6	1.7%	2	0.0%	0	1.0%	1
Copdock - Copdock Retail Park - Toys R Us	11.5%	55	16.4%	28	7.0%	7	12.7%	12	6.7%	7
Martlesham Heath - Beardmore Retail Park	0.7%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.7%	4	1.0%	2	1.8%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.3%	20	0.0%	0	0.6%	1	17.4%	17	2.8%	3
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Colchester	7.2%	34	0.6%	1	2.0%	2	0.0%	0	31.1%	31
Felixstowe	3.3%	16	0.8%	1	13.3%	14	0.7%	1	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Halesworth	0.6%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Leiston	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lowestoft	0.6%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Manningtree	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Norwich	1.3%	6	1.4%	2	2.3%	2	1.5%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.1%	29	0.4%	1	0.3%	0	28.9%	28	0.0%	0
Sudbury	2.5%	12	0.0%	0	0.0%	0	1.4%	1	10.4%	10
Woodbridge	2.0%	9	0.0%	0	9.1%	9	0.0%	0	0.0%	0
Other - Abroad	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bournebridge	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.7%	8	0.5%	1	0.0%	0	0.0%	0	7.0%	7
Other - J Sainsbury, Felixstowe Road, Warren Heath	1.1%	5	0.8%	1	2.2%	2	0.0%	0	1.6%	2
Other - Kesgrave	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	<b>Total</b>	<b>Inner Catchment Area (ICA)</b>		<b>Eastern Catchment Area (ECA)</b>		<b>Northern Catchment Area (NCA)</b>		<b>Southern Catchment Area (SCA)</b>		
Other - London	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other - Varies	2.9%	14	2.5%	4	1.4%	2	4.6%	4	3.4%	3
Other - Worsted	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	474		174		104		97		99	
Sample:	451		186		126		92		47	

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q23 Where do you do most of your household's shopping for pets &amp; pet related products?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q23</i>										
Ipswich Town Centre	18.4%	91	34.6%	54	7.5%	9	8.0%	9	17.4%	19
Ipswich - Anglia Retail Park	1.4%	7	2.6%	4	0.0%	0	2.6%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	11.1%	54	21.2%	33	0.8%	1	7.8%	9	10.8%	12
Ipswich - Suffolk Retail Park	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.8%	14	4.1%	6	0.0%	0	3.5%	4	3.3%	4
Martlesham Heath - Beardmore Retail Park	3.2%	16	1.6%	2	11.2%	13	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	1.6%	8	0.0%	0	0.0%	0	0.0%	0	7.1%	8
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.8%	43	10.7%	17	21.1%	25	1.8%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	1.6%	8	0.0%	0	0.0%	0	2.6%	3	4.8%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.5%	12	0.0%	0	0.0%	0	11.2%	12	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.5%	17	0.0%	0	0.0%	0	0.0%	0	15.7%	17
Felixstowe	4.9%	24	1.1%	2	19.2%	22	0.0%	0	0.0%	0
Framlingham	1.5%	7	0.0%	0	6.3%	7	0.0%	0	0.0%	0
Halesworth	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Leiston	1.3%	6	0.0%	0	5.5%	6	0.0%	0	0.0%	0
Lowestoft	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.1%	45	0.0%	0	0.3%	0	40.1%	44	0.0%	0
Sudbury	4.3%	21	0.0%	0	0.0%	0	1.6%	2	17.9%	19
Woodbridge	1.8%	9	1.1%	2	5.3%	6	0.9%	1	0.0%	0
Other - Brandon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Other - Capel St.Mary	0.8%	4	0.5%	1	0.0%	0	0.0%	0	2.9%	3
Other - Catterwade	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Diss	1.3%	6	0.0%	0	1.0%	1	4.5%	5	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Elmswell	1.1%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Grange Farm Park, Felixstowe	0.6%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other - Hadleigh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Harwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Highwoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Holbrook	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	3.1%	15	7.3%	11	2.2%	3	0.0%	0	1.4%	2
Other - Kesgrave	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Marlow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Martlesham	1.2%	6	1.2%	2	3.6%	4	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Needham Market	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Other - Norwich Road, Setford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Salisbury	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.1%	5	0.0%	0	4.6%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	1.2%	6	2.8%	4	0.0%	0	1.5%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.5%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Thurstone	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Varies	2.1%	10	1.2%	2	1.1%	1	0.9%	1	5.9%	6
Other - Westleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe Market	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	492		156		117		111		108	
Sample:	481		175		152		100		54	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q24</i>										
Ipswich Town Centre	56.8%	333	87.2%	179	39.2%	57	40.9%	53	41.8%	44
Ipswich - Anglia Retail Park	0.5%	3	0.8%	2	0.0%	0	1.0%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.1%	6	1.6%	3	0.8%	1	0.0%	0	1.6%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.5%	3	0.4%	1	1.6%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.5%	26	0.4%	1	0.4%	1	19.3%	25	0.0%	0
Cambridge	0.6%	4	1.3%	3	0.0%	0	0.8%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.8%	28	0.0%	0	0.0%	0	0.0%	0	26.5%	28
Felixstowe	5.7%	33	0.3%	1	22.6%	33	0.0%	0	0.0%	0
Framlingham	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lowestoft	0.7%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.8%	10	1.3%	3	4.0%	6	1.6%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.3%	37	0.0%	0	0.6%	1	27.6%	36	0.0%	0
Sudbury	2.8%	17	0.0%	0	0.0%	0	1.4%	2	13.9%	15
Woodbridge	4.7%	28	0.9%	2	15.1%	22	1.5%	2	1.9%	2
Other - Abroad	0.4%	2	0.4%	1	0.0%	0	0.0%	0	1.5%	2
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Brantham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Other - Diss	0.2%	1	0.0%	0	0.5%	1	0.6%	1	0.0%	0
Other - Harwich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other - Highwoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - J Sainsbury, Felixstowe Road, Warren	0.4%	3	0.0%	0	0.7%	1	0.0%	0	1.5%	2

Column % ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Heath										
Other - London	0.5%	3	0.4%	1	0.9%	1	0.8%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Varies	3.4%	20	3.9%	8	2.4%	3	3.2%	4	4.1%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	586		205		145		130		106	
Sample:	595		234		187		118		56	

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

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

Car / van (as driver)	57.2%	541	42.5%	144	57.4%	124	69.6%	144	69.9%	129
Car / van (as passenger)	13.7%	130	11.0%	37	17.2%	37	15.8%	33	12.4%	23
Bus, minibus or coach	15.0%	142	26.6%	90	7.9%	17	9.8%	20	7.7%	14
Using park & ride facility	4.5%	42	1.4%	5	8.6%	19	3.6%	7	6.2%	11
Motorcycle, scooter or moped	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Walk	8.2%	77	16.1%	55	7.4%	16	0.7%	2	2.9%	5
Taxi	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.9%	2
Train	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.8%	2	0.0%	0	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:	946		338		215		207		185	
Sample:	945		379		281		194		91	

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

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

Once a week	66.4%	32	57.5%	16	90.3%	8	59.8%	4	82.2%	5
Once a fortnight	6.8%	3	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Once a month	10.0%	5	13.9%	4	0.0%	0	0.0%	0	17.8%	1
Once every two months	11.3%	5	13.5%	4	0.0%	0	25.9%	2	0.0%	0
Once every six months	5.5%	3	3.2%	1	9.7%	1	14.3%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	48		28		8		7		6	
Sample:	54		34		10		7		3	

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

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

Once a week	4.9%	23	8.9%	15	2.9%	3	1.9%	2	3.7%	3
Once a fortnight	7.3%	35	7.6%	13	8.1%	9	9.2%	10	3.8%	4
Once a month	28.5%	134	24.5%	40	21.9%	24	31.7%	33	39.6%	37
Once every two months	29.4%	139	29.8%	49	34.7%	38	32.0%	33	19.6%	18
Once every six months	19.7%	93	21.7%	36	22.8%	25	16.4%	17	16.4%	15
Once a year	10.2%	48	7.5%	12	9.7%	11	8.8%	9	16.9%	16
Weighted base:	472		164		110		104		94	
Sample:	462		179		143		96		44	

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

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

Once a week	79.1%	186	80.6%	73	72.7%	40	78.2%	36	85.0%	37
Once a fortnight	3.8%	9	3.3%	3	4.0%	2	8.0%	4	0.0%	0
Once a month	8.4%	20	10.5%	10	11.5%	6	8.2%	4	0.0%	0
Once every two months	4.1%	10	3.3%	3	7.5%	4	5.6%	3	0.0%	0
Once every six months	4.3%	10	2.3%	2	3.0%	2	0.0%	0	15.0%	6
Once a year	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:	236		91		55		46		43	
Sample:	231		102		72		36		21	

Weighted:

February 2010

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

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

Once a week	0.8%	3	1.1%	1	1.3%	1	0.7%	1	0.0%	0
Once a fortnight	1.9%	7	1.5%	2	1.6%	1	2.6%	2	2.3%	2
Once a month	11.5%	41	8.4%	11	12.9%	9	11.9%	10	15.7%	10
Once every two months	25.2%	89	30.5%	40	26.2%	18	18.7%	16	22.2%	15
Once every six months	36.5%	129	38.9%	51	30.1%	21	42.8%	37	29.8%	20
Once a year	24.1%	85	19.6%	26	28.0%	19	23.3%	20	30.1%	20
Weighted base:		355		132		69		88		66
Sample:		346		147		86		81		32

**Q26E How often do you and your family visit the following leisure attractions? Nightclub or musical venue**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26E*

Once a week	5.6%	7	11.7%	5	0.0%	0	5.8%	1	0.0%	0
Once a fortnight	7.7%	9	11.4%	5	3.6%	1	6.1%	1	6.4%	2
Once a month	25.1%	29	32.1%	14	20.6%	5	11.3%	3	29.2%	8
Once every two months	24.7%	29	18.0%	8	38.9%	9	7.2%	2	38.8%	10
Once every six months	22.8%	27	12.5%	6	25.5%	6	51.7%	12	13.0%	3
Once a year	14.1%	16	14.3%	6	11.4%	3	17.9%	4	12.6%	3
Weighted base:		117		44		23		23		27
Sample:		111		53		28		19		11

**Q26F How often do you and your family visit the following leisure attractions? Pub/bar**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26F*

Once a week	36.3%	168	38.5%	63	38.7%	46	28.8%	28	37.2%	31
Once a fortnight	18.4%	85	19.7%	32	15.9%	19	22.5%	22	14.8%	12
Once a month	28.2%	131	19.6%	32	26.3%	31	35.5%	35	39.3%	33
Once every two months	11.0%	51	17.9%	29	10.8%	13	7.0%	7	2.4%	2
Once every six months	3.8%	18	2.9%	5	6.6%	8	4.2%	4	1.2%	1
Once a year	2.3%	11	1.5%	2	1.7%	2	1.9%	2	5.1%	4
Weighted base:		462		163		118		98		83
Sample:		456		175		146		95		40

**Q26G How often do you and your family visit the following leisure attractions? Restaurant**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26G*

Once a week	15.2%	107	14.8%	37	19.4%	31	13.4%	21	12.9%	17
Once a fortnight	20.2%	143	19.1%	49	18.1%	29	28.0%	44	15.6%	21
Once a month	34.8%	246	32.1%	82	37.8%	60	29.6%	47	42.7%	57
Once every two months	18.6%	131	23.0%	58	17.1%	27	16.8%	27	14.0%	19
Once every six months	9.5%	67	9.0%	23	5.7%	9	11.8%	19	12.3%	17
Once a year	1.7%	12	2.1%	5	1.9%	3	0.3%	1	2.5%	3
Weighted base:		705		254		160		158		134
Sample:		699		281		206		146		66

**Q26H How often do you and your family visit the following leisure attractions? Tenpin bowling**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26H*

Once a week	6.7%	13	7.3%	5	1.4%	1	1.3%	1	16.2%	7
Once a fortnight	0.8%	2	0.0%	0	2.3%	1	1.3%	1	0.0%	0
Once a month	8.9%	18	12.4%	8	5.2%	2	4.7%	2	11.3%	5
Once every two months	20.7%	41	11.5%	8	25.7%	12	28.2%	12	22.2%	10
Once every six months	34.6%	69	42.9%	28	34.7%	16	33.6%	14	23.2%	10
Once a year	28.3%	56	25.9%	17	30.7%	14	30.9%	13	27.0%	12
Weighted base:		199		66		46		42		45
Sample:		190		72		56		42		20

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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**Q26I How often do you and your family visit the following leisure attractions? Theatre**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26I*

Once a week	0.9%	4	1.8%	3	1.2%	1	0.0%	0	0.0%	0
Once a fortnight	0.4%	2	0.4%	1	1.3%	1	0.0%	0	0.0%	0
Once a month	9.3%	39	7.9%	12	11.0%	10	8.4%	8	10.6%	10
Once every two months	29.1%	123	31.4%	46	32.8%	29	28.8%	28	22.3%	21
Once every six months	39.0%	165	36.8%	54	33.3%	29	40.9%	40	45.7%	42
Once a year	21.4%	91	21.7%	32	20.4%	18	21.8%	21	21.4%	20
Weighted base:		424		146		88		98		93
Sample:		420		167		114		91		48

**Q26J How often do you and your family visit the following leisure attractions? Other activity mentioned**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26J*

Once a week	70.5%	82	70.9%	30	64.2%	17	73.7%	17	73.4%	19
Once a fortnight	16.6%	19	14.1%	6	16.5%	4	9.8%	2	26.6%	7
Once a month	9.6%	11	13.3%	6	7.3%	2	16.5%	4	0.0%	0
Once every two months	2.7%	3	1.7%	1	9.6%	2	0.0%	0	0.0%	0
Once every six months	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		116		42		26		23		26
Sample:		112		45		33		23		11

**Q27 Where did you or members of your household last go to play bingo?**

*Those who play bingo and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q27*

Mecca Bingo, Lloyds Avenue, Ipswich	28.7%	14	29.3%	8	18.5%	2	33.6%	2	34.4%	2
Gala Bingo, 3 Ranelagh Road, Ipswich	27.3%	14	41.1%	12	12.7%	1	10.6%	1	0.0%	0
Anglia Weekly Bingo, Peshurst Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo Hall, Ranelagh Road, Ipswich	2.7%	1	0.0%	0	0.0%	0	19.3%	1	0.0%	0
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.4%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0
Palace Bingo, Crescent Road, Felixstowe	13.3%	7	5.0%	1	48.9%	4	15.7%	1	0.0%	0
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Beacon Bingo, Battery Green, Lowestoft	1.7%	1	0.0%	0	9.9%	1	0.0%	0	0.0%	0
Other - British Legion, Bramford	8.4%	4	5.0%	1	0.0%	0	0.0%	0	47.8%	3
Other - Community Centre, Eye	1.5%	1	0.0%	0	0.0%	0	10.6%	1	0.0%	0
Other - Conservative Club, Clapgate Lane, Ipswich	1.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Fairfield Road, Aldburgh	1.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High School	2.1%	1	0.0%	0	0.0%	0	0.0%	0	17.8%	1
Other - Kirkby Street, Ipswich	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Labour Club, Landseer Road, Gainsborough	3.5%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Whitehouse Community Centre, Ipswich	3.1%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.7%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		29		8		7		6
Sample:		55		35		10		7		3

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q28 Where did you or members of your household last go to the cinema?</b>										
<i>Those who go to the cinema and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q28</i>										
Cineworld, Cardinal Park, Ipswich	65.7%	315	91.7%	152	44.9%	52	58.5%	61	53.5%	51
Film Theatre, Ipswich	0.5%	2	0.4%	1	0.0%	0	0.0%	0	1.6%	1
The Regal, Stowmarket	2.5%	12	0.0%	0	0.8%	1	10.8%	11	0.0%	0
The Palace, Felixstowe	3.1%	15	0.4%	1	12.2%	14	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	9.7%	46	6.4%	11	22.7%	26	4.2%	4	5.3%	5
Aldeburgh Cinema, Aldeburgh	1.4%	7	0.0%	0	5.9%	7	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	1.3%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	5.3%	25	0.0%	0	0.0%	0	0.0%	0	26.5%	25
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	2.1%	10	0.0%	0	8.8%	10	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	5.8%	28	0.0%	0	0.0%	0	21.9%	23	5.4%	5
Other - Camberly, Surrey	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Southampton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		480		165		116		104		95
Sample:		471		180		150		96		45

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)						
<b>Q29 Where did you or members of your household last go to a gym / healthclub?</b>											
<i>Those who go to a gym / healthclub and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q29</i>											
Gym & Trim, Cardinal Park, Ipswich	2.4%	5	3.1%	3	1.7%	1	0.0%	0	4.5%	2	
Fitness First, Russell Road, Ipswich	1.9%	4	3.0%	3	0.0%	0	0.0%	0	4.5%	2	
Crown Pools, Crown Street, Ipswich	8.8%	19	19.4%	17	1.8%	1	3.0%	1	0.0%	0	
YMCA (Ipswich), 38Westgate Street, Ipswich	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ipswich Sports Club, Henley Road, Ipswich	1.3%	3	2.1%	2	0.0%	0	2.2%	1	0.0%	0	
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	1.8%	4	3.0%	3	0.0%	0	2.8%	1	0.0%	0	
Copleston Centre, Copleston Road, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.2%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0	
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.1%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	2.2%	5	5.6%	5	0.0%	0	0.0%	0	0.0%	0	
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Clarice House, Bramford Road, Bramford	7.0%	15	7.1%	6	0.0%	0	4.1%	2	20.5%	7	
Martlesham Leisure, Gloster Road, Martlesham Heath	1.8%	4	2.9%	3	2.7%	1	0.0%	0	0.0%	0	
Adrenaline Gym, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
David Lloyd, Ransomes Europark, Ipswich	5.5%	12	10.1%	9	2.2%	1	1.2%	1	4.5%	2	
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	1.7%	4	1.8%	2	4.4%	2	0.0%	0	0.0%	0	
Outside Ipswich	2.0%	4	1.7%	1	4.1%	2	1.6%	1	0.0%	0	
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	1.4%	3	0.0%	0	0.0%	0	0.0%	0	9.0%	3	
Other - Chantry High School, Stone Lodge Lane	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Other - Cowdray Centre, Mason Rd, Colchester	1.6%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	3	
Other - Deben Swimming Pool, Station Road, Woodbridge	7.2%	15	5.6%	5	19.6%	10	2.2%	1	0.0%	0	

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	7.1%	15	1.9%	2	24.5%	12	0.0%	0	4.5%	2
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	3.3%	7	1.2%	1	12.5%	6	0.0%	0	0.0%	0
Other - Formham Golf Club	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Framlingham College, Framlingham	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.9%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.5%	3	0.0%	0	0.0%	0	2.4%	1	5.9%	2
Other - Hospital Gym, Heath Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivory Street, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	2.7%	6	0.0%	0	0.0%	0	13.0%	6	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	4.8%	10	1.0%	1	1.7%	1	0.0%	0	24.8%	9
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	2.8%	6	0.0%	0	9.4%	5	0.0%	0	4.3%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	9.8%	21	0.0%	0	0.0%	0	46.8%	21	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	1.1%	2	0.7%	1	0.0%	0	4.0%	2	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.7%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CofE School, Victory Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	1.3%	3	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	2.4%	5	0.0%	0	4.9%	2	6.2%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.6%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Town Hall,	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Column % ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Saxmundham					
Other - Village Hall, Waldringfield	0.3%	1	0.0%	0	1.5%
Other - Woolverstone Hall School, Woolverstone	0.7%	2	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%
Weighted base:	215		86	49	45
Sample:	213		96	64	34

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q30 Where did you or members of your household last go to a museum or place of historical interest?</b>										
<i>Those who go to museums or places of historical interest and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q30</i>										
Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	10.2%	30	17.9%	20	12.4%	7	2.4%	2	2.7%	1
Town Hall Galleries, Cornhill, Ipswich	0.6%	2	0.7%	1	0.0%	0	1.5%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	1.0%	3	1.0%	1	3.3%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	22.9%	68	37.8%	43	11.2%	6	16.1%	12	12.6%	7
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.6%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.4%	4	1.5%	2	1.7%	1	0.0%	0	2.8%	2
Museum of East Anglian Life, Crowe Street, Stowmarket	3.5%	10	0.0%	0	1.6%	1	10.8%	8	2.8%	2
Orford Castle, Aldeburgh	0.7%	2	0.5%	1	2.8%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	2.2%	6	0.0%	0	1.5%	1	5.6%	4	2.8%	2
The Guildhall, Lavenham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Norwich Castle Museum and Gallery, Norwich	2.6%	8	0.8%	1	4.8%	3	5.8%	4	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	0.8%	2	0.8%	1	2.5%	1	0.0%	0	0.0%	0
Other - Alnwick Castle, Northumberland	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other - Bristol	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cambridge	1.2%	4	1.4%	2	0.0%	0	2.7%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	2.1%	6	0.0%	0	0.0%	0	4.8%	3	4.9%	3
Other - Cornwall	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Derbyshire	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Dorset	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - FitzWilliam Museum, Cambridge	2.4%	7	2.4%	3	0.0%	0	3.3%	2	3.5%	2
Other - Gainsbrough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Hampshire	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Horingar	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Iron Bridge	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Kent	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Liverpool	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	30.1%	90	22.6%	26	43.7%	24	27.4%	20	35.7%	20
Other - Longmelford Hall, Longmelford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Lyme Park, Cheshire	0.9%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Manchester	1.2%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - Norwich Castle	1.0%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Other - Orkney	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Other - Preston Tower, Preston	1.2%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Other - Rochester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Scotland	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Warwick	1.2%	4	0.7%	1	0.0%	0	0.0%	0	4.9%	3
Other - York	0.7%	2	0.0%	0	1.2%	1	0.7%	1	1.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		298		114		55		73		56
Sample:		294		126		72		66		30

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q31 Where did you or members of your household last go to a nightclub or musical venue?</b>										
<i>Those who go to nightclubs or musical venues and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q31</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.5%	3	3.8%	2	0.0%	0	5.5%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	8.0%	9	11.0%	5	11.8%	2	6.8%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	12.2%	13	21.5%	9	18.2%	4	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	5.4%	6	7.7%	3	11.8%	2	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	9.4%	10	9.3%	4	11.2%	2	19.0%	4	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.4%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	1.7%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.6%	2	2.3%	1	3.5%	1	0.0%	0	0.0%	0
Other - Birmingham	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	2.0%	2	0.0%	0	0.0%	0	11.2%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	0.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	9.2%	10	3.2%	1	0.0%	0	0.0%	0	36.0%	8
Other - Electric Palace, Harwich	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Other - Felixstowe	2.4%	3	3.2%	1	5.9%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Other - Hennan Park, Suffolk	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Horrom	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Ipswich	4.8%	5	10.5%	5	0.0%	0	2.8%	1	0.0%	0
Other - Levenham Church, Sudbury	2.3%	2	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Other - London	4.9%	5	1.8%	1	0.0%	0	17.5%	3	4.3%	1
Other - Manor Ballroom, Ipswich	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Martlesham	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	6.8%	7	0.0%	0	0.0%	0	0.0%	0	31.0%	7
Other - Newmarket	1.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Other - Norwich	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - O2 Arena London	3.7%	4	1.4%	1	6.9%	1	10.0%	2	0.0%	0
Other - Snape	2.3%	2	0.0%	0	11.5%	2	0.0%	0	0.0%	0
Other - Southend	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	0.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Stretford	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Sudbury	1.6%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Other - Suffolk	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	1.2%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Other - Thurswood	0.7%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Other - Trinity Park, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	1.4%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		107		43		21		19		24
Sample:		103		51		27		16		9

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q32 Where did you or members of your household last go to a pub/bar?</b>										
<i>Those who go to pubs or bars and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q32</i>										
Cardinal Park, Ipswich	2.7%	12	2.1%	3	1.9%	2	0.0%	0	8.2%	6
Ipswich Town Centre, Including St Nicholas Street, Ipswich	22.8%	99	48.8%	76	5.5%	6	13.4%	12	6.4%	5
Ipswich Waterfront, Ipswich	3.1%	14	5.8%	9	0.0%	0	4.1%	4	1.3%	1
Isaacs, Ipswich	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
The Dove, Ipswich	2.4%	10	6.6%	10	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Aldringham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Bacton	0.6%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Other - Barham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Bedford	0.3%	1	0.6%	1	0.3%	0	0.0%	0	0.0%	0
Other - Blaxhall	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Bramford	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.3%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0
Other - Brantham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Brickham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Bury St.Edmunds	1.8%	8	0.7%	1	0.0%	0	7.7%	7	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.4%	2	0.0%	0	0.6%	1	1.1%	1	0.0%	0
Other - Claydon	0.6%	2	0.5%	1	1.1%	1	0.6%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	3.7%	16	0.0%	0	0.0%	0	0.0%	0	20.4%	16
Other - Cotton	0.6%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Other - Cretingham	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Debenham	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Eastbridge	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eye	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Felixstowe	7.8%	34	0.9%	1	29.0%	33	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Framlingham	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Gainsbrough	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Great Briscip	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Groton	0.7%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Other - Grundisburgh	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	4
Other - Halesworth	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Harkstead	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Harrogate	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Other - Ingham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Ipswich	0.7%	3	1.1%	2	0.5%	1	0.6%	1	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ipswich East	0.5%	2	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	4	1.0%	2	0.7%	1	0.0%	0	1.9%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	1.3%	6	0.0%	0	0.0%	0	0.0%	0	7.2%	6
Other - Laxfield	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Leiston	0.6%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Levington	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - London	0.3%	1	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Other - Martlesham	2.4%	10	5.2%	8	1.4%	2	0.7%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Melton	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Nacton	0.4%	2	0.4%	1	1.1%	1	0.0%	0	0.0%	0
Other - Needham Market	0.8%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Other - Newbourne	0.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Norwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Pettistree	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Rankford	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.5%	2	0.0%	0	0.0%	0	0.7%	1	1.9%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Sibton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Southwold	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stonham Aspal	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Stowmarket	5.0%	22	0.0%	0	0.0%	0	24.5%	22	0.0%	0
Other - Stratford St.Mary	0.9%	4	0.5%	1	0.0%	0	0.0%	0	3.8%	3
Other - Stutton	0.5%	2	0.5%	1	0.0%	0	0.0%	0	2.0%	2
Other - Sudbury	1.6%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7
Other - Tacket Street, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.5%	1	0.7%	1	0.0%	0	2.0%	2
Other - The Angel, Debenham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.3%	6	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Thornham	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Thurston	0.8%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.3%	1	0.4%	1	0.6%	1	0.0%	0	0.0%	0
Other - Waveney	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - West Mersea	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Other - Woodbridge	8.0%	35	7.6%	12	17.1%	19	1.2%	1	3.1%	2
Other - Woolpit	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column % ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Wycombe Market	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Yoxford	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Weighted base:		434		156		112		88		78
Sample:		425		166		139		83		37

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q33 Where did you or members of your household last go to a restaurant?</b>										
<i>Those who go to restaurants and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q33</i>										
Cardinal Park, Ipswich	6.2%	42	8.8%	22	3.9%	6	4.5%	7	6.0%	7
Ipswich Town Centre, including St Nicholas Street, Ipswich	24.0%	162	47.9%	118	4.2%	7	14.0%	21	12.9%	16
Ipswich Waterfront, Ipswich	6.0%	41	9.4%	23	4.0%	6	5.4%	8	2.6%	3
Bury St Edmunds	5.6%	38	0.0%	0	1.0%	2	21.1%	32	3.7%	4
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	3.5%	24	0.7%	2	0.0%	0	0.0%	0	18.2%	22
Diss	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Felixstowe	8.9%	60	4.8%	12	29.4%	46	1.7%	3	0.0%	0
Norwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.3%	16	0.0%	0	0.4%	1	10.0%	15	0.0%	0
Sudbury	1.3%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	9
Woodbridge	7.3%	49	6.9%	17	18.3%	28	1.2%	2	1.6%	2
Other - Aldeburgh	0.8%	5	0.3%	1	3.0%	5	0.0%	0	0.0%	0
Other - Ardleigh	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Other - Arundel Way, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Bacton	0.2%	2	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Other - Badingham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Other - Claydon	1.0%	7	0.3%	1	0.0%	0	3.9%	6	0.0%	0
Other - Copdock	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Cotton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other - Dedham	1.5%	10	0.3%	1	1.0%	2	0.0%	0	6.3%	8
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Dunston	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Famlingham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Foxhall	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Framlingham	0.8%	6	0.2%	1	2.7%	4	0.5%	1	0.0%	0
Other - Great Bricett	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Grundisburgh	0.3%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Other - Hadleigh	1.6%	11	1.1%	3	0.0%	0	0.4%	1	6.3%	8
Other - Halesworth	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Harkstead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Haughley	0.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Other - Hintlesham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	8	2.0%	5	0.8%	1	0.0%	0	1.2%	1
Other - Kessingland	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Kettleborough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Lavenham	0.7%	5	0.0%	0	0.0%	0	3.1%	5	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Leiston	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.2%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - London	2.0%	14	1.0%	2	1.9%	3	2.3%	3	4.1%	5
Other - Long Melford	1.1%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Manchester	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Marlow	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.5%	3	0.7%	2	0.7%	1	0.4%	1	0.0%	0
Other - Martlesham Heath	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Maybush	0.5%	3	0.0%	0	0.5%	1	0.4%	1	1.4%	2
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other - Mistly, Essex	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Museum Street, Ipswich	0.2%	1	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nacton	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Needham Market	1.2%	8	0.0%	0	0.0%	0	5.2%	8	0.0%	0
Other - Newbourne	0.6%	4	0.2%	1	1.5%	2	0.9%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Norton	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Nottingham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Patterswick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Pettistree	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Ravenswood, Ipswich	0.5%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Shotley Gate	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Sibton	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	5	0.0%	0	2.4%	4	0.6%	1	0.0%	0
Other - Sproughton	0.5%	3	0.3%	1	0.0%	0	1.6%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.3%	2
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Thurston	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Tuttenham	1.0%	7	1.1%	3	1.2%	2	1.6%	2	0.0%	0
Other - Waldringfield	0.8%	5	0.8%	2	0.8%	1	1.4%	2	0.0%	0
Other - Warwick	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Other - Westerfield	0.7%	4	1.5%	4	0.4%	1	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	675		247		155		151		121	
Sample:	670		271		198		141		60	

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q34 Where did you or members of your household last go tenpin bowling?</b>										
<i>Those who go tenpin bowling and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q34</i>										
Solar Bowl, Sproughton Rd, Ipswich	41.5%	80	55.3%	36	9.4%	4	76.2%	31	20.6%	9
Kingpin, Gloster Road, Martlesham Heath, Ipswich	36.3%	70	36.8%	24	88.8%	40	7.8%	3	6.2%	3
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	12.5%	24	2.8%	2	0.0%	0	0.0%	0	54.0%	22
Bury Bowl, Eastgate Street, Bury St Edmunds	4.1%	8	0.0%	0	0.0%	0	0.0%	0	19.2%	8
Mega Bowl, Pilsworth, Bury St Edmunds	1.6%	3	1.4%	1	0.0%	0	5.0%	2	0.0%	0
Other - Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham Heath	0.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	1.3%	2	1.6%	1	1.8%	1	1.3%	1	0.0%	0
Other - Norwich	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Thetford	0.7%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Winchester	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		193		65		46		41		41
Sample:		186		72		54		42		18

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q35 Where did you or members of your household last go to the theatre?</b>										
<i>Those who go to the theatre and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q35</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	16.0%	66	18.4%	26	10.6%	9	21.8%	20	11.6%	11
The New Wolsey Theatre, Civic Drive, Ipswich	27.4%	113	46.5%	65	16.4%	14	25.2%	23	11.1%	10
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.1%	9	2.4%	3	1.8%	2	1.2%	1	2.8%	3
Sea Pavilion, Felixstowe, Felixstowe	4.0%	17	2.4%	3	11.8%	10	2.9%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
The Quay Theatre, Sudbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Mercury Theatre, Colchester	6.6%	27	0.0%	0	0.9%	1	0.0%	0	28.9%	27
The Theatre Royal, Bury St Edmunds	3.3%	14	0.8%	1	1.9%	2	10.2%	9	1.6%	1
Theatre Royal, Norwich	1.5%	6	0.4%	1	2.4%	2	3.6%	3	0.0%	0
Seckford Theatre, Woodbridge	2.5%	10	0.5%	1	8.7%	8	2.0%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	3.6%	15	6.3%	9	2.4%	2	2.7%	3	1.7%	2
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	25.5%	105	15.8%	22	29.8%	26	24.7%	23	36.8%	34
Other - Aldeburgh	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Colchester	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.9%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Other - Odeon, Ipswich	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.9%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.6%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Woodbridge Theatre	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		412		140		88		92		92
Sample:		409		159		115		88		47

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q36 Where did you or members of your household undertake the activity mentioned?</b>										
<i>Those who undertake any other activity and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q36</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	15.5%	18	25.8%	9	11.5%	3	7.8%	2	12.5%	3
Ipswich Waterfront	1.4%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.9%	2	2.5%	1	4.3%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	8.5%	10	6.4%	2	25.2%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	5	0.0%	0	0.0%	0	22.0%	5	0.0%	0
Sudbury	1.8%	2	0.0%	0	1.2%	0	0.0%	0	6.4%	2
Woodbridge	8.0%	9	11.9%	4	16.9%	5	0.0%	0	0.0%	0
Other - Alton	2.3%	3	0.0%	0	2.2%	1	0.0%	0	7.3%	2
Other - Barham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Barking	1.2%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Other - Blaxhall	0.3%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Bramford	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Claydon	1.2%	1	2.2%	1	0.0%	0	2.5%	1	0.0%	0
Other - Crowfield	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Darsham	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Denton	0.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other - East Bergholt	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Easton	0.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Other - Elmswell	1.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Other - Eye	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Other - Finn Valley	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.8%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Other - Haughton	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	1.6%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	1.3%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Other - London	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Nayland	6.5%	7	0.0%	0	0.0%	0	0.0%	0	27.0%	7
Other - Needham Market	1.2%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Other - Newbourne	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	1.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	1.4%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Other - Rushmere	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Stoke by Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Stratford St.Mary	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Sudbourne	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Suffolk Yacht	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Harbour, Levington									
Other - Thorpeness	1.3%	1	0.0%	0	5.0%	1	0.0%	0	0.0%
Other - Witnesham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%
Other - Woodbridge	3.1%	4	0.0%	0	0.0%	0	0.0%	0	13.1%
Other - Woodgreen	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%
Other - Wrendlesham Forest	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%
Other - Wycombe Market	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%
Other - Yoxford	1.1%	1	0.0%	0	4.4%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		113		35		29		22	
Sample:		111		41		36		22	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?</b>										
Better disabled access	0.6%	6	0.4%	2	0.0%	0	2.2%	5	0.0%	0
Better public transport	1.3%	13	2.7%	10	0.5%	1	0.3%	1	0.8%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.4%	9	1.6%	4	0.9%	2	2.5%	5
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.7%	4	0.0%	0
Better value for money / lower prices	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	1.0%	4	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.9%	39	5.1%	18	3.4%	8	3.0%	6	3.1%	6
Department Store	7.6%	76	10.3%	37	7.6%	18	4.2%	9	6.8%	13
Fewer traffic free pedestrian streets	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Improved public transport	0.7%	7	1.1%	4	0.5%	1	0.5%	1	0.5%	1
More frequent or different routes	0.4%	4	0.5%	2	1.0%	2	0.0%	0	0.0%	0
Cheaper public transport	0.6%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.4%	1	0.9%	2	0.0%	0	0.8%	2
Cheaper park & ride facilities	0.9%	9	0.4%	2	1.3%	3	0.8%	2	1.2%	2
Larger shops	1.7%	17	2.7%	10	2.5%	6	0.0%	0	0.9%	2
New shopping centre	0.7%	7	0.8%	3	0.9%	2	1.0%	2	0.0%	0
Large food superstore	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.7%	17	1.8%	7	0.7%	2	2.5%	5	1.8%	4
More / better higher quality shop offer	8.4%	84	12.7%	45	6.5%	15	6.0%	13	5.8%	11
Shops and services open later in the evening	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	12.9%	129	12.3%	44	16.9%	39	13.6%	29	8.7%	17
More / better car parking	13.5%	135	14.1%	50	14.1%	33	18.5%	39	6.4%	13
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	3.8%	38	5.0%	18	2.4%	6	2.4%	5	4.8%	9
More smaller independent & specialist shops	8.6%	86	14.2%	51	3.3%	8	6.1%	13	7.4%	15
More traffic free pedestrianised streets	0.3%	3	0.4%	2	0.2%	1	0.6%	1	0.0%	0
More/better cafes	0.3%	3	0.4%	1	0.0%	0	0.8%	2	0.0%	0
More/better cultural facilities	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.3%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.6%	6	0.9%	3	0.3%	1	0.7%	1	0.5%	1
More/ better range of multiple retailers	5.8%	58	10.8%	39	3.1%	7	3.8%	8	1.8%	4
Nothing	44.3%	443	27.9%	99	50.3%	117	48.9%	105	61.9%	122
Do not visit Ipswich for leisure activities	1.4%	14	0.5%	2	2.1%	5	3.4%	7	0.0%	0
Better shopping environment - more public toilets	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.6%	2	0.6%	1	2.7%	6	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.3%	3	0.5%	2	0.7%	2	0.0%	0	0.0%	0
Better provision for the elderly	0.5%	5	0.7%	3	0.0%	0	0.0%	0	1.0%	2
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.2%	4	0.5%	1	0.5%	1	1.2%	2
More public toilets	0.3%	3	0.5%	2	0.2%	0	0.3%	1	0.0%	0
Relocate the market	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.8%	2
Other	3.2%	32	3.3%	12	3.0%	7	3.1%	7	3.3%	6
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>GEN Gender of respondent</b>										
Male	28.4%	284	33.0%	117	24.1%	56	24.2%	52	29.7%	59
Female	71.6%	716	67.0%	239	75.9%	176	75.8%	162	70.3%	139
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

**AGE Can I just ask, how old are you?**

18-24	1.1%	11	1.4%	5	1.2%	3	1.4%	3	0.0%	0
25-34	2.8%	28	3.6%	13	1.8%	4	1.2%	3	4.3%	8
35-44	15.1%	151	17.9%	64	14.9%	35	18.7%	40	6.1%	12
45-54	25.4%	254	22.3%	79	25.6%	59	28.4%	61	27.4%	54
55-64	18.9%	189	16.1%	57	18.7%	44	20.0%	43	22.6%	45
65+	36.1%	361	37.6%	134	37.3%	87	29.8%	64	39.1%	77
(Refused)	0.7%	7	1.0%	3	0.5%	1	0.5%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

**SEG Social Grading**

A	4.8%	48	3.0%	11	5.1%	12	4.6%	10	7.7%	15
B	21.2%	212	23.5%	84	20.6%	48	18.2%	39	21.1%	42
C1	21.0%	210	21.6%	77	19.0%	44	23.2%	50	19.9%	39
C2	23.3%	233	24.5%	87	24.6%	57	24.8%	53	18.2%	36
D	5.9%	59	6.1%	22	5.9%	14	3.8%	8	7.8%	15
E	16.6%	166	14.7%	52	16.9%	39	17.3%	37	18.7%	37
(Refused)	7.2%	72	6.5%	23	7.9%	18	8.1%	17	6.5%	13
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

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

Ipswich	19.7%	189	36.7%	127	9.4%	20	10.8%	22	10.1%	19
Aldeburgh	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.4%	13	0.2%	1	0.0%	0	4.3%	9	1.8%	3
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.5%	24	0.2%	1	0.0%	0	0.5%	1	11.9%	23
Felixstowe	3.4%	33	1.1%	4	12.6%	27	0.7%	1	0.0%	0
Framlingham	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Lowestoft	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.2%	11	1.5%	5	2.1%	5	0.8%	2	0.0%	0
Norwich	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	2.2%	21	0.2%	1	0.0%	0	9.9%	20	0.0%	0
Sudbury	0.8%	7	0.3%	1	0.0%	0	1.4%	3	1.8%	3
Woodbridge	1.2%	11	0.7%	3	4.1%	9	0.0%	0	0.0%	0
Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
London	0.5%	5	0.5%	2	0.2%	0	1.2%	2	0.0%	0
Needham Market	0.9%	8	0.5%	2	0.0%	0	2.3%	5	1.0%	2
Saxmundham	0.6%	6	0.3%	1	2.2%	5	0.0%	0	0.0%	0
Suffolk	0.5%	5	1.2%	4	0.0%	0	0.3%	1	0.0%	0
Wattisham	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Wycombe Market	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other	5.0%	47	2.0%	7	5.4%	12	11.8%	24	2.5%	5
(Work from home)	3.8%	36	1.7%	6	3.8%	8	2.8%	6	8.5%	16
(Not in employment)	53.9%	515	52.4%	182	54.4%	118	51.4%	104	58.9%	111
Weighted base:		956		347		217		202		189
Sample:		954		388		280		191		95

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>ADU How many adults aged 16 years and over, including yourself, live in your household?</b>										
One	22.6%	226	27.1%	97	19.3%	45	18.5%	40	22.9%	45
Two	57.2%	572	56.2%	200	60.2%	140	56.1%	120	56.6%	112
Three	12.0%	120	11.3%	40	10.1%	23	16.1%	34	10.9%	22
Four or more	7.0%	70	4.3%	15	7.1%	16	9.3%	20	9.1%	18
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.0%	0	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>CHI How many children aged 15 years and under, live in your household?</b>										
None	78.0%	780	77.1%	275	76.4%	177	76.5%	164	83.2%	165
One	7.9%	79	10.5%	37	7.6%	18	5.0%	11	7.0%	14
Two	9.8%	98	8.7%	31	8.8%	21	15.6%	33	6.8%	13
Three	1.9%	19	1.8%	6	2.6%	6	1.4%	3	1.7%	3
Four or more	1.0%	10	0.8%	3	1.2%	3	1.3%	3	0.9%	2
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.3%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>CAR How many cars does your household own or have the use of?</b>										
None	10.7%	107	17.0%	61	7.8%	18	5.8%	12	7.9%	16
One	48.0%	480	49.0%	174	45.3%	105	41.4%	89	56.6%	112
Two	30.0%	300	26.4%	94	34.6%	80	36.5%	78	23.9%	47
Three or more	9.6%	96	5.9%	21	9.6%	22	15.4%	33	10.0%	20
(Refused)	1.7%	17	1.7%	6	2.6%	6	0.8%	2	1.7%	3
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>FUT Would you be willing to be recontacted for future quality control purposes?</b>										
Yes	68.7%	687	71.3%	254	68.4%	159	65.2%	140	68.4%	135
No	31.3%	313	28.7%	102	31.6%	73	34.8%	74	31.6%	62
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>ZON Survey Zone</b>										
Zone 1	8.6%	86	24.1%	86	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.8%	78	22.0%	78	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.4%	114	32.1%	114	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.8%	78	21.8%	78	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.1%	101	0.0%	0	43.7%	101	0.0%	0	0.0%	0
Zone 6	7.0%	70	0.0%	0	30.0%	70	0.0%	0	0.0%	0
Zone 7	6.1%	61	0.0%	0	26.3%	61	0.0%	0	0.0%	0
Zone 8	7.6%	76	0.0%	0	0.0%	0	35.5%	76	0.0%	0
Zone 9	13.8%	138	0.0%	0	0.0%	0	64.5%	138	0.0%	0
Zone 10	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>AREA Catchment Area</b>										
Inner Catchment Area (ICA)	35.6%	356	100.0%	356	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	23.2%	232	0.0%	0	100.0%	232	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	21.4%	214	0.0%	0	0.0%	0	100.0%	214	0.0%	0
Southern Catchment Area (SCA)	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)	
<b>SEC Postcode Sector</b>						
CO10 0	3.3%	33	0.0%	0	0.0%	0
CO10 5	0.6%	6	0.0%	0	0.0%	0
CO11 1	1.4%	14	0.0%	0	0.0%	0
CO11 2	1.9%	19	0.0%	0	0.0%	0
CO4 5	2.4%	24	0.0%	0	0.0%	0
CO6 4	1.5%	15	0.0%	0	0.0%	0
CO6 5	0.2%	2	0.0%	0	0.0%	0
CO7 6	1.5%	15	0.0%	0	0.0%	0
IP1 2	1.1%	11	3.1%	11	0.0%	0
IP1 3	0.8%	8	2.2%	8	0.0%	0
IP1 4	1.9%	19	5.4%	19	0.0%	0
IP1 5	2.0%	20	5.6%	20	0.0%	0
IP1 6	3.2%	32	8.9%	32	0.0%	0
IP10 0	0.8%	8	0.0%	0	3.3%	8
IP11 0	1.4%	14	0.0%	0	5.9%	14
IP11 2	2.3%	23	0.0%	0	9.7%	23
IP11 7	1.6%	16	0.0%	0	7.0%	16
IP11 9	2.3%	23	0.0%	0	10.1%	23
IP12 1	1.7%	17	0.0%	0	7.2%	17
IP12 2	1.1%	11	0.0%	0	4.6%	11
IP12 3	1.0%	10	0.0%	0	4.4%	10
IP12 4	1.8%	18	0.0%	0	7.8%	18
IP13 0	1.0%	10	0.0%	0	4.4%	10
IP13 6	1.1%	11	0.0%	0	4.9%	11
IP13 7	0.8%	8	0.0%	0	3.3%	8
IP13 8	0.5%	5	0.0%	0	2.3%	5
IP13 9	1.0%	10	0.0%	0	4.3%	10
IP14 1	2.3%	23	0.0%	0	0.0%	0
IP14 2	1.7%	17	0.0%	0	0.0%	0
IP14 3	1.1%	11	0.0%	0	0.0%	0
IP14 4	1.4%	14	0.0%	0	0.0%	0
IP14 5	1.3%	13	0.0%	0	0.0%	0
IP14 6	0.9%	9	0.0%	0	0.0%	0
IP15 5	0.7%	7	0.0%	0	3.1%	7
IP16 4	1.6%	16	0.0%	0	7.1%	16
IP17 1	1.4%	14	0.0%	0	6.1%	14
IP17 2	0.6%	6	0.0%	0	2.8%	6
IP17 3	0.5%	5	0.0%	0	2.1%	5
IP2 0	2.3%	23	6.4%	23	0.0%	0
IP2 8	1.5%	15	4.3%	15	0.0%	0
IP2 9	3.7%	37	10.3%	37	0.0%	0
IP23 7	1.0%	10	0.0%	0	0.0%	0
IP23 8	0.7%	7	0.0%	0	0.0%	0
IP3 0	2.0%	20	5.7%	20	0.0%	0
IP3 8	2.6%	26	7.3%	26	0.0%	0
IP3 9	2.4%	24	6.8%	24	0.0%	0
IP30 0	1.1%	11	0.0%	0	0.0%	0
IP30 9	2.2%	22	0.0%	0	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0
IP4 1	0.7%	7	2.1%	7	0.0%	0
IP4 2	1.6%	16	4.5%	16	0.0%	0
IP4 3	1.3%	13	3.6%	13	0.0%	0
IP4 4	1.8%	18	5.1%	18	0.0%	0
IP4 5	3.0%	30	8.3%	30	0.0%	0
IP5 1	1.4%	14	3.9%	14	0.0%	0
IP5 2	1.4%	14	3.9%	14	0.0%	0
IP5 3	1.0%	10	2.8%	10	0.0%	0
IP6 0	1.3%	13	0.0%	0	0.0%	0
IP6 8	1.6%	16	0.0%	0	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0
IP7 6	1.0%	10	0.0%	0	0.0%	0
IP7 7	1.2%	12	0.0%	0	0.0%	0
IP8 3	1.6%	16	0.0%	0	0.0%	0
IP8 4	1.1%	11	0.0%	0	0.0%	0
IP9 1	1.1%	11	0.0%	0	0.0%	0
IP9 2	1.9%	19	0.0%	0	0.0%	0
Weighted base:	1000	356		232		214
Sample:	1000	400		300		200

## **Appendix 7:**

### **Other Responses – Summary Counts**

**Ipswich Household Survey  
for Strategic Perspectives  
'Other' Responses**

<b>Q02</b>	<b>What is the main reason you choose ..... (store mentioned at Q01) to do your main food and grocery shopping?</b>	
	Good value for money	2
	It's a food only store, doesn't sell clothes, electronics etc	2
	Lack of choice	2
	Nice quiet store	2
	I like to support local businesses	2
	Family nearby	1
	In store cafe	1
	Range of special offers	1
	<b>Total</b>	<b>13</b>
<b>Q03</b>	<b>How do you normally travel to... [STORE/DESTINATION MENTIONED AT Q01]?</b>	
	Mobility scooter	2
	<b>Total</b>	<b>2</b>
<b>Q07</b>	<b>When you go shopping for main food goods, do you normally link this trip with another activity?</b>	
	Get petrol	2
	Browsing	1
	Church	1
	Going out on my boat	1
	<b>Total</b>	<b>5</b>
<b>Q25</b>	<b>When you do your household's non-food shopping, how do you usually travel?</b>	
	Mobility scooter	2
	<b>Total</b>	<b>2</b>

**Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?**

*Better shopping environment*

If it was quieter	2
Better shoe stores	1
Customer service in shops needs to be improved	1
Main shopping street covered over (for winter shopping)	1
Shopping map of Ipswich	1

**Total 6**

*Other*

Better layout	2
Better maintenance of the old, historic buildings	2
Better traffic flow around the town	2
Better quality roads	2
Easier access generally	2
Fewer tourists	2
Fewer youths hanging about the town	2
Ice rink	2
More cyclist friendly	2
More play areas for children	2
Better swimming facilities	1
Less fast food stalls on the street	1
Less people trying to get you to signup	1
Less phone shops and more clothing stores for children in their teens	1
Make the centre more car friendly	1
More live music events	1
More outdoor eating and drinking facilities	1
More town centre disabled parking	1
Quality clothing for smaller sized ladies	1
Refurbish and reopen the multi-storey car park	1

**Total 30**

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

Claydon	2
Diss	2
Eye	2
Holbrook	2
Orford	2
Thetford	2
Thurston	2
Warren Heath	2
Yoxford	2
Bacton	1
Benhall	1
Blakenham	1
Blaxhall	1
Brantham	1
Bromley	1
Cambridge	1
Conrad	1
Copley	1
Coventry	1
Debenham	1
Dorking	1
Earls Stonham	1
East Anglia	1
Elmswell	1
Grundisburgh	1
Kent	1
Kesgrave	1
Laxfield	1
Levington	1
Luton	1
Mendlesham	1
Nacton	1
Newmarket	1
Norton	1
Otley	1
Parham	1
Snape	1
Somersham	1
Stowupland	1
Thames valley	1
Waveny	1
Welwyn	1
Wherstead	1
Woodbridge	1
<b>Total</b>	<b>53</b>

## Appendix 8:

### Weightings

Postal Sector	Population *	Interviews Achieved	Weighting
IP1 2	4302	11	0.9997
IP2 0	8951	32	0.715
IP2 8	5952	17	0.895
IP2 9	14360	40	0.9177
IP1 3	2995	10	0.7656
IP1 4	7465	25	0.7633
IP1 5	7813	26	0.7681
IP1 6	12378	39	0.8113
IP4 2	6264	9	1.7791
IP4 3	5044	14	0.921
IP4 4	7069	25	0.7228
IP4 5	11598	28	1.0588
IP5 1	5410	4	3.4572
IP5 2	5479	18	0.7781
IP5 3	3843	2	4.9117
IP3 0	7876	23	0.8753
IP3 8	10207	44	0.593
IP3 9	9407	29	0.8292
IP4 1	2890	4	1.8468
IP10 0	2967	7	1.0835
IP11 0	5315	11	1.2351
IP11 2	8813	15	1.5018
IP11 7	6381	20	0.8156
IP11 9	9160	22	1.0643
IP12 4	7040	25	0.7198
IP12 2	4182	16	0.6681
IP12 3	4034	8	1.289
IP15 5	2793	15	0.476
IP16 4	6405	26	0.6297
IP17 1	5509	17	0.8284
IP17 2	2500	8	0.7988
IP17 3	1862	10	0.476
IP12 1	6497	21	0.7908
IP13 0	3967	11	0.9219
IP13 6	4412	21	0.537
IP13 7	2967	21	0.3612
IP13 8	2096	10	0.5358

IP13 9	3913	16	0.6251
IP14 4	5492	22	0.6381
IP14 5	4897	18	0.6954
IP14 6	3618	7	1.3212
IP23 7	3976	14	0.726
IP23 8	2618	5	1.3384
IP6 0	4918	23	0.5466
IP6 9	4209	11	0.9781
IP14 1	8829	15	1.5046
IP14 2	6590	12	1.4038
IP14 3	4252	4	2.7172
IP30 0	4242	6	1.8072
IP30 9	8536	20	1.091
IP31 3	6563	17	0.9868
IP6 8	6183	12	1.3171
IP7 7	4577	4	2.9249
IP8 4	4202	10	1.0741
CO10 0	12782	19	1.7196
CO10 5	2194	1	5.6083
CO11 1	5461	9	1.551
CO11 2	7513	7	2.7435
CO4 5	9234	7	3.372
CO6 4	5712	2	7.3005
CO6 5	808	2	1.0327
CO7 6	5834	10	1.4913
IP7 5	6403	16	1.023
IP7 6	3837	4	2.452
IP8 3	6184	8	1.9759
IP9 1	4143	3	3.5301
IP9 2	7285	12	1.5518

\* Source: Census 2001

## **Appendix 9:**

### **Sample Questionnaire**

Job No. 120210

**Ipswich Household Survey**

**Good morning / afternoon / evening, my name is .... from NEMS Market Research, an independent market research company. We are conducting a short survey into the shopping behaviour of people in the area on behalf of Ipswich Borough Council to help improve the retail and leisure provision in the area. Do you have a few minutes to answer some questions?**

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

Yes  
No

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

**PC Can I just ask you to confirm your postcode please?**

1 Postcode (PLEASE WRITE IN)

**Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?**

DO NOT READ OUT. ONE ANSWER ONLY  
IF OTHER, PLEASE SPECIFY THE FOOD STORE NAME, ROAD/STREET NAME AND AREA e.g. ASDA, GODDARD ROAD, IPSWICH

***Inside Borough***

001 Aldi, 14 Meredith Road  
002 Aldi, 201 Felixstowe Road  
003 Aldi, 3 Hines Road  
004 Asda, Stoke Park Drive  
005 Asda, Goddard Road, Ipswich  
006 Asian Food store, 73-75 Norwich Road  
007 Butchers and Fruits, 14 St Helen's Street  
008 Co-op, Ravenswood  
009 Co-op , 65-67 Colchester Road  
010 Co-op & Rushmere Post Office, 51-53 Woodbridge Road East  
011 Co-op Foodstore, 147 Fircroft Road  
012 Co-op Foodstore, 15 Garrick Way  
013 Co-op Foodstore, 15-25 Meredith Road  
014 Co-op Foodstore, 15-23 Ulster Avenue  
015 Co-op Foodstore, 283 Norwich Road  
016 Co-op Foodstore, 16 Norwich Road  
017 Co-op Foodstore, 245-253 Hawthorn Drive  
018 Co-op Foodstore, 196 Vernon Street  
019 Co-op Foodstore, 111-113 Cauldwell Hall Road  
020 Co-op Foodstore, 34-38 Foxhall Road  
021 Co-op Foodstore, 1Hines Road  
022 Co-op Foodstore, 2-8 Selkirk Road  
023 Co-op Foodstore, 217-221 Clapgate Lane  
024 Co-op Foodstore, 64-66 Queen's Way  
025 Co-op Foodstore, 119-123 Penshurst Road  
026 Co-op Foodstore, 335-337 Woodbridge Road  
027 Co-op Foodstore, 61 Prince of Wales Drive  
028 Co-op Foodstore , 201 Bramford Lane  
029 Co-op Foodstore (LateShop), 310 Sheldrake Drive  
030 Farmfoods, 88 Bramford Road  
031 Global Fruits, 49 Butter Market  
032 Go East , 2 Fore Street  
033 Halal Connection, 3-3a Norwich Road  
034 Iceland, 23-31 St Matthew's Street  
035 J Sainsbury, 38-40 Upper Brook Street  
036 J Sainsbury, 40 Hadleigh Road, Ipswich  
037 Kerala Store, 71 St John's Road  
038 Lidl, Ravenswood  
039 Lidl, Handford Road  
040 M.R.S Food Store and Off Licence, 142 Felixstowe Road  
041 M.R.S Foodstore, 52 Woodbridge Road  
042 Mamoudou, 37 Norwich Road  
043 Marks and Spencers, 16-26 Westgate Street  
044 McColls, 53 Stoke Park Drive  
045 Mediterranean Foods, 3 Bramford Road  
046 Morrisons, Sproughton Road, Ipswich  
047 Napoli Deli, 67 Upper Orwell Street  
048 National Groceries and Fruits, 31 Norwich Road  
049 Premiere Stores, 17 Wherstead Road  
050 Procter's Sausages, 12 The Walk  
051 Spar, 777-779 Woodbridge Road  
052 Spar, 11 Reynolds Road  
053 Tesco Express, Nacton Road  
054 Tesco Express, St Matthews Street  
055 Tesco Express, Duke Street  
056 Tesco Express & Post Office, 651 Bramford Road  
057 The Candy Box Off-Licence, 422 Woodbridge Road  
058 Weigh 'n' Save, 69 Carr Street  
059 World Food Store, 20 St Helen's Street

**Outside Borough**

060	Aldi, Girling Street, SUDBURY
061	Aldi, 6-10 Lime Kiln Lane, THETFORD
062	Asda, Turner Rise, COLCHESTER
063	Asda, Wilkes Way, STOWMARKET
064	Budgens, Bullock Fair Close, HARLESTON
065	Budgens, St Andrews Street, MILDENHALL
066	Budgens, The Thoroughfare, WOODBRIDGE
067	Iceland, George Road, BRAINTREE
068	Iceland, 5-6 Cornhill, BURY ST EDMUNDS
069	Iceland, Waterglade Park, CLACTON ON SEA
070	Iceland, St Johns Walk Shopping Centre, COLCHESTER
071	Iceland, Unit 7, Tollgate Centre, COLCHESTER
072	Iceland, 50-60 Hamilton Way, FELIXSTOWE
073	Iceland, Roachford Way, FRINTON ON SEA
074	Iceland, Combs Lane, STOWMARKET
075	Iceland, 94-95 North Street, SUDBURY
076	Iceland, Minstergate Street, THETFORD
077	Iceland, The Newlands, WITHAM
078	J Sainsbury, High Street, ATTLEBOROUGH
079	J Sainsbury, 1 Tofts Walk, BRAINTREE
080	J Sainsbury, Moreton Hall, BURY ST EDMUNDS
081	J Sainsbury, 14 Priory Walk, COLCHESTER
082	J Sainsbury, Stanway, COLCHESTER
083	J Sainsbury, London Road, THETFORD
084	J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH
085	Kwik Save, Minster Gate Street, THETFORD
086	Lidl, St Johns Walk, COLCHESTER
087	Lidl, FELIXSTOWE
088	Lidl, Staple Tye, HARLOW
089	Lidl, 36 North Street, SUDBURY
090	Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS
091	Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA
092	Marks & Spencer, 38 High Street, COLCHESTER
093	Marks & Spencer, 55 Hamilton Road, FELIXSTOWE
094	Marks & Spencer, 82-84 London Road North, LOWESTOFT
095	Morrisons, George Westwood Way, BECCLES
096	Morrisons, Little Clacton, CLACTON ON SEA
097	Morrisons, Old Road, CLACTON ON SEA
098	Morrisons, 146 Victoria Road, DISS
099	Morrisons, Grange Farm Park, FELIXSTOWE
100	Morrisons, Parkeston, HARWICH
101	Morrisons, Gisleham, LOWESTOFT
102	Morrisons, Braintree Road, WITHAM
103	Netto, 24 Highfields Road, WITHAM
104	Rainbow, Gosford Road, BECCLES
105	Rainbow, Ashburnham Way, CARLTON COLVILLE
106	Rainbow, 133 Victoria Road, DISS
107	Rainbow, Saxons Way, HALESWORTH
108	Roys Wroxham, Risbygate Street, BURY ST EDMUNDS
109	Roys Wroxham, Great Eastern Road, SUDBURY
110	Solar Superstore, Hamilton Road, FELIXSTOWE
111	Solar Superstore, Market Hill, FRAMLINGHAM
112	Solar Superstore, Weavers Court, HALSTEAD
113	Solar Superstore, Sizewell Road, LEISTON
114	Somerfield, Market Square, BECCLES
115	Somerfield, Rayne Road, BRAINTREE
116	Somerfield, Mildenhall Road, BURY ST EDMUNDS
117	Somerfield, Clacton Hall, CLACTON ON SEA
118	Somerfield, 39-43 High Street, CLACTON ON SEA
119	Somerfield, 37-38 Mere Street, DISS
120	Somerfield, 270 High Street, DOVERCOURT
121	Somerfield, High Street, HALSTEAD
122	Somerfield, 112 London Road, LOWESTOFT
123	Somerfield, Church Street, SAXMUNDHAM
124	Somerfield, 2 Market Place, SOUTHWOLD
125	Somerfield, 100 East Street, SUDBURY
126	Tesco, Great Notley, BRAINTREE
127	Tesco, Marks Gate, BRAINTREE
128	Tesco, Market Place, BRAINTREE
129	Tesco, London Road, BRANDON
130	Tesco, St Saviours, BURY ST EDMUNDS
131	Tesco, Greenstead Road, COLCHESTER
132	Tesco, Highwoods Square, COLCHESTER
133	Tesco, Victoria Road, DISS
134	Tesco, Yarmouth Road, LOWESTOFT
135	Tesco, Cedars Park, STOWMARKET
136	Tesco, Springlands Way, SUDBURY
137	Tesco, Kilverston, THETFORD
138	Tesco, 86 Church Road, TIPTREE
139	Tesco, The Grove Centre, WITHAM
140	Tesco Express, Horringer, BURY ST EDMUNDS
141	Tesco Express, Lawson Place, BURY ST EDMUNDS
142	Tesco Express, High Street, MANNINGTREE
143	Tesco Extra, Copdock Interchange, Copdock
144	Tesco Extra, Martlesham Heath, Martlesham Heath
145	Tesco Metro, 28 Station Road, CLACTON ON SEA
146	Tesco Metro, 88 Hamilton Road, FELIXSTOWE
147	Tesco Metro, 125-127 London Road, LOWESTOFT
148	Tesco Metro, Grange Farm, Kesgrave
149	Waitrose, Robert Bobby Way, BURY ST EDMUNDS
150	Waitrose, Church Street, SAXMUNDHAM

- 151 Waitrose, Station Road, SUDBURY
- 152 Internet / Mail Order (PLEASE WRITE IN)
- 153 Other (PLEASE WRITE IN)
- 154 (Don't know / varies)

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

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Accessibility by public transport
- 2 Choice / price of non- food goods (e.g. clothes, DVDs, etc)
- 3 Choice of food goods available
- 4 Clean shopping environment
- 5 Clubcard / Rewards system
- 6 Convenient to home
- 7 Convenient to work
- 8 Free car parking
- 9 Good car parking provision
- A Good shopping environment
- B Low prices
- C Part of shopping trip for non-food goods
- D Preference for retailer
- E Provision of leisure services nearby
- F Provision of services nearby, such as banks and other financial services
- G Quality of fresh food
- H Safe (during the day)
- I Safe (during the evening /night time)
- J Use of cafe
- K Use of cash point / ATM
- L Provision of petrol station / car wash
- M Provision of self service tills
- N Provision of delicatessen / bakery / fresh fish counter etc
- O (Don't know / varies)
- P Other (PLEASE WRITE IN)

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

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)
- C Not applicable / goods delivered

**Q04 How often do you normally do your main food shopping at ..... STORE/DESTINATION MENTIONED AT Q01?**

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Less often
- 6 Varies
- 7 (Don't know)

**Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?**

DO NOT READ OUT. CAN BE MULTICODED

IF OTHER, PLEASE SPECIFY THE FOOD STORE NAME, ROAD/STREET NAME AND AREA e.g. ASDA, GODDARD ROAD, IPSWICH

**Inside Borough**

- 001 Aldi, 14 Meredith Road
- 002 Aldi, 201 Felixstowe Road
- 003 Aldi, 3 Hines Road
- 004 Asda, Stoke Park Drive
- 005 Asda, Goddard Road, Ipswich
- 006 Asian Food store, 73-75 Norwich Road
- 007 Butchers and Fruits, 14 St Helen's Street
- 008 Co-op, Ravenswood
- 009 Co-op , 65-67 Colchester Road
- 010 Co-op & Rushmere Post Office, 51-53 Woodbridge Road East
- 011 Co-op Foodstore, 147 Fircroft Road
- 012 Co-op Foodstore, 15 Garrick Way
- 013 Co-op Foodstore, 15-25 Meredith Road
- 014 Co-op Foodstore, 15-23 Ulster Avenue
- 015 Co-op Foodstore, 283 Norwich Road
- 016 Co-op Foodstore, 16 Norwich Road
- 017 Co-op Foodstore, 245-253 Hawthorn Drive
- 018 Co-op Foodstore, 196 Vernon Street
- 019 Co-op Foodstore, 111-113 Cauldwell Hall Road
- 020 Co-op Foodstore, 34-38 Foxhall Road
- 021 Co-op Foodstore, 1Hines Road
- 022 Co-op Foodstore, 2-8 Selkirk Road
- 023 Co-op Foodstore, 217-221 Clapgate Lane
- 024 Co-op Foodstore, 64-66 Queen's Way
- 025 Co-op Foodstore, 119-123 Penshurst Road
- 026 Co-op Foodstore, 335-337 Woodbridge Road
- 027 Co-op Foodstore, 61 Prince of Wales Drive
- 028 Co-op Foodstore , 201 Bramford Lane
- 029 Co-op Foodstore (LateShop), 310 Sheldrake Drive
- 030 Farmfoods, 88 Bramford Road
- 031 Global Fruits, 49 Butter Market
- 032 Go East , 2 Fore Street
- 033 Halal Connection, 3-3a Norwich Road
- 034 Iceland, 23-31 St Matthew's Street
- 035 J Sainsbury, 38-40 Upper Brook Street
- 036 J Sainsbury, 40 Hadleigh Road, Ipswich
- 037 Kerala Store, 71 St John's Road
- 038 Lidl, Ravenswood
- 039 Lidl, Handford Road
- 040 M.R.S Food Store and Off Licence, 142 Felixstowe Road
- 041 M.R.S Foodstore, 52 Woodbridge Road
- 042 Mamoudou, 37 Norwich Road
- 043 Marks and Spencers, 16-26 Westgate Street
- 044 McColls, 53 Stoke Park Drive
- 045 Mediterranean Foods, 3 Bramford Road
- 046 Morrisons, Sproughton Road, Ipswich
- 047 Napoli Deli, 67 Upper Orwell Street
- 048 National Groceries and Fruits, 31 Norwich Road
- 049 Premiere Stores, 17 Wherstead Road
- 050 Procter's Sausages, 12 The Walk
- 051 Spar, 777-779 Woodbridge Road
- 052 Spar, 11 Reynolds Road
- 053 Tesco Express, Nacton Road
- 054 Tesco Express, St Matthews Street
- 055 Tesco Express, Duke Street
- 056 Tesco Express & Post Office, 651 Bramford Road
- 057 The Candy Box Off-Licence, 422 Woodbridge Road
- 058 Weigh 'n' Save, 69 Carr Street
- 059 World Food Store, 20 St Helen's Street

**Outside Borough**

- 060 Aldi, Girling Street, SUDBURY
- 061 Aldi, 6-10 Lime Kiln Lane, THETFORD
- 062 Asda, Turner Rise, COLCHESTER
- 063 Asda, Wilkes Way, STOWMARKET
- 064 Budgens, Bullock Fair Close, HARLESTON
- 065 Budgens, St Andrews Street, MILDENHALL
- 066 Budgens, The Thoroughfare, WOODBRIDGE
- 067 Iceland, George Road, BRAINTREE
- 068 Iceland, 5-6 Cornhill, BURY ST EDMUNDS
- 069 Iceland, Waterglade Park, CLACTON ON SEA
- 070 Iceland, St Johns Walk Shopping Centre, COLCHESTER
- 071 Iceland, Unit 7, Tollgate Centre, COLCHESTER
- 072 Iceland, 50-60 Hamilton Way, FELIXSTOWE
- 073 Iceland, Roachford Way, FRINTON ON SEA
- 074 Iceland, Combs Lane, STOWMARKET
- 075 Iceland, 94-95 North Street, SUDBURY
- 076 Iceland, Minstergate Street, THETFORD
- 077 Iceland, The Newlands, WITHAM
- 078 J Sainsbury, High Street, ATTLEBOROUGH
- 079 J Sainsbury, 1 Tofts Walk, BRAINTREE

- 080 J Sainsbury, Moreton Hall, BURY ST EDMUNDS  
081 J Sainsbury, 14 Priory Walk, COLCHESTER  
082 J Sainsbury, Stanway, COLCHESTER  
083 J Sainsbury, London Road, THETFORD  
084 J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH  
085 Kwik Save, Minster Gate Street, THETFORD  
086 Lidl, St Johns Walk, COLCHESTER  
087 Lidl, FELIXSTOWE  
088 Lidl, Staple Tye, HARLOW  
089 Lidl, 36 North Street, SUDBURY  
090 Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS  
091 Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA  
092 Marks & Spencer, 38 High Street, COLCHESTER  
093 Marks & Spencer, 55 Hamilton Road, FELIXSTOWE  
094 Marks & Spencer, 82-84 London Road North, LOWESTOFT  
095 Morrisons, George Westwood Way, BECCLES  
096 Morrisons, Little Clacton, CLACTON ON SEA  
097 Morrisons, Old Road, CLACTON ON SEA  
098 Morrisons, 146 Victoria Road, DISS  
099 Morrisons, Grange Farm Park, FELIXSTOWE  
100 Morrisons, Parkeston, HARWICH  
101 Morrisons, Gisleham, LOWESTOFT  
102 Morrisons, Braintree Road, WITHAM  
103 Netto, 24 Highfields Road, WITHAM  
104 Rainbow, Gosford Road, BECCLES  
105 Rainbow, Ashburnham Way, CARLTON COLVILLE  
106 Rainbow, 133 Victoria Road, DISS  
107 Rainbow, Saxons Way, HALESWORTH  
108 Roys Wroxham, Risbygate Street, BURY ST EDMUNDS  
109 Roys Wroxham, Great Eastern Road, SUDBURY  
110 Solar Superstore, Hamilton Road, FELIXSTOWE  
111 Solar Superstore, Market Hill, FRAMLINGHAM  
112 Solar Superstore, Weavers Court, HALSTEAD  
113 Solar Superstore, Sizewell Road, LEISTON  
114 Somerfield, Market Square, BECCLES  
115 Somerfield, Rayne Road, BRAINTREE  
116 Somerfield, Mildenhall Road, BURY ST EDMUNDS  
117 Somerfield, Clacton Hall, CLACTON ON SEA  
118 Somerfield, 39-43 High Street, CLACTON ON SEA  
119 Somerfield, 37-38 Mere Street, DISS  
120 Somerfield, 270 High Street, DOVERCOURT  
121 Somerfield, High Street, HALSTEAD  
122 Somerfield, 112 London Road, LOWESTOFT  
123 Somerfield, Church Street, SAXMUNDHAM  
124 Somerfield, 2 Market Place, SOUTHWOLD  
125 Somerfield, 100 East Street, SUDBURY  
126 Tesco, Great Notley, BRAINTREE  
127 Tesco, Marks Gate, BRAINTREE  
128 Tesco, Market Place, BRAINTREE  
129 Tesco, London Road, BRANDON  
130 Tesco, St Saviours, BURY ST EDMUNDS  
131 Tesco, Greenstead Road, COLCHESTER  
132 Tesco, Highwoods Square, COLCHESTER  
133 Tesco, Victoria Road, DISS  
134 Tesco, Yarmouth Road, LOWESTOFT  
135 Tesco, Cedars Park, STOWMARKET  
136 Tesco, Springlands Way, SUDBURY  
137 Tesco, Kilverston, THETFORD  
138 Tesco, 86 Church Road, TIPTREE  
139 Tesco, The Grove Centre, WITHAM  
140 Tesco Express, Horringer, BURY ST EDMUNDS  
141 Tesco Express, Lawson Place, BURY ST EDMUNDS  
142 Tesco Express, High Street, MANNINGTREE  
143 Tesco Extra, Copdock Interchange, Copdock  
144 Tesco Extra, Martlesham Heath, Martlesham Heath  
145 Tesco Metro, 28 Station Road, CLACTON ON SEA  
146 Tesco Metro, 88 Hamilton Road, FELIXSTOWE  
147 Tesco Metro, 125-127 London Road, LOWESTOFT  
148 Tesco Metro, Grange Farm, Kesgrave  
149 Waitrose, Robert Bobby Way, BURY ST EDMUNDS  
150 Waitrose, Church Street, SAXMUNDHAM  
151 Waitrose, Station Road, SUDBURY  
152 Internet / Mail Order (PLEASE WRITE IN)  
153 Other (PLEASE WRITE IN)  
154 (Don't know / varies)  
155 (Nowhere else)

GO TO Q07

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

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week  
2 Once a week  
3 Once a fortnight  
4 Once a month  
5 Less often  
6 Varies  
7 (Don't know)

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

DO NOT READ OUT. CAN BE MULTICODED

- |   |  |           |
|---|--|-----------|
| 1 | Yes – non-food shopping  | GO TO Q08 |
| 2 | Yes – leisure activity   | GO TO Q09 |
| 3 | Yes – travelling to / from work  | GO TO Q10 |
| 4 | Yes – travelling to / from school / college                            | GO TO Q10 |
| 5 | Yes - other food shopping  | GO TO Q10 |
| 6 | Yes – visiting services such as banks and other financial institutions | GO TO Q10 |
| 7 | Yes - petrol station / car wash  | GO TO Q10 |
| 8 | Yes - recycling facilities   | GO TO Q10 |
| 9 | Yes - childcare / nursery / after school activity                      | GO TO Q10 |
| A | Yes - other (PLEASE WRITE IN)  | GO TO Q10 |
| B | No   | GO TO Q10 |
| C | (Don't know / varies)  | GO TO Q10 |

**Q08**

**Where do you buy non-food goods when it's linked to your main food shopping?**

DO NOT READ OUT. ONE ANSWER ONLY

- |   |   |
|---|---|
| 1 | In-store  |
| 2 | Ipswich Town Centre                                       |
| 3 | Ipswich - Anglia Retail Park                              |
| 4 | Ipswich - Martlesham Heath Retail Park                    |
| 5 | Ipswich - Orwell Retail Park                              |
| 6 | Ipswich - Ransomes Europark                               |
| 7 | Ipswich - Suffolk Retail Park                             |
| 8 | Ipswich - The Interchange Retail Park                     |
| 9 | Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN) |
| A | Aldeburgh   |
| B | Braintree   |
| C | Bury St. Edmunds  |
| D | Clacton   |
| E | Colchester  |
| F | Felixstowe  |
| G | Framlingham   |
| H | Halesworth  |
| I | Leiston   |
| J | Lowestoft   |
| K | Manningtree   |
| L | Norwich   |
| M | Saxmundham  |
| N | Southwold   |
| O | Stowmarket  |
| P | Sudbury   |
| Q | Woodbridge  |
| R | Other (PLEASE WRITE IN)                                   |
| S | (Don't know / can't remember)                             |

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

DO NOT READ OUT. ONE ANSWER ONLY

- |   |                               |
|---|-------------------------------|
| 1 | Ipswich Town Centre           |
| 2 | Cardinal Leisure Park         |
| 3 | Aldeburgh                     |
| 4 | Braintree                     |
| 5 | Bury St. Edmunds              |
| 6 | Clacton                       |
| 7 | Colchester                    |
| 8 | Felixstowe                    |
| 9 | Halesworth                    |
| A | Leiston                       |
| B | Lowestoft                     |
| C | Manningtree                   |
| D | Norwich                       |
| E | Southwold                     |
| F | Sudbury                       |
| G | Stowmarket                    |
| H | Other (PLEASE WRITE IN)       |
| I | (Don't know / can't remember) |

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

DO NOT READ OUT. ONE ANSWER ONLY

- |   |     |           |
|---|-----|-----------|
| 1 | Yes | GO TO Q11 |
| 2 | No  | GO TO Q13 |

**Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?**

DO NOT READ OUT. ONE ANSWER ONLY

IF OTHER, PLEASE SPECIFY THE FOOD STORE NAME, ROAD/STREET NAME AND AREA e.g. ASDA, GODDARD ROAD, IPSWICH

**Inside Borough**

- 001 Aldi, 14 Meredith Road
- 002 Aldi, 201 Felixstowe Road
- 003 Aldi, 3 Hines Road
- 004 Asda, Stoke Park Drive
- 005 Asda, Goddard Road, Ipswich
- 006 Asian Food store, 73-75 Norwich Road
- 007 Butchers and Fruits, 14 St Helen's Street
- 008 Co-op, Ravenswood
- 009 Co-op , 65-67 Colchester Road
- 010 Co-op & Rushmere Post Office, 51-53 Woodbridge Road East
- 011 Co-op Foodstore, 147 Fircroft Road
- 012 Co-op Foodstore, 15 Garrick Way
- 013 Co-op Foodstore, 15-25 Meredith Road
- 014 Co-op Foodstore, 15-23 Ulster Avenue
- 015 Co-op Foodstore, 283 Norwich Road
- 016 Co-op Foodstore, 16 Norwich Road
- 017 Co-op Foodstore, 245-253 Hawthorn Drive
- 018 Co-op Foodstore, 196 Vernon Street
- 019 Co-op Foodstore, 111-113 Caudwell Hall Road
- 020 Co-op Foodstore, 34-38 Foxhall Road
- 021 Co-op Foodstore, 1Hines Road
- 022 Co-op Foodstore, 2-8 Selkirk Road
- 023 Co-op Foodstore, 217-221 Clapgate Lane
- 024 Co-op Foodstore, 64-66 Queen's Way
- 025 Co-op Foodstore, 119-123 Penshurst Road
- 026 Co-op Foodstore, 335-337 Woodbridge Road
- 027 Co-op Foodstore, 61 Prince of Wales Drive
- 028 Co-op Foodstore , 201 Bramford Lane
- 029 Co-op Foodstore (LateShop), 310 Sheldrake Drive
- 030 Farmfoods, 88 Bramford Road
- 031 Global Fruits, 49 Butter Market
- 032 Go East , 2 Fore Street
- 033 Halal Connection, 3-3a Norwich Road
- 034 Iceland, 23-31 St Matthew's Street
- 035 J Sainsbury, 38-40 Upper Brook Street
- 036 J Sainsbury, 40 Hadleigh Road, Ipswich
- 037 Kerala Store, 71 St John's Road
- 038 Lidl, Ravenswood
- 039 Lidl, Handford Road
- 040 M.R.S Food Store and Off Licence, 142 Felixstowe Road
- 041 M.R.S Foodstore, 52 Woodbridge Road
- 042 Mamoudou, 37 Norwich Road
- 043 Marks and Spencers, 16-26 Westgate Street
- 044 McColls, 53 Stoke Park Drive
- 045 Mediterranean Foods, 3 Bramford Road
- 046 Morrisons, Sproughton Road, Ipswich
- 047 Napoli Deli, 67 Upper Orwell Street
- 048 National Groceries and Fruits, 31 Norwich Road
- 049 Premiere Stores, 17 Wherstead Road
- 050 Procter's Sausages, 12 The Walk
- 051 Spar, 777-779 Woodbridge Road
- 052 Spar, 11 Reynolds Road
- 053 Tesco Express, Nacton Road
- 054 Tesco Express, St Matthews Street
- 055 Tesco Express, Duke Street
- 056 Tesco Express & Post Office, 651 Bramford Road
- 057 The Candy Box Off-Licence, 422 Woodbridge Road
- 058 Weigh 'n' Save, 69 Carr Street
- 059 World Food Store, 20 St Helen's Street

**Outside Borough**

- 060 Aldi, Girling Street, SUDBURY
- 061 Aldi, 6-10 Lime Kiln Lane, THETFORD
- 062 Asda, Turner Rise, COLCHESTER
- 063 Asda, Wilkes Way, STOWMARKET
- 064 Budgens, Bullock Fair Close, HARLESTON
- 065 Budgens, St Andrews Street, MILDENHALL
- 066 Budgens, The Thoroughfare, WOODBRIDGE
- 067 Iceland, George Road, BRAINTREE
- 068 Iceland, 5-6 Cornhill, BURY ST EDMUNDS
- 069 Iceland, Waterglade Park, CLACTON ON SEA
- 070 Iceland, St Johns Walk Shopping Centre, COLCHESTER
- 071 Iceland, Unit 7, Tollgate Centre, COLCHESTER
- 072 Iceland, 50-60 Hamilton Way, FELIXSTOWE
- 073 Iceland, Roachford Way, FRINTON ON SEA
- 074 Iceland, Combs Lane, STOWMARKET
- 075 Iceland, 94-95 North Street, SUDBURY
- 076 Iceland, Minstergate Street, THETFORD
- 077 Iceland, The Newlands, WITHAM
- 078 J Sainsbury, High Street, ATTLEBOROUGH
- 079 J Sainsbury, 1 Tofts Walk, BRAINTREE

080 J Sainsbury, Moreton Hall, BURY ST EDMUNDS  
081 J Sainsbury, 14 Priory Walk, COLCHESTER  
082 J Sainsbury, Stanway, COLCHESTER  
083 J Sainsbury, London Road, THETFORD  
084 J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH  
085 Kwik Save, Minster Gate Street, THETFORD  
086 Lidl, St Johns Walk, COLCHESTER  
087 Lidl, FELIXSTOWE  
088 Lidl, Staple Tye, HARLOW  
089 Lidl, 36 North Street, SUDBURY  
090 Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS  
091 Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA  
092 Marks & Spencer, 38 High Street, COLCHESTER  
093 Marks & Spencer, 55 Hamilton Road, FELIXSTOWE  
094 Marks & Spencer, 82-84 London Road North, LOWESTOFT  
095 Morrisons, George Westwood Way, BECCLES  
096 Morrisons, Little Clacton, CLACTON ON SEA  
097 Morrisons, Old Road, CLACTON ON SEA  
098 Morrisons, 146 Victoria Road, DISS  
099 Morrisons, Grange Farm Park, FELIXSTOWE  
100 Morrisons, Parkeston, HARWICH  
101 Morrisons, Gisleham, LOWESTOFT  
102 Morrisons, Braintree Road, WITHAM  
103 Netto, 24 Highfields Road, WITHAM  
104 Rainbow, Gosford Road, BECCLES  
105 Rainbow, Ashburnham Way, CARLTON COLVILLE  
106 Rainbow, 133 Victoria Road, DISS  
107 Rainbow, Saxons Way, HALESWORTH  
108 Roys Wroxham, Risbygate Street, BURY ST EDMUNDS  
109 Roys Wroxham, Great Eastern Road, SUDBURY  
110 Solar Superstore, Hamilton Road, FELIXSTOWE  
111 Solar Superstore, Market Hill, FRAMLINGHAM  
112 Solar Superstore, Weavers Court, HALSTEAD  
113 Solar Superstore, Sizewell Road, LEISTON  
114 Somerfield, Market Square, BECCLES  
115 Somerfield, Rayne Road, BRAINTREE  
116 Somerfield, Mildenhall Road, BURY ST EDMUNDS  
117 Somerfield, Clacton Hall, CLACTON ON SEA  
118 Somerfield, 39-43 High Street, CLACTON ON SEA  
119 Somerfield, 37-38 Mere Street, DISS  
120 Somerfield, 270 High Street, DOVERCOURT  
121 Somerfield, High Street, HALSTEAD  
122 Somerfield, 112 London Road, LOWESTOFT  
123 Somerfield, Church Street, SAXMUNDHAM  
124 Somerfield, 2 Market Place, SOUTHWOLD  
125 Somerfield, 100 East Street, SUDBURY  
126 Tesco, Great Notley, BRAINTREE  
127 Tesco, Marks Gate, BRAINTREE  
128 Tesco, Market Place, BRAINTREE  
129 Tesco, London Road, BRANDON  
130 Tesco, St Saviours, BURY ST EDMUNDS  
131 Tesco, Greenstead Road, COLCHESTER  
132 Tesco, Highwoods Square, COLCHESTER  
133 Tesco, Victoria Road, DISS  
134 Tesco, Yarmouth Road, LOWESTOFT  
135 Tesco, Cedars Park, STOWMARKET  
136 Tesco, Springlands Way, SUDBURY  
137 Tesco, Kilverston, THETFORD  
138 Tesco, 86 Church Road, TIPTREE  
139 Tesco, The Grove Centre, WITHAM  
140 Tesco Express, Horringer, BURY ST EDMUNDS  
141 Tesco Express, Lawson Place, BURY ST EDMUNDS  
142 Tesco Express, High Street, MANNINGTREE  
143 Tesco Extra, Copdock Interchange, Copdock  
144 Tesco Extra, Martlesham Heath, Martlesham Heath  
145 Tesco Metro, 28 Station Road, CLACTON ON SEA  
146 Tesco Metro, 88 Hamilton Road, FELIXSTOWE  
147 Tesco Metro, 125-127 London Road, LOWESTOFT  
148 Tesco Metro, Grange Farm, Kesgrave  
149 Waitrose, Robert Bobby Way, BURY ST EDMUNDS  
150 Waitrose, Church Street, SAXMUNDHAM  
151 Waitrose, Station Road, SUDBURY  
152 Internet / Mail Order (PLEASE WRITE IN)  
153 Other (PLEASE WRITE IN)  
154 (Don't know / varies)

**Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?**  
DO NOT READ OUT. ONE ANSWER ONLY

1 Daily  
2 More than once a week  
3 Once a week  
4 Once a fortnight  
5 Once a month  
6 Less often  
7 Varies

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

**DO NOT READ OUT. ONE ANSWER ONLY**

- 1 0-10%
- 2 11-20%
- 3 21-30%
- 4 31-40%
- 5 41-50%
- 6 51-60%
- 7 61-70%
- 8 71-80%
- 9 81-90%
- A 91-100%
- B (Don't know / varies)

**Q14**

**I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?**

**DO NOT READ OUT. ONE ANSWER ONLY**

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Commercial Road Retail Park
- 4 Ipswich - Euro Retail Park
- 5 Ipswich - Orwell Retail Park/Ranelagh Road
- 6 Ipswich - Suffolk Retail Park
- 7 Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- 8 Copdock - Copdock Retail Park
- 9 Martlesham Heath - Beardmore Retail Park
- A Braintree - Braintree Retail Park
- B Bury St. Edmunds - Robert Boby Way Retail Park
- C Bury St. Edmunds - St Edmundsbury Retail Park
- D Clacton - Valley Bridge Road
- E Clacton - Fiveways Retail Park
- F Colchester - Colchester Retail Park
- G Colchester - Colne View Retail Park
- H Colchester - Tollgate Centre
- I Lowestoft - Tower Retail Park
- J Martlesham Heath - Martlesham Retail Park
- K Newmarket - Studlands Retail Park
- L Sudbury - Shawlands Retail Park
- M Thetford - Forest Retail Park
- N Aldeburgh
- O Braintree
- P Bury St. Edmunds
- Q Cambridge
- R Clacton
- S Colchester
- T Felixstowe
- U Framlingham
- V Halesworth
- W Leiston
- X Lowestoft
- Y Manningtree
- Z Norwich
- a Southwold
- b Stowmarket
- c Sudbury
- d Woodbridge
- e Catalogue / Mail order
- f Internet (PLEASE WRITE IN)
- g Other (PLEASE WRITE IN)
- h (Don't know / can't remember)
- i (Do not do non-food shopping)

**Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?**

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - Mamas & Papas
- 4 Ipswich - Commercial Road Retail Park
- 5 Ipswich - Euro Retail Park
- 6 Ipswich - Euro Retail Park - JJB Sports
- 7 Ipswich - Orwell Retail Park/Ranelagh Road
- 8 Ipswich - Suffolk Retail Park
- 9 Ipswich - Suffolk Retail Park - Brantano
- A Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- B Copdock - Copdock Retail Park
- C Copdock - Copdock Retail Park - Mothercare World
- D Martlesham Heath - Beardmore Retail Park
- E Braintree - Braintree Retail Park
- F Bury St. Edmunds - Robert Boby Way Retail Park
- G Bury St. Edmunds - St Edmundsbury Retail Park
- H Clacton - Valley Bridge Road
- I Clacton - Fiveways Retail Park
- J Colchester - Colchester Retail Park
- K Colchester - Colne View Retail Park
- L Colchester - Tollgate Centre
- M Lowestoft - Tower Retail Park
- N Martlesham Heath - Martlesham Retail Park
- O Newmarket - Studlands Retail Park
- P Sudbury - Shawlands Retail Park
- Q Thetford - Forest Retail Park
- R Aldeburgh
- S Braintree
- T Bury St. Edmunds
- U Cambridge
- V Clacton
- W Colchester
- X Felixstowe
- Y Framlingham
- Z Halesworth
- a Leiston
- b Lowestoft
- c Manningtree
- d Norwich
- e Southwold
- f Stowmarket
- g Sudbury
- h Woodbridge
- i Catalogue / Mail order
- j Internet (PLEASE WRITE IN)
- k Other (PLEASE WRITE IN)
- l (Don't know / can't remember)
- m (Do not do non-food shopping)

**Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?**

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - Carpet Right
- 4 Ipswich - Anglia Retail Park - Klausner
- 5 Ipswich - Commercial Road Retail Park
- 6 Ipswich - Euro Retail Park
- 7 Ipswich - Euro Retail Park - Carpetright
- 8 Ipswich - Euro Retail Park - Harveys
- 9 Ipswich - Euro Retail Park - Allied Carpets
- A Ipswich - Euro Retail Park - Dreams Bed Superstore
- B Ipswich - Euro Retail Park - SCS
- C Ipswich - Orwell Retail Park/Ranelagh Road
- D Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells
- E Ipswich - Suffolk Retail Park
- F Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- G Copdock - Copdock Retail Park
- H Copdock - Copdock Retail Park - Multiyork
- I Martlesham Heath - Beardmore Retail Park
- J Braintree - Braintree Retail Park
- K Bury St. Edmunds - Robert Boby Way Retail Park
- L Bury St. Edmunds - St Edmundsbury Retail Park
- M Clacton - Valley Bridge Road
- N Clacton - Fiveways Retail Park
- O Colchester - Colchester Retail Park
- P Colchester - Colne View Retail Park
- Q Colchester - Tollgate Centre
- R Lowestoft - Tower Retail Park
- S Martlesham Heath - Martlesham Retail Park
- T Newmarket - Studlands Retail Park
- U Sudbury - Shawlands Retail Park
- V Thetford - Forest Retail Park
- W Aldeburgh
- X Braintree
- Y Bury St. Edmunds
- Z Cambridge
- a Clacton
- b Colchester
- c Felixstowe
- d Framlingham
- e Halesworth
- f Leiston
- g Lowestoft
- h Manningtree
- i Norwich
- j Southwold
- k Stowmarket
- l Sudbury
- m Woodbridge
- n Catalogue / Mail order
- o Internet (PLEASE WRITE IN)
- p Other (PLEASE WRITE IN)
- q (Don't know / can't remember)
- r (Do not do non-food shopping)

Q17

**Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?**  
DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'  
IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)  
If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - B&Q
- 4 Ipswich - Commercial Road Retail Park
- 5 Ipswich - Euro Retail Park
- 6 Ipswich - Euro Retail Park - B&Q
- 7 Ipswich - Jewsons
- 8 Ipswich - Orwell Retail Park/Ranelagh Road
- 9 Ipswich - Orwell Retail Park/Ranelagh Road - Focus
- A Ipswich - Suffolk Retail Park
- B Ipswich - Wickes, Crompton Road
- C Ipswich - Topps Tiles, Commercial Road
- D Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- E Braintree - Braintree Retail Park
- F Bury St. Edmunds - Easlea Road
- G Bury St. Edmunds - Risbygate Street
- H Bury St. Edmunds - Robert Bobby Way Retail Park
- I Bury St. Edmunds - St Edmundsbury Retail Park
- J Clacton - Fiveways Retail Park
- K Clacton - Valley Bridge Road
- L Colchester - Colchester Retail Park
- M Colchester - Colne View Retail Park
- N Colchester - St Andrew's Avenue
- O Colchester - Tollgate Centre
- P Colchester - Turner Rise
- Q Copdock - Copdock Retail Park
- R Martlesham Heath - Beardmore Retail Park
- S Newmarket - Studlands Retail Park
- T Warren Heath - Homebase
- U Aldeburgh
- V Braintree
- W Bury St. Edmunds
- X Cambridge
- Y Clacton
- Z Colchester
- a Felixstowe
- b Framlingham
- c Halesworth
- d Leiston
- e Lowestoft
- f Manningtree
- g Norwich
- h Southwold
- i Stowmarket
- j Sudbury
- k Woodbridge
- l Catalogue / Mail order
- m Internet (PLEASE WRITE IN)
- n Other (PLEASE WRITE IN)
- o (Don't know / can't remember)
- p (Do not do non-food shopping)

**Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?**

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - Comet
- 4 Ipswich - Commercial Road Retail Park
- 5 Ipswich - Euro Retail Park
- 6 Ipswich - Euro Retail Park - Hughes
- 7 Ipswich - Orwell Retail Park/Ranelagh Road
- 8 Ipswich - Suffolk Retail Park
- 9 Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- A Copdock - Copdock Retail Park
- B Copdock - Copdock Retail Park - Currys
- C Copdock - Copdock Retail Park - PC World
- D Martlesham Heath - Beardmore Retail Park
- E Braintree - Braintree Retail Park
- F Bury St. Edmunds - Robert Bobby Way Retail Park
- G Bury St. Edmunds - St Edmundsbury Retail Park
- H Clacton - Valley Bridge Road
- I Clacton - Fiveways Retail Park
- J Colchester - Colchester Retail Park
- K Colchester - Colne View Retail Park
- L Colchester - Tollgate Centre
- M Lowestoft - Tower Retail Park
- N Martlesham Heath - Martlesham Retail Park
- O Newmarket - Studlands Retail Park
- P Sudbury - Shawlands Retail Park
- Q Thetford - Forest Retail Park
- R Aldeburgh
- S Braintree
- T Bury St. Edmunds
- U Cambridge
- V Clacton
- W Colchester
- X Felixstowe
- Y Framlingham
- Z Halesworth
- a Leiston
- b Lowestoft
- c Manningtree
- d Norwich
- e Southwold
- f Stowmarket
- g Sudbury
- h Woodbridge
- i Catalogue / Mail order
- j Internet (PLEASE WRITE IN)
- k Other (PLEASE WRITE IN)
- l (Don't know / can't remember)
- m (Do not do non-food shopping)

**Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?**

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - Comet
- 4 Ipswich - Commercial Road Retail Park
- 5 Ipswich - Euro Retail Park
- 6 Ipswich - Euro Retail Park - Hughes
- 7 Ipswich - Orwell Retail Park/Ranelagh Road
- 8 Ipswich - Suffolk Retail Park
- 9 Ipswich - Suffolk Retail Park - Argos Extra
- A Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- B Copdock - Copdock Retail Park
- C Copdock - Copdock Retail Park - Currys
- D Martlesham Heath - Beardmore Retail Park
- E Braintree - Braintree Retail Park
- F Bury St. Edmunds - Robert Bobby Way Retail Park
- G Bury St. Edmunds - St Edmundsbury Retail Park
- H Clacton - Valley Bridge Road
- I Clacton - Fiveways Retail Park
- J Colchester - Colchester Retail Park
- K Colchester - Colne View Retail Park
- L Colchester - Tollgate Centre
- M Lowestoft - Tower Retail Park
- N Martlesham Heath - Martlesham Retail Park
- O Newmarket - Studlands Retail Park
- P Sudbury - Shawlands Retail Park
- Q Thetford - Forest Retail Park
- R Aldeburgh
- S Braintree
- T Bury St. Edmunds
- U Cambridge
- V Clacton
- W Colchester
- X Felixstowe
- Y Framlingham
- Z Halesworth
- a Leiston
- b Lowestoft
- c Manningtree
- d Norwich
- e Southwold
- f Stowmarket
- g Sudbury
- h Woodbridge
- i Catalogue / Mail order
- j Internet (PLEASE WRITE IN)
- k Other (PLEASE WRITE IN)
- l (Don't know / can't remember)
- m (Do not do non-food shopping)

**Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?**

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - Comet
- 4 Ipswich - Commercial Road Retail Park
- 5 Ipswich - Euro Retail Park
- 6 Ipswich - Euro Retail Park - Hughes
- 7 Ipswich - Orwell Retail Park/Ranelagh Road
- 8 Ipswich - Suffolk Retail Park
- 9 Ipswich - Suffolk Retail Park - Argos Extra
- A Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- B Copdock - Copdock Retail Park
- C Copdock - Copdock Retail Park - Currys
- D Martlesham Heath - Beardmore Retail Park
- E Braintree - Braintree Retail Park
- F Bury St. Edmunds - Robert Bobby Way Retail Park
- G Bury St. Edmunds - St Edmundsbury Retail Park
- H Clacton - Valley Bridge Road
- I Clacton - Fiveways Retail Park
- J Colchester - Colchester Retail Park
- K Colchester - Colne View Retail Park
- L Colchester - Tollgate Centre
- M Lowestoft - Tower Retail Park
- N Martlesham Heath - Martlesham Retail Park
- O Newmarket - Studlands Retail Park
- P Sudbury - Shawlands Retail Park
- Q Thetford - Forest Retail Park
- R Aldeburgh
- S Braintree
- T Bury St. Edmunds
- U Cambridge
- V Clacton
- W Colchester
- X Felixstowe
- Y Framlingham
- Z Halesworth
- a Leiston
- b Lowestoft
- c Manningtree
- d Norwich
- e Southwold
- f Stowmarket
- g Sudbury
- h Woodbridge
- i Catalogue / Mail order
- j Internet (PLEASE WRITE IN)
- k Other (PLEASE WRITE IN)
- l (Don't know / can't remember)
- m (Do not do non-food shopping)

**Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?**  
DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'  
IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)  
If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Commercial Road Retail Park
- 4 Ipswich - Euro Retail Park
- 5 Ipswich - Orwell Retail Park/Ranelagh Road
- 6 Ipswich - Suffolk Retail Park
- 7 Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- 8 Copdock - Copdock Retail Park
- 9 Martlesham Heath - Beardmore Retail Park
- A Braintree - Braintree Retail Park
- B Bury St. Edmunds - Robert Boby Way Retail Park
- C Bury St. Edmunds - St Edmundsbury Retail Park
- D Clacton - Valley Bridge Road
- E Clacton - Fiveways Retail Park
- F Colchester - Colchester Retail Park
- G Colchester - Colne View Retail Park
- H Colchester - Tollgate Centre
- I Lowestoft - Tower Retail Park
- J Martlesham Heath - Martlesham Retail Park
- K Newmarket - Studlands Retail Park
- L Sudbury - Shawlands Retail Park
- M Thetford - Forest Retail Park
- N Aldeburgh
- O Braintree
- P Bury St. Edmunds
- Q Cambridge
- R Clacton
- S Colchester
- T Felixstowe
- U Framlingham
- V Halesworth
- W Leiston
- X Lowestoft
- Y Manningtree
- Z Norwich
- a Southwold
- b Stowmarket
- c Sudbury
- d Woodbridge
- e Catalogue / Mail order
- f Internet (PLEASE WRITE IN)
- g Other (PLEASE WRITE IN)
- h (Don't know / can't remember)
- i (Do not do non-food shopping)

**Q22 Where do you do most of your household's shopping for games & toys, hobby items; sport and camping goods; and musical instruments?**

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Commercial Road Retail Park
- 4 Ipswich - Euro Retail Park
- 5 Ipswich - Euro Retail Park - JJB Sports
- 6 Ipswich - Orwell Retail Park/Ranelagh Road
- 7 Ipswich - Suffolk Retail Park
- 8 Ipswich - Suffolk Retail Park - Argos Extra
- 9 Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- A Copdock - Copdock Retail Park
- B Copdock - Copdock Retail Park - Toys R Us
- C Martlesham Heath - Beardmore Retail Park
- D Braintree - Braintree Retail Park
- E Bury St. Edmunds - Robert Bobby Way Retail Park
- F Bury St. Edmunds - St Edmundsbury Retail Park
- G Clacton - Valley Bridge Road
- H Clacton - Fiveways Retail Park
- I Colchester - Colchester Retail Park
- J Colchester - Colne View Retail Park
- K Colchester - Tollgate Centre
- L Lowestoft - Tower Retail Park
- M Martlesham Heath - Martlesham Retail Park
- N Newmarket - Studlands Retail Park
- O Sudbury - Shawlands Retail Park
- P Thetford - Forest Retail Park
- Q Aldeburgh
- R Braintree
- S Bury St. Edmunds
- T Cambridge
- U Clacton
- V Colchester
- W Felixstowe
- X Framlingham
- Y Halesworth
- Z Leiston
- a Lowestoft
- b Manningtree
- c Norwich
- d Southwold
- e Stowmarket
- f Sudbury
- g Woodbridge
- h Catalogue / Mail order
- i Internet (PLEASE WRITE IN)
- j Other (PLEASE WRITE IN)
- k (Don't know / can't remember)
- l (Do not do non-food shopping)

**Q23 Where do you do most of your household's shopping for pets & pet related products?**

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Commercial Road Retail Park
- 4 Ipswich - Euro Retail Park
- 5 Ipswich - Orwell Retail Park/Ranelagh Road
- 6 Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home
- 7 Ipswich - Suffolk Retail Park
- 8 Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- 9 Copdock - Copdock Retail Park
- A Martlesham Heath - Beardmore Retail Park
- B Braintree - Braintree Retail Park
- C Bury St. Edmunds - Robert Boby Way Retail Park
- D Bury St. Edmunds - St Edmundsbury Retail Park
- E Clacton - Valley Bridge Road
- F Clacton - Fiveways Retail Park
- G Colchester - Colchester Retail Park
- H Colchester - Colne View Retail Park
- I Colchester - Tollgate Centre
- J Lowestoft - Tower Retail Park
- K Martlesham Heath - Martlesham Retail Park
- L Newmarket - Studlands Retail Park
- M Sudbury - Shawlands Retail Park
- N Thetford - Forest Retail Park
- O Aldeburgh
- P Braintree
- Q Bury St. Edmunds
- R Cambridge
- S Clacton
- T Colchester
- U Felixstowe
- V Framlingham
- W Halesworth
- X Leiston
- Y Lowestoft
- Z Manningtree
- a Norwich
- b Southwold
- c Stowmarket
- d Sudbury
- e Woodbridge
- f Catalogue / Mail order
- g Internet (PLEASE WRITE IN)
- h Other (PLEASE WRITE IN)
- i (Don't know / can't remember)
- j (Do not do non-food shopping)

**Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?**

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Commercial Road Retail Park
- 4 Ipswich - Euro Retail Park
- 5 Ipswich - Orwell Retail Park/Ranelagh Road
- 6 Ipswich - Suffolk Retail Park
- 7 Ipswich - Suffolk Retail Park - Dunelm Mill
- 8 Ipswich - Suffolk Retail Park - Range
- 9 Ipswich - Suffolk Retail Park - Argos Extra
- A Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- B Copdock - Copdock Retail Park
- C Martlesham Heath - Beardmore Retail Park
- D Braintree - Braintree Retail Park
- E Bury St. Edmunds - Robert Boby Way Retail Park
- F Bury St. Edmunds - St Edmundsbury Retail Park
- G Clacton - Valley Bridge Road
- H Clacton - Fiveways Retail Park
- I Colchester - Colchester Retail Park
- J Colchester - Colne View Retail Park
- K Colchester - Tollgate Centre
- L Lowestoft - Tower Retail Park
- M Martlesham Heath - Martlesham Retail Park
- N Newmarket - Studlands Retail Park
- O Sudbury - Shawlands Retail Park
- P Thetford - Forest Retail Park
- Q Aldeburgh
- R Braintree
- S Bury St. Edmunds
- T Cambridge
- U Clacton
- V Colchester
- W Felixstowe
- X Framlingham
- Y Halesworth
- Z Leiston
- a Lowestoft
- b Manningtree
- c Norwich
- d Southwold
- e Stowmarket
- f Sudbury
- g Woodbridge
- h Catalogue / Mail order
- i Internet (PLEASE WRITE IN)
- j Other (PLEASE WRITE IN)
- k (Don't know / can't remember)
- l (Do not do non-food shopping)

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

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)
- C Not applicable / goods delivered

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

**Q26**

READ OUT. ONE ANSWER PER ACTIVITY

Once a week, Once a fortnight, Once a month, Once every two months, Once every six months, Once a year, Don't go, (Don't know / varies)

- |   |  |  |
|---|--|--|
| 1 | Bingo                                  | If not "Don't go" or "(Don't know / Varies)" GO TO Q27 |
| 2 | Cinema                                 | If not "Don't go" or "(Don't know / Varies)" GO TO Q28 |
| 3 | Gym / Healthclub / Swimming            | If not "Don't go" or "(Don't know / Varies)" GO TO Q29 |
| 4 | Museum or place of historical interest | If not "Don't go" or "(Don't know / Varies)" GO TO Q30 |
| 5 | Nightclub / Musical venue              | If not "Don't go" or "(Don't know / Varies)" GO TO Q31 |
| 6 | Pub/ Bar                               | If not "Don't go" or "(Don't know / Varies)" GO TO Q32 |
| 7 | Restaurant                             | If not "Don't go" or "(Don't know / Varies)" GO TO Q33 |
| 8 | Tenpin bowling                         | If not "Don't go" or "(Don't know / Varies)" GO TO Q34 |
| 9 | Theatre                                | If not "Don't go" or "(Don't know / Varies)" GO TO Q35 |
| A | Other Activity (PLEASE WRITE IN)       | If not "Don't go" or "(Don't know / Varies)" GO TO Q36 |

**Q27 Where did you or members of your household last go to play bingo?**

DO NOT READ OUT. ONE ANSWER ONLY  
If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the  
NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Mecca Bingo, Lloyds Avenue, Ipswich
- 2 Gala Bingo, 3 Ranelagh Road, Ipswich
- 3 Anglia Weekly Bingo, Penschurst Road, Ipswich
- 4 Bingo Hall, Ranelagh Road, Ipswich
- 5 Gala Bingo, 129 Pier Avenue, Clacton On Sea
- 6 Winners Bingo, 4 Hatter Street, Bury St Edmunds
- 7 Palace Bingo, Crescent Road, Felixstowe
- 8 Gala Bingo, 48 Osborne Street, Colchester
- 9 Other (PLEASE WRITE IN)

**Q28 Where did you or members of your household last go to the cinema?**

DO NOT READ OUT. ONE ANSWER ONLY  
If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the  
NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Cineworld, Cardinal Park, Ipswich
- 2 Film Theatre, Ipswich
- 3 The Regal, Stowmarket
- 4 The Palace, Felixstowe
- 5 Riverside Centre, Woodbridge
- 6 Aldeburgh Cinema, Aldeburgh
- 7 Cineworld, Freeport Leisure, Braintree
- 8 Odeon, Wherry Road, Norwich
- 9 Picturehouse, Cambridge
- A Vue, Cambridge
- B Odeon, Head Street, Colchester
- C Flicks, Clacton
- D Electric Palace, Harwich
- E Empire, Halstead
- F Film Theatre, Leiston
- G Hollywood, Lowestoft
- H Cineworld, Parkway, Bury St Edmunds
- I Other (PLEASE WRITE IN)

**Q29**

**Where did you or members of your household last go to a gym / healthclub?**

DO NOT READ OUT. ONE ANSWER ONLY  
If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the  
NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Gym & Trim, Cardinal Park, Ipswich
- 2 Fitness First, Russell Road, Ipswich
- 3 Crown Pools, Crown Street, Ipswich
- 4 YMCA (Ipswich), 38 Westgate Street, Ipswich
- 5 YMCA Training, 517 London Road, Ipswich
- 6 Ipswich Sports Club, Henley Road, Ipswich
- 7 Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich
- 8 Copleston Centre, Copleston Road, Ipswich
- 9 Gainsborough Sports Centre, Brazier's Wood Road, Ipswich
- A Whitton Sports & Community Centre, Whitton Church Lane, Ipswich
- B Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich
- C Oaks Fitness, 47 Upper Orwell Street, Ipswich
- D Spirit Health & Fitness, London Road, Ipswich
- E Maidenhall Sports Centre, Maidenhall Approach, Ipswich
- F Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock
- G Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham
- H Clarice House, Bramford Road, Bramford
- I Martlesham Leisure, Gloster Road, Martlesham Heath
- J Adrenaline Gym, Ipswich
- K David Lloyd, Ransomes Europark, Ipswich
- L St Josephs College, Ipswich
- M Westbourne High School, Ipswich
- N Martlesham Leisure Club, Martlesham Heath, Martlesham Heath
- O Outside Ipswich
- P Other (PLEASE WRITE IN)

**Q30 Where did you or members of your household last go to a museum or place of historical interest?**

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich
- 2 Town Hall Galleries, Cornhill, Ipswich
- 3 John Russell Gallery, 4-6 Wherry Lane, Ipswich
- 4 Ipswich Transport Museum, Cobham Road, Ipswich
- 5 Ipswich Museum, High Street, Ipswich
- 6 Felixstowe Museum, Viewpoint Road, Felixstowe
- 7 Landguard Fort, Felixstowe, Felixstowe
- 8 Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath
- 9 Woodbridge Museum, 5 Market Hill , Martlesham Heath
- A Museum of East Anglian Life, Crowe Street , Stowmarket
- B Orford Castle, , Aldeburgh
- C St Edmundsbury Cathedral, , Bury St Edmunds
- D The Guildhall, , Lavenham
- E West Stow Anglo Saxon Village, , West Stow
- F Norwich Castle Museum and Gallery, , Norwich
- G Grimes Graves, , Thetford
- H Crossing Temple, , Braintree
- I Framlingham Castle, , Framlingham
- J Other (PLEASE WRITE IN)

**Q31 Where did you or members of your household last go to a nightclub or musical venue?**

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Corn Exchange, 3/5 Northgate Street, Ipswich
- 2 Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich
- 3 Liquid Envy, 127 Old Cattle Market, Ipswich
- 4 Mojo, 32 Tacket Street, Ipswich
- 5 Pals, 3 St. Helens Street, Ipswich
- 6 PJ McGinty and Sons, King Street, Ipswich
- 7 Regent Theatre, Ipswich
- 8 Seventy-Seven, 77 Fore Hamlet, Ipswich
- 9 The Thomas Eldred, Ipswich
- A Other (PLEASE WRITE IN)

**Q32 Where did you or members of your household last go to a pub/bar?**

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Cardinal Park, , Ipswich
- 2 Ipswich Town Centre, Including St Nicholas Street, Ipswich
- 3 Ipswich Waterfront, Ipswich
- 4 Isaacs, Ipswich
- 5 Pals, Ipswich
- 6 The Dove, Ipswich
- 7 Other (PLEASE WRITE IN)

**Q33 Where did you or members of your household last go to a restaurant?**

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Cardinal Park, Ipswich
- 2 Ipswich Town Centre, including St Nicholas Street, Ipswich
- 3 Ipswich Waterfront, Ipswich
- 4 Bury St Edmunds
- 5 Cambridge
- 6 Chelmsford
- 7 Colchester
- 8 Diss
- 9 Felixstowe
- A Norwich
- B Stowmarket
- C Sudbury
- D Woodbridge
- E Other (PLEASE WRITE IN)

**Q34 Where did you or members of your household last go tenpin bowling?**

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Solar Bowl, Sproughton Rd, Ipswich
- 2 Kingpin, Gloster Road, Martlesham Heath, Ipswich
- 3 Ten pin bowling, Colchester
- 4 Strikes, Byford Road, Sudbury
- 5 Bury Bowl, Eastgate Street, Bury St Edmunds
- 6 Mega Bowl, Pilsworth, Bury St Edmunds
- 7 Other (PLEASE WRITE IN)

**Q35 Where did you or members of your household last go to the theatre?**

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Ipswich Regent, 3 St. Helens Street, Ipswich
- 2 The New Wolsey Theatre, Civic Drive, Ipswich
- 3 The Corn Exchange, King Street, Ipswich
- 4 Dance East, Ipswich Waterfront, Ipswich
- 5 Sir John Mills Theatre, Gatacre Road, Ipswich
- 6 Sea Pavilion, Felixstowe, Felixstowe
- 7 Regal Theatre, Stowmarket, Stowmarket
- 8 The Quay Theatre, Sudbury
- 9 Mercury Theatre, Colchester
- A The Theatre Royal, Bury St Edmunds
- B Theatre Royal, Norwich
- C Seckford Theatre, Woodbridge
- D The Wolsey Studio, St Georges Street, Ipswich
- E Maddermarket Theatre, Norwich
- F London
- G Other (PLEASE WRITE IN)

**Q36 Where did you or members of your household undertake the activity mentioned?**

(INTERVIEWERS PLEASE REFER TO Q26 - OTHER ACTIVITY)

DO NOT READ OUT. ONE ANSWER ONLY

Please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Cardinal Park
- 2 Ipswich Town Centre
- 3 Ipswich Waterfront
- 4 Bury St Edmunds
- 5 Cambridge
- 6 Chelmsford
- 7 Colchester
- 8 Diss
- 9 Felixstowe
- A Norwich
- B Stowmarket
- C Sudbury
- D Woodbridge
- E Other (PLEASE WRITE IN)

**Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?**

DO NOT READ OUT. CAN BE MULTICODED. CODE NO MORE THAN THREE RESPONSES.

- 1 Better disabled access
- 2 Better public transport
- 3 Better signposting
- 4 Better policing /safer
- 5 Better shopping environment (PLEASE WRITE IN)
- 6 Better value for money / lower prices
- 7 Cinema
- 8 Cleaner streets
- 9 Department Store
- A Fewer traffic free pedestrian streets
- B Improved public transport
- C More frequent or different routes
- D Cheaper public transport
- E Additional park & ride facilities
- F Cheaper park & ride facilities
- G Larger shops
- H New shopping centre
- I Large food superstore
- J More / better boutique shop offer
- K More / better higher quality shop offer
- L Shops and services open later in the evening
- M Lower car parking charges
- N More / better car parking
- O More / better foodstores
- P More fashion shops
- Q More smaller independent & specialist shops
- R More traffic free pedestrianised streets
- S More/better cafes
- T More/better cultural facilities
- U More/better entertainment facilities
- V More/better events'
- W More better parks / green spaces
- X More/better public houses
- Y More/better restaurants
- Z More/better seats
- a More/ better range of multiple retailers
- b Nothing
- c Do not visit Ipswich for leisure activities
- d Other (PLEASE WRITE IN)

Finally, I would like to ask you a few questions about yourself and your household. These are for survey control purposes only and the results will not be released identifying you by name.

**GEN Gender of respondent**  
CODE FROM OBSERVATION

- 1 Male
- 2 Female

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

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

**OCC What is the occupation of the chief wage earner of the household?**  
DO NOT READ OUT. ONE ANSWER ONLY

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

**WORK If you are in employment, where do you work?**  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Ipswich
- 2 Aldeburgh
- 3 Braintree
- 4 Bury St. Edmunds
- 5 Clacton
- 6 Colchester
- 7 Felixstowe
- 8 Framlingham
- 9 Halesworth
- A Leiston
- B Lowestoft
- C Manningtree
- D Martlesham Heath
- E Norwich
- F Southwold
- G Stowmarket
- H Sudbury
- I Woodbridge
- J Other (PLEASE WRITE IN)
- K (Don't know / can't remember)

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

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

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

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

**CAR How many cars does your household own or have the use of?**  
DO NOT READ OUT. ONE ANSWER ONLY

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

**FUT Would you be willing to be recontacted for future quality control purposes?**  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Yes
- 2 No

**Thank & close**

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q01</i>										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.5%	14	3.7%	13	0.0%	0	0.0%	0	0.6%	1
Asda, Goddard Road, Ipswich	7.4%	69	10.8%	37	2.3%	5	11.5%	23	2.0%	4
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East, 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.0%	9	2.4%	8	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.8%	63	12.5%	43	0.4%	1	3.7%	7	6.7%	12
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.7%	1	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	9.7%	91	16.8%	58	2.8%	6	7.0%	14	7.2%	13
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Asda, Wilkes Way, STOWMARKET	6.2%	58	0.2%	1	0.6%	1	27.5%	56	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
THETFORD										
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.7%	16	0.0%	0	0.0%	0	7.9%	16	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
J Sainsbury, Stanway, COLCHESTER	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.6%	8
J Sainsbury, London Road, THETFORD	0.6%	5	0.5%	2	0.0%	0	0.0%	0	1.9%	4
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	11.4%	106	20.6%	71	9.1%	19	0.8%	2	8.4%	15
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.3%	12	0.0%	0	1.8%	4	4.3%	9	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	2.8%	26	0.0%	0	12.7%	26	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	7
Morrisons, Gisleham, LOWESTOFT	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Hamilton Road, FELIXSTOWE	0.8%	8	0.0%	0	3.8%	8	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Solar Superstore, Market Hill, FRAMLINGHAM	0.6%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	1.0%	9	0.0%	0	4.5%	9	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco, St Saviours, BURY ST EDMUNDS	0.9%	8	0.0%	0	0.0%	0	3.9%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	3.5%	33	0.0%	0	0.0%	0	0.0%	0	18.2%	33
Tesco, Victoria Road, DISS	0.4%	4	0.0%	0	0.5%	1	1.4%	3	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	4.6%	43	0.0%	0	0.0%	0	21.0%	43	0.0%	0
Tesco, Springlands Way, SUDBURY	2.6%	25	0.0%	0	0.0%	0	0.9%	2	12.6%	23
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.4%	60	11.4%	39	1.3%	3	1.3%	3	8.4%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	12.3%	115	9.9%	34	36.9%	75	2.0%	4	0.9%	2
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Tesco Metro, 88 Hamilton	0.7%	6	0.0%	0	3.2%	6	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	1.0%	9	0.0%	0	4.4%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.3%	12	0.0%	0	0.0%	0	0.0%	0	6.8%	12
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Aldeburgh	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Hadleigh	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	8
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Saxons Way, Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.5%	5	0.0%	0	2.4%	5	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Street, Capel St Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Co-op, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Priory, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Tesco, Northolk	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	932			344		204		203		181
Sample:	936			387		268		190		91

Column %ges.

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q02 What is the main reason you choose ..... (store mentioned at Q01) to do your main food and grocery shopping?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q02</i>										
Accessibility by public transport	0.9%	9	1.1%	4	1.6%	3	0.8%	2	0.0%	0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.0%	48	3.9%	14	9.8%	22	1.6%	3	5.1%	10
Clean shopping environment	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Clubcard / Rewards system	1.8%	18	1.8%	6	1.3%	3	1.5%	3	2.9%	5
Convenient to home	49.7%	482	47.1%	166	53.5%	119	49.5%	103	50.4%	94
Convenient to work	1.8%	17	2.1%	8	1.7%	4	2.2%	5	0.8%	2
Free car parking	1.3%	13	0.3%	1	2.3%	5	2.5%	5	0.8%	2
Good car parking provision	1.2%	12	0.3%	1	1.1%	2	2.3%	5	1.8%	3
Good shopping environment	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Low prices	11.9%	115	11.4%	40	11.5%	26	11.6%	24	13.3%	25
Part of shopping trip for non- food goods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Preference for retailer	12.4%	120	16.5%	58	4.6%	10	11.9%	25	14.7%	28
Provision of leisure services nearby	0.3%	3	0.3%	1	0.0%	0	0.9%	2	0.0%	0
Provision of services nearby, such as banks and other financial services	0.4%	4	0.4%	1	0.6%	1	0.5%	1	0.0%	0
Quality of fresh food	5.2%	51	6.3%	22	4.9%	11	3.5%	7	5.7%	11
Safe (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of petrol station / car wash	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient / easy	1.2%	11	0.7%	2	0.8%	2	2.7%	6	0.8%	2
Delivery offered	1.5%	14	1.2%	4	1.3%	3	1.6%	3	1.8%	3
Employees discount	1.4%	14	2.5%	9	0.0%	0	1.5%	3	0.9%	2
Friendly / helpful staff	0.2%	2	0.2%	1	0.7%	1	0.0%	0	0.0%	0
Good layout	0.6%	6	0.8%	3	1.1%	2	0.3%	1	0.0%	0
Habit / always gone there	0.7%	7	1.3%	5	0.5%	1	0.5%	1	0.0%	0
Provision for disabled people is good	0.3%	3	0.2%	1	0.3%	1	0.7%	2	0.0%	0
Other	1.4%	14	1.2%	4	2.2%	5	1.6%	3	0.8%	2
Weighted base:		970		352		223		208		187
Sample:		975		395		290		195		95

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

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q03*

Car / van (as driver)	68.6%	646	63.0%	219	69.9%	147	71.3%	143	74.5%	137
Car / van (as passenger)	19.4%	183	18.1%	63	19.3%	41	21.1%	43	20.0%	37
Bus, minibus or coach	4.4%	42	8.2%	29	2.9%	6	2.6%	5	0.9%	2
Using park & ride facility	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0
Walk	6.4%	60	9.8%	34	6.2%	13	3.3%	7	3.6%	7
Taxi	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.9%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.2%	1	1.1%	2	0.5%	1	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:		943		347		210		201		184
Sample:		945		391		274		188		92

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q04 How often do you normally do your main food shopping at ..... STORE/DESTINATION MENTIONED AT Q01?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q04</i>										
More than once a week	6.6%	66	7.9%	28	8.8%	20	5.0%	11	3.5%	7
Once a week	66.4%	664	67.8%	242	57.7%	134	73.8%	158	65.7%	130
Once a fortnight	17.6%	176	14.7%	52	20.8%	48	13.0%	28	24.2%	48
Once a month	7.9%	79	9.1%	32	9.6%	22	7.0%	15	4.5%	9
Less often	0.5%	5	0.0%	0	1.4%	3	0.0%	0	1.0%	2
Varies	1.0%	10	0.5%	2	1.6%	4	1.2%	2	1.0%	2
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q05</i>										
Aldi, 14 Meredith Road	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.7%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.7%	13	0.0%	0	0.3%	1	0.0%	0
Asda, Goddard Road, Ipswich	4.2%	40	7.4%	26	2.4%	5	3.8%	8	0.8%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.6%	2	0.3%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Caldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.4%	3	0.4%	1	0.9%	2	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	18	2.7%	9	0.3%	1	0.0%	0	3.9%	7
J Sainsbury, 40 Hadleigh Road, Ipswich	3.3%	31	4.1%	14	0.7%	2	5.2%	11	2.4%	5
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.3%	1	0.0%	0	0.8%	2

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Lidl, Handford Road	0.6%	5	0.5%	2	0.2%	0	1.5%	3	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.7%	17	3.4%	12	0.4%	1	1.1%	2	0.8%	2
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	3.7%	35	5.4%	18	0.9%	2	5.2%	11	2.1%	4
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	2.0%	19	0.0%	0	0.0%	0	0.0%	0	10.1%	19
Asda, Wilkes Way, STOWMARKET	1.4%	14	0.0%	0	0.5%	1	5.9%	12	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.7%	7	0.6%	2	2.2%	5	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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THETFORD										
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.4%	13	0.0%	0	0.0%	0	5.6%	12	0.9%	2
J Sainsbury, 14 Priory Walk, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
J Sainsbury, Stanway, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
J Sainsbury, London Road, THETFORD	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	5.8%	56	9.0%	31	7.9%	17	0.6%	1	3.5%	7
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.4%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.8%	7	0.0%	0	0.5%	1	3.0%	6	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Solar Superstore, Hamilton Road, FELIXSTOWE	0.7%	6	0.0%	0	3.0%	6	0.0%	0	0.0%	0

Column %ges.

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Solar Superstore, Market Hill, FRAMLINGHAM	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.2%	0	0.9%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Tesco, Victoria Road, DISS	0.1%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.8%	17	0.0%	0	0.5%	1	7.7%	16	0.0%	0
Tesco, Springlands Way, SUDBURY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.5%	43	6.0%	21	0.9%	2	2.6%	6	8.0%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	3.9%	37	5.8%	20	8.1%	17	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Metro, 88 Hamilton	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.8%	7	2.2%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.6%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.0%	10	0.0%	0	0.0%	0	1.4%	3	3.6%	7
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Other Local Shops - Local Shops, Birch Street, Nayland	0.8%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattingstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Newborne Farm Shop, Mill Road, Newbourne	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Spar,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Freehold Road										
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	7	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.8%	3
Other (Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	48.6%	467	46.2%	159	55.5%	119	48.6%	103	45.1%	86
Weighted base:		962		345		215		211		190
Sample:		962		386		283		197		96

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

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

More than once a week	13.6%	71	13.6%	27	11.9%	13	9.1%	10	20.1%	21
Once a week	27.6%	145	35.2%	69	24.6%	27	30.0%	33	14.0%	15
Once a fortnight	18.3%	96	17.0%	33	19.7%	22	22.1%	25	15.4%	16
Once a month	27.3%	143	24.4%	48	27.6%	30	28.8%	32	31.0%	32
Less often	7.6%	40	6.5%	13	8.9%	10	4.5%	5	11.8%	12
Varies	5.4%	28	3.2%	6	7.3%	8	5.5%	6	7.7%	8
Weighted base:		523		197		110		111		105
Sample:		530		222		145		109		54

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

Yes – non-food shopping	12.3%	123	8.3%	30	16.6%	39	13.2%	28	13.2%	26
Yes – leisure activity	5.5%	55	2.7%	10	6.4%	15	6.4%	14	8.3%	16
Yes – travelling to / from work	3.4%	34	2.4%	9	2.6%	6	6.2%	13	3.0%	6
Yes – travelling to / from school / college	1.0%	10	0.2%	1	0.2%	1	1.5%	3	2.7%	5
Yes - other food shopping	2.5%	25	1.9%	7	3.1%	7	2.0%	4	3.4%	7
Yes – visiting services such as banks and other financial institutions	5.8%	58	1.5%	5	5.4%	13	8.6%	18	11.2%	22
Yes - petrol station / car wash	2.5%	25	3.9%	14	2.1%	5	2.0%	4	1.0%	2
Yes - recycling facilities	1.0%	10	1.6%	6	1.2%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.6%	6	1.2%	4	0.0%	0	0.5%	1	0.0%	0
No	66.6%	666	76.1%	271	60.4%	140	63.3%	135	60.4%	120
Yes - visit a friend / relative	1.4%	14	1.6%	6	1.9%	4	0.0%	0	1.9%	4
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	1.8%	4	0.0%	0	1.4%	3
Yes - visit a personal service such as the library	0.8%	8	1.0%	4	1.6%	4	0.3%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.1%	3	0.5%	1	0.8%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q08 Where do you buy non-food goods when it's linked to your main food shopping?</b>										
<i>Those who link their main-food shopping trips with non-food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or A</i>										
In-store	9.9%	12	21.2%	6	6.9%	3	5.9%	2	5.9%	1
Ipswich Town Centre	35.5%	42	43.8%	13	32.2%	12	21.4%	6	46.1%	12
Ipswich - Anglia Retail Park	2.0%	2	8.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	1.6%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.0%	5	0.0%	0	0.0%	0	17.4%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.1%	5	0.0%	0	0.0%	0	0.0%	0	19.2%	5
Felixstowe	6.1%	7	5.6%	2	10.0%	4	0.0%	0	7.9%	2
Framlingham	2.5%	3	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Halesworth	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Leiston	0.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Lowestoft	1.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.6%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	12.7%	15	0.0%	0	5.2%	2	47.8%	13	0.0%	0
Sudbury	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Woodbridge	4.7%	6	2.7%	1	13.2%	5	0.0%	0	0.0%	0
Debenham	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Diss	2.4%	3	0.0%	0	4.2%	2	4.9%	1	0.0%	0
Kesgrave	0.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Warren Heath	3.0%	4	0.0%	0	0.0%	0	0.0%	0	14.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		118		29		36		27		25
Sample:		119		33		53		21		12

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

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

Ipswich Town Centre	35.5%	18	74.8%	7	36.7%	5	4.2%	1	36.5%	5
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	7.1%	4	0.0%	0	0.0%	0	27.2%	4	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	15.9%	8	25.2%	2	23.2%	3	0.0%	0	17.6%	2
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	6.3%	3	0.0%	0	0.0%	0	0.0%	0	22.3%	3
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	9.4%	5	0.0%	0	0.0%	0	22.5%	3	12.4%	2
Stowmarket	12.8%	6	0.0%	0	2.8%	0	46.1%	6	0.0%	0
Debenham	0.7%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Framlingham	1.9%	1	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Holbrook	3.1%	2	0.0%	0	0.0%	0	0.0%	0	11.2%	2
Kesgrave	1.5%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Woodbridge	4.9%	2	0.0%	0	18.5%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		10		13		13		14
Sample:		50		12		20		10		8

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?</b>										
Yes	71.2%	712	73.3%	261	73.7%	171	69.2%	148	66.9%	132
No	28.8%	288	26.7%	95	26.3%	61	30.8%	66	33.1%	66
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?</b>										
<i>Those who do top up food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q11</i>										
Aldi, 14 Meredith Road	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.8%	5	1.8%	4	0.7%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	10	3.3%	8	0.0%	0	0.0%	0	1.9%	2
Asda, Goddard Road, Ipswich	1.5%	10	2.5%	6	0.0%	0	2.7%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.9%	6	1.9%	4	0.0%	0	1.0%	1	0.0%	0
Co-op , 65-67 Colchester Road	0.7%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.3%	15	4.4%	10	2.9%	4	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.5%	9	3.4%	8	0.0%	0	0.7%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	1.1%	7	1.5%	4	0.0%	0	2.3%	3	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.4%	8	3.6%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	1.3%	8	3.3%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.4%	9	3.6%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.6%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.6%	4	1.1%	3	0.7%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	1.1%	7	2.9%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	1.6%	10	1.7%	4	4.3%	6	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.7%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.6%	10	3.5%	8	0.0%	0	0.0%	0	1.9%	2
Farmfoods, 88 Bramford Road	0.6%	4	1.3%	3	0.3%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	11	4.0%	10	0.2%	0	1.1%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.2%	8	2.8%	7	0.0%	0	0.8%	1	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Lidl, Ravenswood	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.9%	12	4.6%	11	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	2.4%	15	4.1%	10	0.0%	0	2.3%	3	1.9%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.8%	5	1.4%	3	0.4%	1	1.0%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	1.1%	7	2.0%	5	0.0%	0	1.6%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	2.4%	15	0.0%	0	0.0%	0	10.9%	15	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	1.8%	11	0.0%	0	7.7%	11	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.7%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stanway, COLCHESTER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	2.2%	14	4.6%	11	0.0%	0	0.0%	0	2.9%	3
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.1%	7	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.6%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	1.3%	8	0.0%	0	5.7%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gisleham, LOWESTOFT	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Solar Superstore, Hamilton	1.1%	7	0.0%	0	4.9%	7	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Road, FELIXSTOWE									
Solar Superstore, Market Hill, FRAMLINGHAM	1.4%	9	0.0%	0	6.0%	9	0.0%	0	0.0%
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solar Superstore, Sizewell Road, LEISTON	1.7%	11	0.0%	0	7.3%	11	0.0%	0	0.0%
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Highwoods Square, COLCHESTER	1.0%	6	0.0%	0	0.0%	0	0.0%	0	6.1%
Tesco, Victoria Road, DISS	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cedars Park, STOWMARKET	2.4%	15	0.0%	0	0.5%	1	10.7%	14	0.0%
Tesco, Springlands Way, SUDBURY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, MANNINGTREE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%
Tesco Extra, Copdock Interchange, Copdock	1.8%	11	4.1%	10	0.0%	0	0.0%	0	1.5%
Tesco Extra, Martlesham Heath, Martlesham Heath	1.7%	11	1.9%	4	4.2%	6	0.0%	0	0.0%
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	1.7%	11	0.0%	0	7.2%	11	0.0%	0	0.0%	0
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	3.0%	19	8.0%	19	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	2.0%	12	0.0%	0	8.5%	12	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.8%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Other - Felixstowe - Local Shops, Felixstowe	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.6%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Other - Local Shops, Hollesley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other - Local Shops, Renolds Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.4%	9	0.0%	0	0.0%	0	6.4%	9	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.6%	4	0.0%	0	0.0%	0	1.6%	2	1.5%	2
Other Local Shops - Co-op, Chancery Lane, Debenham	1.1%	7	0.0%	0	0.6%	1	4.5%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.7%	4	0.4%	1	2.5%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	1.7%	11	0.0%	0	0.0%	0	1.0%	1	8.8%	9
Other Local Shops - Co-op, High Street, Hadleigh	1.8%	11	0.0%	0	0.0%	0	0.0%	0	10.5%	11
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Column % ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Naze										
Other Local Shops - Co-op, High Street, Wickham Market	1.1%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.9%	6	0.0%	0	0.0%	0	4.4%	6	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	0.8%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	0.7%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Co-op, The Street, Bramford	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.6%	10	0.3%	1	0.0%	0	0.0%	0	8.8%	9
Other Local Shops - Co-op, The Street, Rickingham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	1.2%	7	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Other Local Shops - Local Shops, Brick Street, Nacton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenhams	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Other Local Shops - Local Shops, Claydon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, The Street, Elmsett	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Other Local Shops - Local Shops, The Street, Hollesley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Monks	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Elleigh										
Other Local Shops - Local Shops, Thorpness	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.8%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.7%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	5	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		624		236		147		135		106
Sample:		640		261		195		129		55

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
<b>Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?</b>					
<i>Those who do top up food shopping</i>					
Daily	7.0% 50	4.5% 12	6.5% 11	6.4% 9	13.5% 18
More than once a week	44.4% 316	49.3% 129	47.2% 81	38.7% 57	37.2% 49
Once a week	30.8% 219	30.2% 79	33.4% 57	33.0% 49	25.9% 34
Once a fortnight	8.3% 59	9.2% 24	3.2% 5	9.1% 13	12.0% 16
Once a month	2.2% 16	1.6% 4	3.0% 5	4.5% 7	0.0% 0
Less often	0.3% 2	0.3% 1	0.0% 0	0.7% 1	0.0% 0
Varies	7.1% 50	4.7% 12	6.8% 12	7.6% 11	11.4% 15
Weighted base:	712	261	171	148	132
Sample:	723	292	222	140	69

**Q13 Of all the money you spend on food and household groceries, what share, as a % goes to your main food shopping?**  
*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q13*

0-10%	0.2% 2	0.5% 1	0.3% 1	0.0% 0	0.0% 0
11-20%	0.9% 8	2.6% 8	0.0% 0	0.0% 0	0.0% 0
21-30%	1.9% 17	2.8% 9	1.7% 3	0.8% 2	1.6% 3
31-40%	1.2% 11	1.5% 5	1.0% 2	1.3% 3	1.0% 2
41-50%	7.3% 65	7.6% 24	5.0% 10	3.4% 7	13.8% 24
51-60%	5.3% 47	3.4% 11	7.5% 15	5.0% 10	6.6% 12
61-70%	6.9% 62	7.9% 25	6.9% 14	9.1% 18	2.8% 5
71-80%	26.2% 234	28.4% 90	25.6% 52	24.2% 47	25.3% 44
81-90%	21.0% 187	23.2% 74	16.4% 33	21.0% 41	22.2% 39
91-100%	29.0% 258	22.0% 70	35.7% 73	35.3% 68	26.7% 47
Mean:	77.3	74.6	79.2	80.8	76.2
Weighted base:	891	317	204	194	175
Sample:	885	352	267	180	86

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q14</i>										
Ipswich Town Centre	56.8%	519	79.9%	271	42.4%	86	43.6%	83	43.6%	78
Ipswich - Anglia Retail Park	1.3%	12	2.6%	9	0.5%	1	1.1%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.6%	5	1.3%	4	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.8%	7	1.4%	5	0.0%	0	1.1%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.9%	8	1.4%	5	1.8%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	6.7%	61	0.4%	1	1.0%	2	27.6%	53	2.9%	5
Cambridge	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.9%	45	0.2%	1	0.0%	0	0.0%	0	24.6%	44
Felixstowe	5.9%	54	3.1%	10	20.0%	41	0.3%	1	1.4%	2
Framlingham	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	0.5%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Lowestoft	0.9%	8	0.0%	0	4.2%	8	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Norwich	2.0%	19	2.5%	8	2.9%	6	2.2%	4	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	39	0.0%	0	0.5%	1	19.8%	38	0.0%	0
Sudbury	2.8%	25	0.2%	1	0.0%	0	0.9%	2	12.7%	23
Woodbridge	4.7%	43	1.6%	5	16.4%	33	0.5%	1	2.1%	4
Copdock - Copdock Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Diss	0.3%	3	0.0%	0	0.5%	1	1.1%	2	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other - Harlesden	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.8%	7	0.9%	3	0.5%	1	0.0%	0	2.0%	4
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other - Smaller Centre - Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.4%	13	1.7%	6	2.0%	4	0.3%	1	1.5%	3
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	913		339		203		191		180	
Sample:	910		379		263		179		89	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing &amp; footwear items?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q15</i>										
Ipswich Town Centre	64.1%	568	87.7%	284	55.7%	109	49.9%	95	45.2%	80
Ipswich - Anglia Retail Park	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.2%	1	1.2%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.5%	5	0.5%	1	0.0%	0	0.0%	0	1.9%	3
Bury St. Edmunds - Robert Bobby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	0.5%	1	1.0%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	1	0.0%	0	0.2%	0	0.3%	1	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	5.4%	48	0.2%	1	0.3%	1	21.1%	40	3.5%	6
Cambridge	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	5.6%	49	0.0%	0	0.0%	0	0.0%	0	28.1%	49
Felixstowe	4.1%	36	1.4%	4	16.2%	32	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Lowestoft	1.1%	9	0.0%	0	4.8%	9	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	3.4%	31	2.7%	9	6.3%	12	3.9%	7	1.1%	2
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.6%	32	0.0%	0	0.2%	0	16.5%	31	0.0%	0
Sudbury	1.8%	16	0.2%	1	0.0%	0	0.9%	2	7.4%	13
Woodbridge	2.6%	23	1.4%	5	8.9%	17	0.5%	1	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Hadleigh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Other - J Sainsbury, Felixstowe Road, Warren	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Heath										
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.6%	5	1.0%	3	0.0%	0	0.9%	2	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Newmarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.8%	3	0.0%	0	0.3%	1	0.0%	0
Other - Varies	2.7%	24	1.7%	5	1.9%	4	4.4%	8	3.5%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	886	324		195		191		176		
Sample:	882	363		254		178		87		

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q16</i>										
Ipswich Town Centre	31.0%	200	44.4%	100	26.5%	40	22.1%	34	22.6%	26
Ipswich - Anglia Retail Park	6.5%	42	10.5%	24	1.3%	2	8.3%	13	3.0%	3
Ipswich - Anglia Retail Park - Carpet Right	1.7%	11	2.3%	5	0.4%	1	2.6%	4	1.3%	2
Ipswich - Anglia Retail Park - Klausner	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	11.0%	71	17.8%	40	13.2%	20	1.5%	2	7.6%	9
Ipswich - Euro Retail Park - Carpetright	2.3%	15	3.4%	8	2.8%	4	0.9%	1	1.3%	2
Ipswich - Euro Retail Park - Harveys	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.8%	5	0.8%	2	0.5%	1	0.5%	1	1.7%	2
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	2.8%	18	2.9%	7	6.5%	10	1.3%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.5%	3	1.1%	3	0.4%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.4%	3	0.0%	0	0.0%	0	0.6%	1	1.5%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.9%	6	0.0%	0	0.0%	0	2.8%	4	1.5%	2
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	1.0%	6	0.0%	0	1.0%	1	0.0%	0	4.2%	5
Colchester - Colne View Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Colchester - Tollgate Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	6.7%	8
Lowestoft - Tower Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	1.0%	6	1.5%	3	1.9%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	5.0%	32	0.5%	1	0.0%	0	17.9%	28	2.9%	3
Cambridge	1.0%	6	0.7%	2	0.5%	1	1.9%	3	0.9%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.3%	28	0.0%	0	0.6%	1	0.6%	1	22.0%	26
Felixstowe	3.7%	24	1.5%	3	13.4%	20	0.4%	1	0.0%	0
Framlingham	0.4%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Lowestoft	1.0%	7	0.0%	0	4.4%	7	0.0%	0	0.0%	0
Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Norwich	2.0%	13	1.5%	3	2.5%	4	3.6%	6	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.8%	31	0.0%	0	0.2%	0	20.1%	31	0.0%	0
Sudbury	1.1%	7	0.0%	0	0.0%	0	0.0%	0	5.9%	7
Woodbridge	3.3%	21	0.7%	2	11.5%	17	1.5%	2	0.0%	0
Other - Bramford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Coome	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.6%	4	0.0%	0	0.2%	0	2.1%	3	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	1.0%	7	0.3%	1	0.0%	0	0.0%	0	5.1%	6
Other - Kesgrave	0.4%	2	0.3%	1	1.1%	2	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Needham Market	0.5%	4	0.0%	0	0.2%	0	2.1%	3	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Car Street	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Thetford	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Thurrock	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Varies	3.5%	23	4.6%	10	1.1%	2	4.6%	7	2.9%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		647		226		150		154		117
Sample:		642		244		196		143		59

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q17</i>										
Ipswich Town Centre	6.8%	59	7.4%	22	6.5%	13	8.0%	15	4.8%	8
Ipswich - Anglia Retail Park	1.1%	10	1.6%	5	0.0%	0	1.1%	2	1.8%	3
Ipswich - Anglia Retail Park - B&Q	23.0%	198	31.9%	93	7.7%	16	38.6%	75	8.4%	14
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	16	4.7%	14	0.9%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	19.6%	168	32.1%	94	19.7%	40	5.1%	10	14.5%	25
Ipswich - Jewsons	0.3%	3	0.2%	1	0.3%	1	0.7%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	2.1%	18	3.2%	9	2.6%	5	0.0%	0	1.8%	3
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	1.1%	9	0.0%	0	0.0%	0	3.8%	7	1.0%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.7%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Colchester - Turner Rise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	6.1%	53	3.8%	11	20.3%	42	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	2.8%	24	5.4%	16	2.4%	5	0.8%	2	0.9%	2
Aldeburgh	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.8%	24	0.0%	0	0.0%	0	12.5%	24	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.5%	39	0.0%	0	0.0%	0	0.0%	0	23.1%	39
Felixstowe	4.2%	37	0.2%	1	17.5%	36	0.0%	0	0.0%	0
Framlingham	1.2%	10	0.0%	0	4.3%	9	0.7%	1	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	0.8%	7	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Lowestoft	0.6%	5	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Norwich	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.8%	24	0.0%	0	0.2%	0	12.2%	24	0.0%	0
Sudbury	4.0%	34	0.0%	0	0.0%	0	2.4%	5	17.6%	30
Woodbridge	1.7%	14	1.9%	6	3.8%	8	0.5%	1	0.0%	0
Other - Bacton	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.5%	4	0.0%	0	0.7%	1	1.4%	3	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other - Gainsborough	0.2%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Hadleigh	2.7%	23	0.0%	0	0.0%	0	0.0%	0	13.9%	23
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	10	2.8%	8	0.7%	1	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Needham Market	0.6%	5	0.3%	1	0.0%	0	2.3%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Varies	1.7%	15	2.0%	6	1.1%	2	2.9%	6	0.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		860		292		205		194		169
Sample:		855		325		266		181		83

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs &amp; DVDs etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q18</i>										
Ipswich Town Centre	21.1%	129	32.4%	70	16.1%	24	11.8%	17	17.5%	18
Ipswich - Anglia Retail Park	4.1%	25	5.7%	12	1.9%	3	5.8%	8	1.9%	2
Ipswich - Anglia Retail Park - Comet	9.0%	55	11.4%	25	3.6%	5	15.4%	22	2.9%	3
Ipswich - Commercial Road Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Ipswich - Euro Retail Park	3.8%	23	7.3%	16	1.7%	3	3.4%	5	0.0%	0
Ipswich - Euro Retail Park - Hughes	4.5%	28	7.4%	16	5.6%	8	2.5%	3	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.7%	4	0.4%	1	0.4%	1	0.5%	1	1.9%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	5.1%	31	7.3%	16	1.7%	3	2.9%	4	8.2%	8
Copdock - Copdock Retail Park - Currys	4.9%	30	7.3%	16	5.0%	7	0.0%	0	6.4%	7
Copdock - Copdock Retail Park - PC World	3.7%	23	6.3%	14	3.3%	5	1.4%	2	2.4%	2
Martlesham Heath - Beardmore Retail Park	3.1%	19	2.3%	5	9.0%	13	0.5%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	1.7%	10	0.0%	0	0.0%	0	6.1%	9	1.7%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	3.7%	22	0.0%	0	0.0%	0	0.0%	0	21.5%	22
Lowestoft - Tower Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	6.7%	41	6.6%	14	15.4%	23	0.0%	0	3.4%	4
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.6%	16	0.0%	0	0.0%	0	11.3%	16	0.0%	0
Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Clacton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Colchester	1.0%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Felixstowe	3.4%	21	0.0%	0	13.9%	21	0.0%	0	0.0%	0
Framlingham	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.3%	8	0.0%	0	5.4%	8	0.0%	0	0.0%	0
Lowestoft	0.5%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.9%	6	0.0%	0	1.7%	3	2.1%	3	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	6.2%	38	0.0%	0	0.0%	0	26.8%	38	0.0%	0
Sudbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	9.3%	10
Woodbridge	1.2%	8	0.0%	0	5.1%	8	0.0%	0	0.0%	0
Other - Abroad	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bacton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Diss	0.9%	5	0.0%	0	0.8%	1	2.9%	4	0.0%	0
Other - Gisleigham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Hadleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Harlesden	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Other - Harwich	0.2%	1	0	0	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.4%	2	1	0	0
Other - London	0.3%	2	1	1	0
Other - Manchester	0.1%	1	1	0	0
Other - Saxmundham	0.2%	1	0	1	0
Other - Smaller Centre - Dales Road	0.1%	1	1	0	0
Other - Smaller Centre - Diss	0.1%	0	0	0	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	1	0	0
Other - Smaller Centre - Foxhall Road	0.3%	2	1	0	1
Other - Smaller Centre - Tavern Street	0.2%	1	0	0	1
Other - Stanstead Airport	0.2%	1	0	0	1
Other - Varies	2.9%	18	8	4	2
Other	0.0%	0	0	0	0
Weighted base:	611	217	149	141	104
Sample:	624	248	191	131	54

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q19</i>										
Ipswich Town Centre	23.0%	191	42.6%	122	6.6%	14	9.9%	17	22.8%	38
Ipswich - Anglia Retail Park	3.7%	31	5.8%	17	1.0%	2	6.3%	11	0.9%	2
Ipswich - Anglia Retail Park - Comet	5.2%	43	7.4%	21	0.8%	2	9.9%	17	1.8%	3
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	15	4.3%	12	0.6%	1	0.0%	0	0.9%	2
Ipswich - Euro Retail Park - Hughes	1.4%	12	2.9%	8	0.4%	1	0.4%	1	1.2%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.7%	14	1.8%	5	0.9%	2	0.3%	1	3.8%	6
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.8%	39	8.4%	24	1.1%	2	2.8%	5	4.9%	8
Copdock - Copdock Retail Park - Currys	2.9%	24	3.6%	10	3.7%	8	0.6%	1	3.1%	5
Martlesham Heath - Beardmore Retail Park	3.0%	25	1.3%	4	10.4%	21	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	10.3%	17
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	7.0%	58	7.2%	21	18.4%	37	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.5%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.6%	30	0.0%	0	0.0%	0	17.3%	30	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	2.4%	20	0.0%	0	0.0%	0	0.0%	0	11.9%	20
Felixstowe	6.9%	57	0.4%	1	27.3%	56	0.4%	1	0.0%	0
Framlingham	0.9%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	1.7%	14	0.0%	0	6.9%	14	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Norwich	0.7%	6	0.9%	3	1.1%	2	0.4%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	8.0%	66	0.0%	0	0.2%	0	38.3%	66	0.0%	0
Sudbury	2.1%	17	0.0%	0	0.0%	0	0.0%	0	10.3%	17
Woodbridge	1.6%	13	0.3%	1	6.0%	12	0.0%	0	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Other - Diss	1.0%	8	0.0%	0	0.5%	1	4.1%	7	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other - Hadleigh	1.6%	13	0.0%	0	0.0%	0	0.0%	0	8.1%	13
Other - High Woods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.4%	20	3.8%	11	1.1%	2	0.0%	0	4.0%	7
Other - Kesgrave	0.5%	4	0.9%	3	0.7%	2	0.0%	0	0.0%	0
Other - London	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.7%	6	2.1%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.7%	6	1.8%	5	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Warwick Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	3.0%	25	2.3%	7	2.0%	4	4.5%	8	3.7%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		829		287		204		172		166
Sample:		828		318		262		165		83

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q20</i>										
Ipswich Town Centre	16.0%	118	25.6%	67	10.9%	19	12.3%	21	8.3%	11
Ipswich - Anglia Retail Park	5.2%	38	7.3%	19	0.5%	1	8.0%	14	3.4%	5
Ipswich - Anglia Retail Park - Comet	12.8%	95	17.8%	47	5.7%	10	19.8%	33	3.4%	5
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Ipswich - Euro Retail Park	4.0%	29	8.5%	22	3.8%	7	0.3%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.5%	26	4.6%	12	2.7%	5	1.7%	3	4.9%	7
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.2%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.4%	3	0.6%	2	0.0%	0	0.0%	0	1.2%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	3.0%	22	2.5%	7	0.7%	1	2.4%	4	7.5%	10
Copdock - Copdock Retail Park - Currys	9.6%	71	11.7%	31	9.3%	16	3.8%	6	13.3%	18
Martlesham Heath - Beardmore Retail Park	4.7%	35	4.0%	11	13.9%	24	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.7%	5	0.0%	0	0.0%	0	2.9%	5	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.9%	7
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	2.1%	16	0.0%	0	0.0%	0	0.0%	0	11.6%	16
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.3%	61	10.6%	28	17.8%	31	1.5%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.9%	21	0.0%	0	0.0%	0	11.8%	20	1.3%	2
Cambridge	0.7%	5	0.0%	0	0.0%	0	2.4%	4	0.8%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Colchester	2.2%	16	0.3%	1	0.0%	0	0.0%	0	11.5%	15
Felixstowe	2.9%	21	0.0%	0	12.4%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.0%	7	0.0%	0	4.1%	7	0.0%	0	0.0%	0
Lowestoft	0.5%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.0%	7	1.0%	3	2.1%	4	0.4%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	5.2%	39	0.0%	0	0.0%	0	23.0%	39	0.0%	0
Sudbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	6.4%	9
Woodbridge	0.9%	7	0.0%	0	3.8%	7	0.0%	0	0.0%	0
Other - Bacton	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Diss	1.0%	7	0.0%	0	0.8%	1	3.4%	6	0.0%	0
Other - Dovecot	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Other - Finningham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Hadleigh	1.5%	11	0.0%	0	0.0%	0	0.0%	0	8.5%	11
Other - London	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Saxmundham	0.7%	5	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	3.1%	23	2.2%	6	4.3%	7	2.0%	3	4.9%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		738		263		173		168		134
Sample:		727		289		218		153		67

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q21</i>										
Ipswich Town Centre	32.8%	303	66.5%	213	9.3%	20	13.2%	26	23.7%	44
Ipswich - Anglia Retail Park	1.0%	9	1.1%	4	0.0%	0	2.8%	6	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.0%	19	3.0%	10	0.0%	0	0.8%	2	4.1%	8
Martlesham Heath - Beardmore Retail Park	1.3%	12	0.5%	2	4.6%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	3.1%	29	4.4%	14	6.4%	14	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.7%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.9%	27	0.0%	0	0.0%	0	13.5%	27	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.4%	31	0.0%	0	0.0%	0	0.0%	0	16.9%	31
Felixstowe	6.7%	62	0.3%	1	27.8%	61	0.0%	0	0.0%	0
Framlingham	1.1%	10	0.0%	0	4.8%	10	0.0%	0	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	1.8%	16	0.0%	0	7.6%	16	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.3%	1	1.0%	2	0.0%	0	0.0%	0
Manningtree	1.9%	17	0.0%	0	0.0%	0	0.0%	0	9.3%	17
Norwich	0.4%	4	0.2%	1	0.5%	1	0.9%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.7%	89	0.0%	0	0.2%	0	44.3%	89	0.0%	0
Sudbury	3.8%	35	0.0%	0	0.0%	0	0.9%	2	18.0%	33
Woodbridge	5.4%	50	1.1%	3	20.8%	45	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Debenham	0.7%	6	0.0%	0	0.0%	0	2.4%	5	0.8%	1
Other - Dedham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	8
Other - Diss	1.3%	12	0.0%	0	1.5%	3	4.2%	8	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - East Bergholt	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - Eye	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Hadleigh	1.9%	17	0.3%	1	0.0%	0	0.0%	0	9.0%	17
Other - Holbrook	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.7%	25	4.5%	14	1.7%	4	0.0%	0	3.6%	7
Other - Kesgrave	1.0%	10	3.0%	10	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Martlesham	0.4%	4	0.3%	1	1.3%	3	0.0%	0	0.0%	0
Other - Needham Market	0.9%	8	0.0%	0	0.0%	0	4.0%	8	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.9%	9	0.0%	0	3.9%	9	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.6%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.6%	5	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.8%	2	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.0%	10	1.6%	5	1.7%	4	0.3%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Wycombe	1.0%	9	0.0%	0	0.0%	0	4.5%	9	0.0%	0
Other - Wycombe Market	0.5%	5	0.5%	2	1.4%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		923		319		218		201		185
Sample:		917		356		283		185		93

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q22 Where do you do most of your household's shopping for games &amp; toys, hobby items; sport and camping goods; and musical instruments?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q22</i>										
Ipswich Town Centre	42.5%	201	61.0%	106	39.2%	41	28.5%	28	27.1%	27
Ipswich - Anglia Retail Park	0.9%	4	0.5%	1	0.0%	0	1.4%	1	2.0%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.9%	4	1.4%	3	0.7%	1	1.0%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	3.6%	17	6.4%	11	2.8%	3	1.0%	1	2.0%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.1%	5	1.4%	2	0.6%	1	0.0%	0	2.0%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.8%	9	3.3%	6	1.7%	2	0.0%	0	1.0%	1
Copdock - Copdock Retail Park - Toys R Us	11.5%	55	16.4%	28	7.0%	7	12.7%	12	6.7%	7
Martlesham Heath - Beardmore Retail Park	0.7%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.7%	4	1.0%	2	1.8%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.3%	20	0.0%	0	0.6%	1	17.4%	17	2.8%	3
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Colchester	7.2%	34	0.6%	1	2.0%	2	0.0%	0	31.1%	31
Felixstowe	3.3%	16	0.8%	1	13.3%	14	0.7%	1	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Halesworth	0.6%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Leiston	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lowestoft	0.6%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Manningtree	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Norwich	1.3%	6	1.4%	2	2.3%	2	1.5%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.1%	29	0.4%	1	0.3%	0	28.9%	28	0.0%	0
Sudbury	2.5%	12	0.0%	0	0.0%	0	1.4%	1	10.4%	10
Woodbridge	2.0%	9	0.0%	0	9.1%	9	0.0%	0	0.0%	0
Other - Abroad	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bournebridge	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.7%	8	0.5%	1	0.0%	0	0.0%	0	7.0%	7
Other - J Sainsbury, Felixstowe Road, Warren Heath	1.1%	5	0.8%	1	2.2%	2	0.0%	0	1.6%	2
Other - Kesgrave	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	<b>Total</b>	<b>Inner Catchment Area (ICA)</b>		<b>Eastern Catchment Area (ECA)</b>		<b>Northern Catchment Area (NCA)</b>		<b>Southern Catchment Area (SCA)</b>		
Other - London	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other - Varies	2.9%	14	2.5%	4	1.4%	2	4.6%	4	3.4%	3
Other - Worsted	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	474		174		104		97		99	
Sample:	451		186		126		92		47	

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q23 Where do you do most of your household's shopping for pets &amp; pet related products?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q23</i>										
Ipswich Town Centre	18.4%	91	34.6%	54	7.5%	9	8.0%	9	17.4%	19
Ipswich - Anglia Retail Park	1.4%	7	2.6%	4	0.0%	0	2.6%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	11.1%	54	21.2%	33	0.8%	1	7.8%	9	10.8%	12
Ipswich - Suffolk Retail Park	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.8%	14	4.1%	6	0.0%	0	3.5%	4	3.3%	4
Martlesham Heath - Beardmore Retail Park	3.2%	16	1.6%	2	11.2%	13	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	1.6%	8	0.0%	0	0.0%	0	0.0%	0	7.1%	8
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.8%	43	10.7%	17	21.1%	25	1.8%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	1.6%	8	0.0%	0	0.0%	0	2.6%	3	4.8%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.5%	12	0.0%	0	0.0%	0	11.2%	12	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.5%	17	0.0%	0	0.0%	0	0.0%	0	15.7%	17
Felixstowe	4.9%	24	1.1%	2	19.2%	22	0.0%	0	0.0%	0
Framlingham	1.5%	7	0.0%	0	6.3%	7	0.0%	0	0.0%	0
Halesworth	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Leiston	1.3%	6	0.0%	0	5.5%	6	0.0%	0	0.0%	0
Lowestoft	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.1%	45	0.0%	0	0.3%	0	40.1%	44	0.0%	0
Sudbury	4.3%	21	0.0%	0	0.0%	0	1.6%	2	17.9%	19
Woodbridge	1.8%	9	1.1%	2	5.3%	6	0.9%	1	0.0%	0
Other - Brandon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Other - Capel St.Mary	0.8%	4	0.5%	1	0.0%	0	0.0%	0	2.9%	3
Other - Catterwade	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Diss	1.3%	6	0.0%	0	1.0%	1	4.5%	5	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Elmswell	1.1%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Grange Farm Park, Felixstowe	0.6%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other - Hadleigh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Harwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Highwoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Holbrook	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	3.1%	15	7.3%	11	2.2%	3	0.0%	0	1.4%	2
Other - Kesgrave	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Marlow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Martlesham	1.2%	6	1.2%	2	3.6%	4	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Needham Market	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Other - Norwich Road, Setford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Salisbury	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.1%	5	0.0%	0	4.6%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	1.2%	6	2.8%	4	0.0%	0	1.5%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.5%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Thurstone	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Varies	2.1%	10	1.2%	2	1.1%	1	0.9%	1	5.9%	6
Other - Westleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe Market	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		492		156		117		111		108
Sample:		481		175		152		100		54

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
<b>Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?</b>										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q24</i>										
Ipswich Town Centre	56.8%	333	87.2%	179	39.2%	57	40.9%	53	41.8%	44
Ipswich - Anglia Retail Park	0.5%	3	0.8%	2	0.0%	0	1.0%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.1%	6	1.6%	3	0.8%	1	0.0%	0	1.6%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.5%	3	0.4%	1	1.6%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.5%	26	0.4%	1	0.4%	1	19.3%	25	0.0%	0
Cambridge	0.6%	4	1.3%	3	0.0%	0	0.8%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.8%	28	0.0%	0	0.0%	0	0.0%	0	26.5%	28
Felixstowe	5.7%	33	0.3%	1	22.6%	33	0.0%	0	0.0%	0
Framlingham	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lowestoft	0.7%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.8%	10	1.3%	3	4.0%	6	1.6%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.3%	37	0.0%	0	0.6%	1	27.6%	36	0.0%	0
Sudbury	2.8%	17	0.0%	0	0.0%	0	1.4%	2	13.9%	15
Woodbridge	4.7%	28	0.9%	2	15.1%	22	1.5%	2	1.9%	2
Other - Abroad	0.4%	2	0.4%	1	0.0%	0	0.0%	0	1.5%	2
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Brantham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Other - Diss	0.2%	1	0.0%	0	0.5%	1	0.6%	1	0.0%	0
Other - Harwich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other - Highwoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - J Sainsbury, Felixstowe Road, Warren	0.4%	3	0.0%	0	0.7%	1	0.0%	0	1.5%	2

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Heath										
Other - London	0.5%	3	0.4%	1	0.9%	1	0.8%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Varies	3.4%	20	3.9%	8	2.4%	3	3.2%	4	4.1%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	586		205		145		130		106	
Sample:	595		234		187		118		56	

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

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

Car / van (as driver)	57.2%	541	42.5%	144	57.4%	124	69.6%	144	69.9%	129
Car / van (as passenger)	13.7%	130	11.0%	37	17.2%	37	15.8%	33	12.4%	23
Bus, minibus or coach	15.0%	142	26.6%	90	7.9%	17	9.8%	20	7.7%	14
Using park & ride facility	4.5%	42	1.4%	5	8.6%	19	3.6%	7	6.2%	11
Motorcycle, scooter or moped	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Walk	8.2%	77	16.1%	55	7.4%	16	0.7%	2	2.9%	5
Taxi	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.9%	2
Train	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.8%	2	0.0%	0	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:	946		338		215		207		185	
Sample:	945		379		281		194		91	

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

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

Once a week	66.4%	32	57.5%	16	90.3%	8	59.8%	4	82.2%	5
Once a fortnight	6.8%	3	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Once a month	10.0%	5	13.9%	4	0.0%	0	0.0%	0	17.8%	1
Once every two months	11.3%	5	13.5%	4	0.0%	0	25.9%	2	0.0%	0
Once every six months	5.5%	3	3.2%	1	9.7%	1	14.3%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	48		28		8		7		6	
Sample:	54		34		10		7		3	

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

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

Once a week	4.9%	23	8.9%	15	2.9%	3	1.9%	2	3.7%	3
Once a fortnight	7.3%	35	7.6%	13	8.1%	9	9.2%	10	3.8%	4
Once a month	28.5%	134	24.5%	40	21.9%	24	31.7%	33	39.6%	37
Once every two months	29.4%	139	29.8%	49	34.7%	38	32.0%	33	19.6%	18
Once every six months	19.7%	93	21.7%	36	22.8%	25	16.4%	17	16.4%	15
Once a year	10.2%	48	7.5%	12	9.7%	11	8.8%	9	16.9%	16
Weighted base:	472		164		110		104		94	
Sample:	462		179		143		96		44	

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

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

Once a week	79.1%	186	80.6%	73	72.7%	40	78.2%	36	85.0%	37
Once a fortnight	3.8%	9	3.3%	3	4.0%	2	8.0%	4	0.0%	0
Once a month	8.4%	20	10.5%	10	11.5%	6	8.2%	4	0.0%	0
Once every two months	4.1%	10	3.3%	3	7.5%	4	5.6%	3	0.0%	0
Once every six months	4.3%	10	2.3%	2	3.0%	2	0.0%	0	15.0%	6
Once a year	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:	236		91		55		46		43	
Sample:	231		102		72		36		21	

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

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

Once a week	0.8%	3	1.1%	1	1.3%	1	0.7%	1	0.0%	0
Once a fortnight	1.9%	7	1.5%	2	1.6%	1	2.6%	2	2.3%	2
Once a month	11.5%	41	8.4%	11	12.9%	9	11.9%	10	15.7%	10
Once every two months	25.2%	89	30.5%	40	26.2%	18	18.7%	16	22.2%	15
Once every six months	36.5%	129	38.9%	51	30.1%	21	42.8%	37	29.8%	20
Once a year	24.1%	85	19.6%	26	28.0%	19	23.3%	20	30.1%	20
Weighted base:		355		132		69		88		66
Sample:		346		147		86		81		32

**Q26E How often do you and your family visit the following leisure attractions? Nightclub or musical venue**

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26E

Once a week	5.6%	7	11.7%	5	0.0%	0	5.8%	1	0.0%	0
Once a fortnight	7.7%	9	11.4%	5	3.6%	1	6.1%	1	6.4%	2
Once a month	25.1%	29	32.1%	14	20.6%	5	11.3%	3	29.2%	8
Once every two months	24.7%	29	18.0%	8	38.9%	9	7.2%	2	38.8%	10
Once every six months	22.8%	27	12.5%	6	25.5%	6	51.7%	12	13.0%	3
Once a year	14.1%	16	14.3%	6	11.4%	3	17.9%	4	12.6%	3
Weighted base:		117		44		23		23		27
Sample:		111		53		28		19		11

**Q26F How often do you and your family visit the following leisure attractions? Pub/bar**

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26F

Once a week	36.3%	168	38.5%	63	38.7%	46	28.8%	28	37.2%	31
Once a fortnight	18.4%	85	19.7%	32	15.9%	19	22.5%	22	14.8%	12
Once a month	28.2%	131	19.6%	32	26.3%	31	35.5%	35	39.3%	33
Once every two months	11.0%	51	17.9%	29	10.8%	13	7.0%	7	2.4%	2
Once every six months	3.8%	18	2.9%	5	6.6%	8	4.2%	4	1.2%	1
Once a year	2.3%	11	1.5%	2	1.7%	2	1.9%	2	5.1%	4
Weighted base:		462		163		118		98		83
Sample:		456		175		146		95		40

**Q26G How often do you and your family visit the following leisure attractions? Restaurant**

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26G

Once a week	15.2%	107	14.8%	37	19.4%	31	13.4%	21	12.9%	17
Once a fortnight	20.2%	143	19.1%	49	18.1%	29	28.0%	44	15.6%	21
Once a month	34.8%	246	32.1%	82	37.8%	60	29.6%	47	42.7%	57
Once every two months	18.6%	131	23.0%	58	17.1%	27	16.8%	27	14.0%	19
Once every six months	9.5%	67	9.0%	23	5.7%	9	11.8%	19	12.3%	17
Once a year	1.7%	12	2.1%	5	1.9%	3	0.3%	1	2.5%	3
Weighted base:		705		254		160		158		134
Sample:		699		281		206		146		66

**Q26H How often do you and your family visit the following leisure attractions? Tenpin bowling**

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26H

Once a week	6.7%	13	7.3%	5	1.4%	1	1.3%	1	16.2%	7
Once a fortnight	0.8%	2	0.0%	0	2.3%	1	1.3%	1	0.0%	0
Once a month	8.9%	18	12.4%	8	5.2%	2	4.7%	2	11.3%	5
Once every two months	20.7%	41	11.5%	8	25.7%	12	28.2%	12	22.2%	10
Once every six months	34.6%	69	42.9%	28	34.7%	16	33.6%	14	23.2%	10
Once a year	28.3%	56	25.9%	17	30.7%	14	30.9%	13	27.0%	12
Weighted base:		199		66		46		42		45
Sample:		190		72		56		42		20

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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**Q26I How often do you and your family visit the following leisure attractions? Theatre**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26I*

Once a week	0.9%	4	1.8%	3	1.2%	1	0.0%	0	0.0%	0
Once a fortnight	0.4%	2	0.4%	1	1.3%	1	0.0%	0	0.0%	0
Once a month	9.3%	39	7.9%	12	11.0%	10	8.4%	8	10.6%	10
Once every two months	29.1%	123	31.4%	46	32.8%	29	28.8%	28	22.3%	21
Once every six months	39.0%	165	36.8%	54	33.3%	29	40.9%	40	45.7%	42
Once a year	21.4%	91	21.7%	32	20.4%	18	21.8%	21	21.4%	20
Weighted base:		424		146		88		98		93
Sample:		420		167		114		91		48

**Q26J How often do you and your family visit the following leisure attractions? Other activity mentioned**

*Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26J*

Once a week	70.5%	82	70.9%	30	64.2%	17	73.7%	17	73.4%	19
Once a fortnight	16.6%	19	14.1%	6	16.5%	4	9.8%	2	26.6%	7
Once a month	9.6%	11	13.3%	6	7.3%	2	16.5%	4	0.0%	0
Once every two months	2.7%	3	1.7%	1	9.6%	2	0.0%	0	0.0%	0
Once every six months	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		116		42		26		23		26
Sample:		112		45		33		23		11

**Q27 Where did you or members of your household last go to play bingo?**

*Those who play bingo and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q27*

Mecca Bingo, Lloyds Avenue, Ipswich	28.7%	14	29.3%	8	18.5%	2	33.6%	2	34.4%	2
Gala Bingo, 3 Ranelagh Road, Ipswich	27.3%	14	41.1%	12	12.7%	1	10.6%	1	0.0%	0
Anglia Weekly Bingo, Peshurst Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo Hall, Ranelagh Road, Ipswich	2.7%	1	0.0%	0	0.0%	0	19.3%	1	0.0%	0
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.4%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0
Palace Bingo, Crescent Road, Felixstowe	13.3%	7	5.0%	1	48.9%	4	15.7%	1	0.0%	0
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Beacon Bingo, Battery Green, Lowestoft	1.7%	1	0.0%	0	9.9%	1	0.0%	0	0.0%	0
Other - British Legion, Bramford	8.4%	4	5.0%	1	0.0%	0	0.0%	0	47.8%	3
Other - Community Centre, Eye	1.5%	1	0.0%	0	0.0%	0	10.6%	1	0.0%	0
Other - Conservative Club, Clapgate Lane, Ipswich	1.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Fairfield Road, Aldburgh	1.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High School	2.1%	1	0.0%	0	0.0%	0	0.0%	0	17.8%	1
Other - Kirkby Street, Ipswich	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Labour Club, Landseer Road, Gainsborough	3.5%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Whitehouse Community Centre, Ipswich	3.1%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.7%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		29		8		7		6
Sample:		55		35		10		7		3

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q28 Where did you or members of your household last go to the cinema?</b>										
<i>Those who go to the cinema and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q28</i>										
Cineworld, Cardinal Park, Ipswich	65.7%	315	91.7%	152	44.9%	52	58.5%	61	53.5%	51
Film Theatre, Ipswich	0.5%	2	0.4%	1	0.0%	0	0.0%	0	1.6%	1
The Regal, Stowmarket	2.5%	12	0.0%	0	0.8%	1	10.8%	11	0.0%	0
The Palace, Felixstowe	3.1%	15	0.4%	1	12.2%	14	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	9.7%	46	6.4%	11	22.7%	26	4.2%	4	5.3%	5
Aldeburgh Cinema, Aldeburgh	1.4%	7	0.0%	0	5.9%	7	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	1.3%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	5.3%	25	0.0%	0	0.0%	0	0.0%	0	26.5%	25
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	2.1%	10	0.0%	0	8.8%	10	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	5.8%	28	0.0%	0	0.0%	0	21.9%	23	5.4%	5
Other - Camberly, Surrey	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Southampton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		480		165		116		104		95
Sample:		471		180		150		96		45

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q29 Where did you or members of your household last go to a gym / healthclub?</b>										
<i>Those who go to a gym / healthclub and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q29</i>										
Gym & Trim, Cardinal Park, Ipswich	2.4%	5	3.1%	3	1.7%	1	0.0%	0	4.5%	2
Fitness First, Russell Road, Ipswich	1.9%	4	3.0%	3	0.0%	0	0.0%	0	4.5%	2
Crown Pools, Crown Street, Ipswich	8.8%	19	19.4%	17	1.8%	1	3.0%	1	0.0%	0
YMCA (Ipswich), 38Westgate Street, Ipswich	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Sports Club, Henley Road, Ipswich	1.3%	3	2.1%	2	0.0%	0	2.2%	1	0.0%	0
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	1.8%	4	3.0%	3	0.0%	0	2.8%	1	0.0%	0
Copleston Centre, Copleston Road, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.2%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.1%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	2.2%	5	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Clarice House, Bramford Road, Bramford	7.0%	15	7.1%	6	0.0%	0	4.1%	2	20.5%	7
Martlesham Leisure, Gloster Road, Martlesham Heath	1.8%	4	2.9%	3	2.7%	1	0.0%	0	0.0%	0
Adrenaline Gym, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Ransomes Europark, Ipswich	5.5%	12	10.1%	9	2.2%	1	1.2%	1	4.5%	2
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	1.7%	4	1.8%	2	4.4%	2	0.0%	0	0.0%	0
Outside Ipswich	2.0%	4	1.7%	1	4.1%	2	1.6%	1	0.0%	0
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	1.4%	3	0.0%	0	0.0%	0	0.0%	0	9.0%	3
Other - Chantry High School, Stone Lodge Lane	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Cowdray Centre, Mason Rd, Colchester	1.6%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	3
Other - Deben Swimming Pool, Station Road, Woodbridge	7.2%	15	5.6%	5	19.6%	10	2.2%	1	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	7.1%	15	1.9%	2	24.5%	12	0.0%	0	4.5%	2
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	3.3%	7	1.2%	1	12.5%	6	0.0%	0	0.0%	0
Other - Formham Golf Club	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Framlingham College, Framlingham	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.9%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.5%	3	0.0%	0	0.0%	0	2.4%	1	5.9%	2
Other - Hospital Gym, Heath Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivory Street, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	2.7%	6	0.0%	0	0.0%	0	13.0%	6	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	4.8%	10	1.0%	1	1.7%	1	0.0%	0	24.8%	9
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	2.8%	6	0.0%	0	9.4%	5	0.0%	0	4.3%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	9.8%	21	0.0%	0	0.0%	0	46.8%	21	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	1.1%	2	0.7%	1	0.0%	0	4.0%	2	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.7%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CofE School, Victory Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	1.3%	3	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	2.4%	5	0.0%	0	4.9%	2	6.2%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.6%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Town Hall,	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Saxmundham									
Other - Village Hall, Waldringfield	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%
Other - Woolverstone Hall School, Woolverstone	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.5%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	215			86		49		45	34
Sample:	213			96		64		34	19

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q30 Where did you or members of your household last go to a museum or place of historical interest?</b>										
<i>Those who go to museums or places of historical interest and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q30</i>										
Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	10.2%	30	17.9%	20	12.4%	7	2.4%	2	2.7%	1
Town Hall Galleries, Cornhill, Ipswich	0.6%	2	0.7%	1	0.0%	0	1.5%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	1.0%	3	1.0%	1	3.3%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	22.9%	68	37.8%	43	11.2%	6	16.1%	12	12.6%	7
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.6%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.4%	4	1.5%	2	1.7%	1	0.0%	0	2.8%	2
Museum of East Anglian Life, Crowe Street, Stowmarket	3.5%	10	0.0%	0	1.6%	1	10.8%	8	2.8%	2
Orford Castle, Aldeburgh	0.7%	2	0.5%	1	2.8%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	2.2%	6	0.0%	0	1.5%	1	5.6%	4	2.8%	2
The Guildhall, Lavenham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Norwich Castle Museum and Gallery, Norwich	2.6%	8	0.8%	1	4.8%	3	5.8%	4	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	0.8%	2	0.8%	1	2.5%	1	0.0%	0	0.0%	0
Other - Alnwick Castle, Northumberland	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other - Bristol	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cambridge	1.2%	4	1.4%	2	0.0%	0	2.7%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	2.1%	6	0.0%	0	0.0%	0	4.8%	3	4.9%	3
Other - Cornwall	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Derbyshire	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Dorset	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - FitzWilliam Museum, Cambridge	2.4%	7	2.4%	3	0.0%	0	3.3%	2	3.5%	2
Other - Gainsbrough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Hampshire	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Horingar	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Iron Bridge	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Kent	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Liverpool	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	30.1%	90	22.6%	26	43.7%	24	27.4%	20	35.7%	20
Other - Longmelford Hall, Longmelford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Lyme Park, Cheshire	0.9%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Manchester	1.2%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - Norwich Castle	1.0%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Other - Orkney	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Other - Preston Tower, Preston	1.2%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Other - Rochester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Scotland	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Warwick	1.2%	4	0.7%	1	0.0%	0	0.0%	0	4.9%	3
Other - York	0.7%	2	0.0%	0	1.2%	1	0.7%	1	1.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		298		114		55		73		56
Sample:		294		126		72		66		30

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q31 Where did you or members of your household last go to a nightclub or musical venue?</b>										
<i>Those who go to nightclubs or musical venues and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q31</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.5%	3	3.8%	2	0.0%	0	5.5%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	8.0%	9	11.0%	5	11.8%	2	6.8%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	12.2%	13	21.5%	9	18.2%	4	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	5.4%	6	7.7%	3	11.8%	2	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	9.4%	10	9.3%	4	11.2%	2	19.0%	4	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.4%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	1.7%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.6%	2	2.3%	1	3.5%	1	0.0%	0	0.0%	0
Other - Birmingham	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	2.0%	2	0.0%	0	0.0%	0	11.2%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	0.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	9.2%	10	3.2%	1	0.0%	0	0.0%	0	36.0%	8
Other - Electric Palace, Harwich	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Other - Felixstowe	2.4%	3	3.2%	1	5.9%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Other - Hennan Park, Suffolk	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Horrom	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Ipswich	4.8%	5	10.5%	5	0.0%	0	2.8%	1	0.0%	0
Other - Levenham Church, Sudbury	2.3%	2	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Other - London	4.9%	5	1.8%	1	0.0%	0	17.5%	3	4.3%	1
Other - Manor Ballroom, Ipswich	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Martlesham	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	6.8%	7	0.0%	0	0.0%	0	0.0%	0	31.0%	7
Other - Newmarket	1.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Other - Norwich	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - O2 Arena London	3.7%	4	1.4%	1	6.9%	1	10.0%	2	0.0%	0
Other - Snape	2.3%	2	0.0%	0	11.5%	2	0.0%	0	0.0%	0
Other - Southend	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	0.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Stretford	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Sudbury	1.6%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Other - Suffolk	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	1.2%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Other - Thurswood	0.7%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Other - Trinity Park, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	1.4%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		107		43		21		19		24
Sample:		103		51		27		16		9

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q32 Where did you or members of your household last go to a pub/bar?</b>										
<i>Those who go to pubs or bars and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q32</i>										
Cardinal Park, Ipswich	2.7%	12	2.1%	3	1.9%	2	0.0%	0	8.2%	6
Ipswich Town Centre, Including St Nicholas Street, Ipswich	22.8%	99	48.8%	76	5.5%	6	13.4%	12	6.4%	5
Ipswich Waterfront, Ipswich	3.1%	14	5.8%	9	0.0%	0	4.1%	4	1.3%	1
Isaacs, Ipswich	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
The Dove, Ipswich	2.4%	10	6.6%	10	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Aldringham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Bacton	0.6%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Other - Barham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Bedford	0.3%	1	0.6%	1	0.3%	0	0.0%	0	0.0%	0
Other - Blaxhall	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Bramford	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.3%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0
Other - Brantham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Brickham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Bury St.Edmunds	1.8%	8	0.7%	1	0.0%	0	7.7%	7	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.4%	2	0.0%	0	0.6%	1	1.1%	1	0.0%	0
Other - Claydon	0.6%	2	0.5%	1	1.1%	1	0.6%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	3.7%	16	0.0%	0	0.0%	0	0.0%	0	20.4%	16
Other - Cotton	0.6%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Other - Cretingham	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Debenham	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Eastbridge	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eye	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Felixstowe	7.8%	34	0.9%	1	29.0%	33	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Framlingham	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Gainsbrough	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Great Briscip	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Groton	0.7%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Other - Grundisburgh	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	4
Other - Halesworth	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Harkstead	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Harrogate	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Other - Ingham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Ipswich	0.7%	3	1.1%	2	0.5%	1	0.6%	1	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ipswich East	0.5%	2	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	4	1.0%	2	0.7%	1	0.0%	0	1.9%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	1.3%	6	0.0%	0	0.0%	0	0.0%	0	7.2%	6
Other - Laxfield	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Leiston	0.6%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Levington	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - London	0.3%	1	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Other - Martlesham	2.4%	10	5.2%	8	1.4%	2	0.7%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Melton	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Nacton	0.4%	2	0.4%	1	1.1%	1	0.0%	0	0.0%	0
Other - Needham Market	0.8%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Other - Newbourne	0.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Norwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Pettistree	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Rankford	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.5%	2	0.0%	0	0.0%	0	0.7%	1	1.9%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Sibton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Southwold	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sroughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stonham Aspal	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Stowmarket	5.0%	22	0.0%	0	0.0%	0	24.5%	22	0.0%	0
Other - Stratford St.Mary	0.9%	4	0.5%	1	0.0%	0	0.0%	0	3.8%	3
Other - Stutton	0.5%	2	0.5%	1	0.0%	0	0.0%	0	2.0%	2
Other - Sudbury	1.6%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7
Other - Tacket Street, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.5%	1	0.7%	1	0.0%	0	2.0%	2
Other - The Angel, Debenham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.3%	6	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Thornham	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Thurston	0.8%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.3%	1	0.4%	1	0.6%	1	0.0%	0	0.0%	0
Other - Waveney	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - West Mersea	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Other - Woodbridge	8.0%	35	7.6%	12	17.1%	19	1.2%	1	3.1%	2
Other - Woolpit	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Wycombe Market	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Yoxford	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Weighted base:		434		156		112		88		78
Sample:		425		166		139		83		37

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q33 Where did you or members of your household last go to a restaurant?</b>										
<i>Those who go to restaurants and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q33</i>										
Cardinal Park, Ipswich	6.2%	42	8.8%	22	3.9%	6	4.5%	7	6.0%	7
Ipswich Town Centre, including St Nicholas Street, Ipswich	24.0%	162	47.9%	118	4.2%	7	14.0%	21	12.9%	16
Ipswich Waterfront, Ipswich	6.0%	41	9.4%	23	4.0%	6	5.4%	8	2.6%	3
Bury St Edmunds	5.6%	38	0.0%	0	1.0%	2	21.1%	32	3.7%	4
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	3.5%	24	0.7%	2	0.0%	0	0.0%	0	18.2%	22
Diss	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Felixstowe	8.9%	60	4.8%	12	29.4%	46	1.7%	3	0.0%	0
Norwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.3%	16	0.0%	0	0.4%	1	10.0%	15	0.0%	0
Sudbury	1.3%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	9
Woodbridge	7.3%	49	6.9%	17	18.3%	28	1.2%	2	1.6%	2
Other - Aldeburgh	0.8%	5	0.3%	1	3.0%	5	0.0%	0	0.0%	0
Other - Ardleigh	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Other - Arundel Way, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Bacton	0.2%	2	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Other - Badingham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Other - Claydon	1.0%	7	0.3%	1	0.0%	0	3.9%	6	0.0%	0
Other - Copdock	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Cotton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other - Dedham	1.5%	10	0.3%	1	1.0%	2	0.0%	0	6.3%	8
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Dunston	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Famlingham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Foxhall	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Framlingham	0.8%	6	0.2%	1	2.7%	4	0.5%	1	0.0%	0
Other - Great Bricett	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Grundisburgh	0.3%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Other - Hadleigh	1.6%	11	1.1%	3	0.0%	0	0.4%	1	6.3%	8
Other - Halesworth	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Harkstead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Haughley	0.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Other - Hintlesham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	8	2.0%	5	0.8%	1	0.0%	0	1.2%	1
Other - Kessingland	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Kettleborough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Lavenham	0.7%	5	0.0%	0	0.0%	0	3.1%	5	0.0%	0

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Leiston	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.2%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - London	2.0%	14	1.0%	2	1.9%	3	2.3%	3	4.1%	5
Other - Long Melford	1.1%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Manchester	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Marlow	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.5%	3	0.7%	2	0.7%	1	0.4%	1	0.0%	0
Other - Martlesham Heath	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Maybush	0.5%	3	0.0%	0	0.5%	1	0.4%	1	1.4%	2
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other - Mistly, Essex	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Museum Street, Ipswich	0.2%	1	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nacton	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Needham Market	1.2%	8	0.0%	0	0.0%	0	5.2%	8	0.0%	0
Other - Newbourne	0.6%	4	0.2%	1	1.5%	2	0.9%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Norton	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Nottingham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Patterswick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Pettistree	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Ravenswood, Ipswich	0.5%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Shotley Gate	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Sibton	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	5	0.0%	0	2.4%	4	0.6%	1	0.0%	0
Other - Sproughton	0.5%	3	0.3%	1	0.0%	0	1.6%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.3%	2
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Thurston	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Tuttenham	1.0%	7	1.1%	3	1.2%	2	1.6%	2	0.0%	0
Other - Waldringfield	0.8%	5	0.8%	2	0.8%	1	1.4%	2	0.0%	0
Other - Warwick	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Other - Westerfield	0.7%	4	1.5%	4	0.4%	1	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	675		247		155		151		121	
Sample:	670		271		198		141		60	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q34 Where did you or members of your household last go tenpin bowling?</b>										
<i>Those who go tenpin bowling and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q34</i>										
Solar Bowl, Sproughton Rd, Ipswich	41.5%	80	55.3%	36	9.4%	4	76.2%	31	20.6%	9
Kingpin, Gloster Road, Martlesham Heath, Ipswich	36.3%	70	36.8%	24	88.8%	40	7.8%	3	6.2%	3
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	12.5%	24	2.8%	2	0.0%	0	0.0%	0	54.0%	22
Bury Bowl, Eastgate Street, Bury St Edmunds	4.1%	8	0.0%	0	0.0%	0	0.0%	0	19.2%	8
Mega Bowl, Pilsworth, Bury St Edmunds	1.6%	3	1.4%	1	0.0%	0	5.0%	2	0.0%	0
Other - Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham Heath	0.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	1.3%	2	1.6%	1	1.8%	1	1.3%	1	0.0%	0
Other - Norwich	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Thetford	0.7%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Winchester	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		193		65		46		41		41
Sample:		186		72		54		42		18

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q35 Where did you or members of your household last go to the theatre?</b>										
<i>Those who go to the theatre and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q35</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	16.0%	66	18.4%	26	10.6%	9	21.8%	20	11.6%	11
The New Wolsey Theatre, Civic Drive, Ipswich	27.4%	113	46.5%	65	16.4%	14	25.2%	23	11.1%	10
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.1%	9	2.4%	3	1.8%	2	1.2%	1	2.8%	3
Sea Pavilion, Felixstowe, Felixstowe	4.0%	17	2.4%	3	11.8%	10	2.9%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
The Quay Theatre, Sudbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Mercury Theatre, Colchester	6.6%	27	0.0%	0	0.9%	1	0.0%	0	28.9%	27
The Theatre Royal, Bury St Edmunds	3.3%	14	0.8%	1	1.9%	2	10.2%	9	1.6%	1
Theatre Royal, Norwich	1.5%	6	0.4%	1	2.4%	2	3.6%	3	0.0%	0
Seckford Theatre, Woodbridge	2.5%	10	0.5%	1	8.7%	8	2.0%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	3.6%	15	6.3%	9	2.4%	2	2.7%	3	1.7%	2
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	25.5%	105	15.8%	22	29.8%	26	24.7%	23	36.8%	34
Other - Aldeburgh	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Colchester	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.9%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Other - Odeon, Ipswich	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.9%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.6%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Woodbridge Theatre	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		412		140		88		92		92
Sample:		409		159		115		88		47

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>Q36 Where did you or members of your household undertake the activity mentioned?</b>										
<i>Those who undertake any other activity and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q36</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	15.5%	18	25.8%	9	11.5%	3	7.8%	2	12.5%	3
Ipswich Waterfront	1.4%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.9%	2	2.5%	1	4.3%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	8.5%	10	6.4%	2	25.2%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	5	0.0%	0	0.0%	0	22.0%	5	0.0%	0
Sudbury	1.8%	2	0.0%	0	1.2%	0	0.0%	0	6.4%	2
Woodbridge	8.0%	9	11.9%	4	16.9%	5	0.0%	0	0.0%	0
Other - Alton	2.3%	3	0.0%	0	2.2%	1	0.0%	0	7.3%	2
Other - Barham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Barking	1.2%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Other - Blaxhall	0.3%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Bramford	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Claydon	1.2%	1	2.2%	1	0.0%	0	2.5%	1	0.0%	0
Other - Crowfield	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Darsham	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Denton	0.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other - East Bergholt	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Easton	0.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Other - Elmswell	1.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Other - Eye	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Other - Finn Valley	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.8%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Other - Haughton	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	1.6%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	1.3%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Other - London	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Nayland	6.5%	7	0.0%	0	0.0%	0	0.0%	0	27.0%	7
Other - Needham Market	1.2%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Other - Newbourne	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	1.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	1.4%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Other - Rushmere	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Stoke by Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Stratford St.Mary	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Sudbourne	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Suffolk Yacht	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Column %ges.

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Harbour, Levington									
Other - Thorpeness	1.3%	1	0.0%	0	5.0%	1	0.0%	0	0.0%
Other - Witnesham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%
Other - Woodbridge	3.1%	4	0.0%	0	0.0%	0	0.0%	0	13.1%
Other - Woodgreen	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%
Other - Wrendlesham Forest	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%
Other - Wycombe Market	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%
Other - Yoxford	1.1%	1	0.0%	0	4.4%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		113		35		29		22	
Sample:		111		41		36		22	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?</b>										
Better disabled access	0.6%	6	0.4%	2	0.0%	0	2.2%	5	0.0%	0
Better public transport	1.3%	13	2.7%	10	0.5%	1	0.3%	1	0.8%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.4%	9	1.6%	4	0.9%	2	2.5%	5
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.7%	4	0.0%	0
Better value for money / lower prices	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	1.0%	4	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.9%	39	5.1%	18	3.4%	8	3.0%	6	3.1%	6
Department Store	7.6%	76	10.3%	37	7.6%	18	4.2%	9	6.8%	13
Fewer traffic free pedestrian streets	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Improved public transport	0.7%	7	1.1%	4	0.5%	1	0.5%	1	0.5%	1
More frequent or different routes	0.4%	4	0.5%	2	1.0%	2	0.0%	0	0.0%	0
Cheaper public transport	0.6%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.4%	1	0.9%	2	0.0%	0	0.8%	2
Cheaper park & ride facilities	0.9%	9	0.4%	2	1.3%	3	0.8%	2	1.2%	2
Larger shops	1.7%	17	2.7%	10	2.5%	6	0.0%	0	0.9%	2
New shopping centre	0.7%	7	0.8%	3	0.9%	2	1.0%	2	0.0%	0
Large food superstore	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.7%	17	1.8%	7	0.7%	2	2.5%	5	1.8%	4
More / better higher quality shop offer	8.4%	84	12.7%	45	6.5%	15	6.0%	13	5.8%	11
Shops and services open later in the evening	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	12.9%	129	12.3%	44	16.9%	39	13.6%	29	8.7%	17
More / better car parking	13.5%	135	14.1%	50	14.1%	33	18.5%	39	6.4%	13
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	3.8%	38	5.0%	18	2.4%	6	2.4%	5	4.8%	9
More smaller independent & specialist shops	8.6%	86	14.2%	51	3.3%	8	6.1%	13	7.4%	15
More traffic free pedestrianised streets	0.3%	3	0.4%	2	0.2%	1	0.6%	1	0.0%	0
More/better cafes	0.3%	3	0.4%	1	0.0%	0	0.8%	2	0.0%	0
More/better cultural facilities	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.3%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.6%	6	0.9%	3	0.3%	1	0.7%	1	0.5%	1
More/ better range of multiple retailers	5.8%	58	10.8%	39	3.1%	7	3.8%	8	1.8%	4
Nothing	44.3%	443	27.9%	99	50.3%	117	48.9%	105	61.9%	122
Do not visit Ipswich for leisure activities	1.4%	14	0.5%	2	2.1%	5	3.4%	7	0.0%	0
Better shopping environment - more public toilets	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.6%	2	0.6%	1	2.7%	6	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.3%	3	0.5%	2	0.7%	2	0.0%	0	0.0%	0
Better provision for the elderly	0.5%	5	0.7%	3	0.0%	0	0.0%	0	1.0%	2
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.2%	4	0.5%	1	0.5%	1	1.2%	2
More public toilets	0.3%	3	0.5%	2	0.2%	0	0.3%	1	0.0%	0
Relocate the market	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.8%	2
Other	3.2%	32	3.3%	12	3.0%	7	3.1%	7	3.3%	6
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
<b>GEN Gender of respondent</b>										
Male	28.4%	284	33.0%	117	24.1%	56	24.2%	52	29.7%	59
Female	71.6%	716	67.0%	239	75.9%	176	75.8%	162	70.3%	139
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

**AGE Can I just ask, how old are you?**

18-24	1.1%	11	1.4%	5	1.2%	3	1.4%	3	0.0%	0
25-34	2.8%	28	3.6%	13	1.8%	4	1.2%	3	4.3%	8
35-44	15.1%	151	17.9%	64	14.9%	35	18.7%	40	6.1%	12
45-54	25.4%	254	22.3%	79	25.6%	59	28.4%	61	27.4%	54
55-64	18.9%	189	16.1%	57	18.7%	44	20.0%	43	22.6%	45
65+	36.1%	361	37.6%	134	37.3%	87	29.8%	64	39.1%	77
(Refused)	0.7%	7	1.0%	3	0.5%	1	0.5%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

**SEG Social Grading**

A	4.8%	48	3.0%	11	5.1%	12	4.6%	10	7.7%	15
B	21.2%	212	23.5%	84	20.6%	48	18.2%	39	21.1%	42
C1	21.0%	210	21.6%	77	19.0%	44	23.2%	50	19.9%	39
C2	23.3%	233	24.5%	87	24.6%	57	24.8%	53	18.2%	36
D	5.9%	59	6.1%	22	5.9%	14	3.8%	8	7.8%	15
E	16.6%	166	14.7%	52	16.9%	39	17.3%	37	18.7%	37
(Refused)	7.2%	72	6.5%	23	7.9%	18	8.1%	17	6.5%	13
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

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

Ipswich	19.7%	189	36.7%	127	9.4%	20	10.8%	22	10.1%	19
Aldeburgh	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.4%	13	0.2%	1	0.0%	0	4.3%	9	1.8%	3
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.5%	24	0.2%	1	0.0%	0	0.5%	1	11.9%	23
Felixstowe	3.4%	33	1.1%	4	12.6%	27	0.7%	1	0.0%	0
Framlingham	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Lowestoft	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.2%	11	1.5%	5	2.1%	5	0.8%	2	0.0%	0
Norwich	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	2.2%	21	0.2%	1	0.0%	0	9.9%	20	0.0%	0
Sudbury	0.8%	7	0.3%	1	0.0%	0	1.4%	3	1.8%	3
Woodbridge	1.2%	11	0.7%	3	4.1%	9	0.0%	0	0.0%	0
Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
London	0.5%	5	0.5%	2	0.2%	0	1.2%	2	0.0%	0
Needham Market	0.9%	8	0.5%	2	0.0%	0	2.3%	5	1.0%	2
Saxmundham	0.6%	6	0.3%	1	2.2%	5	0.0%	0	0.0%	0
Suffolk	0.5%	5	1.2%	4	0.0%	0	0.3%	1	0.0%	0
Wattisham	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Wycombe Market	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other	5.0%	47	2.0%	7	5.4%	12	11.8%	24	2.5%	5
(Work from home)	3.8%	36	1.7%	6	3.8%	8	2.8%	6	8.5%	16
(Not in employment)	53.9%	515	52.4%	182	54.4%	118	51.4%	104	58.9%	111
Weighted base:		956		347		217		202		189
Sample:		954		388		280		191		95

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
<b>ADU How many adults aged 16 years and over, including yourself, live in your household?</b>										
One	22.6%	226	27.1%	97	19.3%	45	18.5%	40	22.9%	45
Two	57.2%	572	56.2%	200	60.2%	140	56.1%	120	56.6%	112
Three	12.0%	120	11.3%	40	10.1%	23	16.1%	34	10.9%	22
Four or more	7.0%	70	4.3%	15	7.1%	16	9.3%	20	9.1%	18
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.0%	0	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>CHI How many children aged 15 years and under, live in your household?</b>										
None	78.0%	780	77.1%	275	76.4%	177	76.5%	164	83.2%	165
One	7.9%	79	10.5%	37	7.6%	18	5.0%	11	7.0%	14
Two	9.8%	98	8.7%	31	8.8%	21	15.6%	33	6.8%	13
Three	1.9%	19	1.8%	6	2.6%	6	1.4%	3	1.7%	3
Four or more	1.0%	10	0.8%	3	1.2%	3	1.3%	3	0.9%	2
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.3%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>CAR How many cars does your household own or have the use of?</b>										
None	10.7%	107	17.0%	61	7.8%	18	5.8%	12	7.9%	16
One	48.0%	480	49.0%	174	45.3%	105	41.4%	89	56.6%	112
Two	30.0%	300	26.4%	94	34.6%	80	36.5%	78	23.9%	47
Three or more	9.6%	96	5.9%	21	9.6%	22	15.4%	33	10.0%	20
(Refused)	1.7%	17	1.7%	6	2.6%	6	0.8%	2	1.7%	3
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>FUT Would you be willing to be recontacted for future quality control purposes?</b>										
Yes	68.7%	687	71.3%	254	68.4%	159	65.2%	140	68.4%	135
No	31.3%	313	28.7%	102	31.6%	73	34.8%	74	31.6%	62
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>ZON Survey Zone</b>										
Zone 1	8.6%	86	24.1%	86	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.8%	78	22.0%	78	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.4%	114	32.1%	114	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.8%	78	21.8%	78	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.1%	101	0.0%	0	43.7%	101	0.0%	0	0.0%	0
Zone 6	7.0%	70	0.0%	0	30.0%	70	0.0%	0	0.0%	0
Zone 7	6.1%	61	0.0%	0	26.3%	61	0.0%	0	0.0%	0
Zone 8	7.6%	76	0.0%	0	0.0%	0	35.5%	76	0.0%	0
Zone 9	13.8%	138	0.0%	0	0.0%	0	64.5%	138	0.0%	0
Zone 10	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

<b>AREA Catchment Area</b>										
Inner Catchment Area (ICA)	35.6%	356	100.0%	356	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	23.2%	232	0.0%	0	100.0%	232	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	21.4%	214	0.0%	0	0.0%	0	100.0%	214	0.0%	0
Southern Catchment Area (SCA)	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

# Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

SEC Postcode Sector	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
	%	Count	%	Count	%	Count	%	Count	%	Count
CO10 0	3.3%	33	0.0%	0	0.0%	0	0.0%	0	16.5%	33
CO10 5	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	6
CO11 1	1.4%	14	0.0%	0	0.0%	0	0.0%	0	7.1%	14
CO11 2	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.7%	19
CO4 5	2.4%	24	0.0%	0	0.0%	0	0.0%	0	11.9%	24
CO6 4	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.4%	15
CO6 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
CO7 6	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.5%	15
IP1 2	1.1%	11	3.1%	11	0.0%	0	0.0%	0	0.0%	0
IP1 3	0.8%	8	2.2%	8	0.0%	0	0.0%	0	0.0%	0
IP1 4	1.9%	19	5.4%	19	0.0%	0	0.0%	0	0.0%	0
IP1 5	2.0%	20	5.6%	20	0.0%	0	0.0%	0	0.0%	0
IP1 6	3.2%	32	8.9%	32	0.0%	0	0.0%	0	0.0%	0
IP10 0	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
IP11 0	1.4%	14	0.0%	0	5.9%	14	0.0%	0	0.0%	0
IP11 2	2.3%	23	0.0%	0	9.7%	23	0.0%	0	0.0%	0
IP11 7	1.6%	16	0.0%	0	7.0%	16	0.0%	0	0.0%	0
IP11 9	2.3%	23	0.0%	0	10.1%	23	0.0%	0	0.0%	0
IP12 1	1.7%	17	0.0%	0	7.2%	17	0.0%	0	0.0%	0
IP12 2	1.1%	11	0.0%	0	4.6%	11	0.0%	0	0.0%	0
IP12 3	1.0%	10	0.0%	0	4.4%	10	0.0%	0	0.0%	0
IP12 4	1.8%	18	0.0%	0	7.8%	18	0.0%	0	0.0%	0
IP13 0	1.0%	10	0.0%	0	4.4%	10	0.0%	0	0.0%	0
IP13 6	1.1%	11	0.0%	0	4.9%	11	0.0%	0	0.0%	0
IP13 7	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
IP13 8	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
IP13 9	1.0%	10	0.0%	0	4.3%	10	0.0%	0	0.0%	0
IP14 1	2.3%	23	0.0%	0	0.0%	0	10.5%	23	0.0%	0
IP14 2	1.7%	17	0.0%	0	0.0%	0	7.9%	17	0.0%	0
IP14 3	1.1%	11	0.0%	0	0.0%	0	5.1%	11	0.0%	0
IP14 4	1.4%	14	0.0%	0	0.0%	0	6.6%	14	0.0%	0
IP14 5	1.3%	13	0.0%	0	0.0%	0	5.9%	13	0.0%	0
IP14 6	0.9%	9	0.0%	0	0.0%	0	4.3%	9	0.0%	0
IP15 5	0.7%	7	0.0%	0	3.1%	7	0.0%	0	0.0%	0
IP16 4	1.6%	16	0.0%	0	7.1%	16	0.0%	0	0.0%	0
IP17 1	1.4%	14	0.0%	0	6.1%	14	0.0%	0	0.0%	0
IP17 2	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
IP17 3	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
IP2 0	2.3%	23	6.4%	23	0.0%	0	0.0%	0	0.0%	0
IP2 8	1.5%	15	4.3%	15	0.0%	0	0.0%	0	0.0%	0
IP2 9	3.7%	37	10.3%	37	0.0%	0	0.0%	0	0.0%	0
IP23 7	1.0%	10	0.0%	0	0.0%	0	4.8%	10	0.0%	0
IP23 8	0.7%	7	0.0%	0	0.0%	0	3.1%	7	0.0%	0
IP3 0	2.0%	20	5.7%	20	0.0%	0	0.0%	0	0.0%	0
IP3 8	2.6%	26	7.3%	26	0.0%	0	0.0%	0	0.0%	0
IP3 9	2.4%	24	6.8%	24	0.0%	0	0.0%	0	0.0%	0
IP30 0	1.1%	11	0.0%	0	0.0%	0	5.1%	11	0.0%	0
IP30 9	2.2%	22	0.0%	0	0.0%	0	10.2%	22	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0	7.8%	17	0.0%	0
IP4 1	0.7%	7	2.1%	7	0.0%	0	0.0%	0	0.0%	0
IP4 2	1.6%	16	4.5%	16	0.0%	0	0.0%	0	0.0%	0
IP4 3	1.3%	13	3.6%	13	0.0%	0	0.0%	0	0.0%	0
IP4 4	1.8%	18	5.1%	18	0.0%	0	0.0%	0	0.0%	0
IP4 5	3.0%	30	8.3%	30	0.0%	0	0.0%	0	0.0%	0
IP5 1	1.4%	14	3.9%	14	0.0%	0	0.0%	0	0.0%	0
IP5 2	1.4%	14	3.9%	14	0.0%	0	0.0%	0	0.0%	0
IP5 3	1.0%	10	2.8%	10	0.0%	0	0.0%	0	0.0%	0
IP6 0	1.3%	13	0.0%	0	0.0%	0	5.9%	13	0.0%	0
IP6 8	1.6%	16	0.0%	0	0.0%	0	7.4%	16	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.3%	16
IP7 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.0%	10
IP7 7	1.2%	12	0.0%	0	0.0%	0	5.5%	12	0.0%	0
IP8 3	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.0%	16
IP8 4	1.1%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0
IP9 1	1.1%	11	0.0%	0	0.0%	0	0.0%	0	5.4%	11
IP9 2	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.4%	19
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Column %ges.

## **APPENDIX 2: CONVENIENCE GOODS – MARKET SHARE ANALYSIS**

**IPSWICH BOROUGH COUNCIL**

**2010 RETAIL STUDY UPDATE**

**Convenience Goods Capacity Assessment - 2010 Market Share Analysis (%)**

**TABLE 1: CONVENIENCE GOODS MARKET SHARES (%) (MAIN FOOD & TOP-UP)**

**MARKET SHARES (£ million in 2008 prices):**

	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Total Population	150,582	97,772	90,999	84,621				
Total Expenditure	268.30	180.59	165.08	155.53				
IPSWICH TOWN CENTRE	4.83%	0.30%	1.18%	0.00%	12.9	0.5	1.9	0.0
DISTRICT CENTRES:	11.43%	1.18%	1.08%	0.93%	30.7	2.1	1.8	1.4
ALL LOCAL CENTRES:	9.90%	1.33%	0.58%	0.48%	26.6	2.4	0.9	0.7
	26.15%	2.80%	2.83%	1.40%	70.2	5.1	4.7	2.2
IPSWICH BOROUGH: OUT-OF-CENTRE	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0.0	0.0
Asda	8.73%	1.73%	9.30%	1.50%	23.4	3.1	15.4	2.3
J Sainsbury	10.08%	0.30%	2.98%	5.03%	27.0	0.5	4.9	7.8
Lidl	0.55%	0.00%	0.53%	0.00%	1.5	0.0	0.9	0.0
W M Morrisons	13.63%	2.10%	5.83%	5.88%	36.6	3.8	9.6	9.1
	32.98%	4.13%	18.63%	12.40%	88.5	7.4	30.7	19.3
OTHER INNER CATCHMENT AREA	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0.0	0.0
ICA-Kesgrave, Tesco, Ropes Drive	4.33%	0.00%	0.00%	0.00%	11.6	0.0	0.0	0.0
ICA-Tesco Extra, Copdock Interchange	9.58%	0.98%	0.98%	6.68%	25.7	1.8	1.6	10.4
ICA-Tesco Extra, Martlesham Heath	7.90%	28.73%	1.50%	0.68%	21.2	51.9	2.5	1.0
ICA-Warren Heath, J Sainsbury	16.60%	6.83%	0.60%	7.03%	44.5	12.3	1.0	10.9
subtotal	38.40%	36.53%	3.08%	14.38%	103.0	66.0	5.1	22.4
Subtotal: BOROUGH +REST OF ICA	97.53%	43.45%	24.53%	28.18%	261.7	78.5	40.5	43.8
ALL OTHER SHOPPING LOCATIONS:	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0.0	0.0
Bury St.Edmunds	0.00%	0.00%	13.30%	0.73%	0.0	0.0	22.0	1.1
Colchester	0.08%	0.00%	0.00%	22.63%	0.2	0.0	0.0	35.2
Felixstowe	0.10%	23.65%	0.00%	0.00%	0.3	42.7	0.0	0.0
Sudbury	0.15%	0.00%	0.68%	21.95%	0.4	0.0	1.1	34.1
Stowmarket	0.15%	0.58%	43.93%	0.00%	0.4	1.0	72.5	0.0
Diss	0.00%	1.73%	5.60%	0.38%	0.0	3.1	9.2	0.6
Lowestoft	0.30%	2.48%	0.00%	0.00%	0.8	4.5	0.0	0.0
Framlingham	0.00%	5.05%	0.00%	0.00%	0.0	9.1	0.0	0.0
Woodbridge	0.00%	4.23%	0.00%	0.00%	0.0	7.6	0.0	0.0
All other locations	1.70%	18.85%	11.98%	26.15%	4.6	34.0	19.8	40.7
	2.48%	56.55%	75.48%	71.83%	6.6	102.1	124.6	111.7
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>268.3</b>	<b>180.6</b>	<b>165.1</b>	<b>155.5</b>

**TABLE 2: CONVENIENCE GOODS MARKET SHARES (%) - MAIN FOOD**

**MARKET SHARES (£ million in 2008 prices):**

	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Total Population	150,582	97,772	90,999	84,621				
Total Expenditure	201.2	135.4	123.8	116.7				
IPSWICH TOWN CENTRE	3.20%	0.00%	1.20%	0.00%	6.4	0.0	1.5	0.0
DISTRICT CENTRES:	7.50%	0.00%	0.00%	0.60%	15.1	0.0	0.0	0.7
ALL LOCAL CENTRES:	2.50%	0.00%	0.00%	0.00%	5.0	0.0	0.0	0.0
	13.20%	0.00%	1.20%	0.60%	26.6	0.0	1.5	0.7
IPSWICH BOROUGH: OUT-OF-CENTRE								
Asda	10.80%	2.30%	11.50%	2.00%	21.7	3.1	14.2	2.3
J Sainsbury	12.50%	0.40%	3.70%	6.70%	25.2	0.5	4.6	7.8
Lidl	0.50%	0.00%	0.70%	0.00%	1.0	0.0	0.9	0.0
W M Morrisons	16.80%	2.80%	7.00%	7.20%	33.8	3.8	8.7	8.4
	40.60%	5.50%	22.90%	15.90%	81.7	7.4	28.4	18.5
OTHER INNER CATCHMENT AREA								
ICA-Kesgrave, Tesco, Ropes Drive	3.10%	0.00%	0.00%	0.00%	6.2	0.0	0.0	0.0
ICA-Tesco Extra, Copdock Interchange	11.40%	1.30%	1.30%	8.40%	22.9	1.8	1.6	9.8
ICA-Tesco Extra, Martlesham Heath	9.90%	36.90%	2.00%	0.90%	19.9	50.0	2.5	1.0
ICA-Warren Heath, J Sainsbury	20.60%	9.10%	0.80%	8.40%	41.5	12.3	1.0	9.8
	45.00%	47.30%	4.10%	17.70%	90.6	64.1	5.1	20.6
Subtotal: BOROUGH +REST OF ICA	98.80%	52.80%	28.20%	34.20%	181.1	128.1	10.2	41.3
ALL OTHER SHOPPING LOCATIONS:								
Bury St.Edmunds	0.00%	0.00%	13.20%	0.00%	0.0	0.0	16.3	0.0
Colchester	0.00%	0.00%	0.00%	26.60%	0.0	0.0	0.0	31.0
Felixstowe	0.00%	22.00%	0.00%	0.00%	0.0	29.8	0.0	0.0
Sudbury	0.20%	0.00%	0.90%	22.20%	0.4	0.0	1.1	25.9
Stowmarket	0.20%	0.60%	48.50%	0.00%	0.4	0.8	60.0	0.0
Diss	0.00%	2.30%	5.70%	0.00%	0.0	3.1	7.1	0.0
Lowestoft	0.30%	3.00%	0.00%	0.00%	0.6	4.1	0.0	0.0
Framlingham	0.00%	4.30%	0.00%	0.00%	0.0	5.8	0.0	0.0
Woodbridge	0.00%	1.50%	0.00%	0.00%	0.0	2.0	0.0	0.0
All other locations	0.50%	13.50%	3.50%	17.00%	1.0	18.3	4.3	19.8
	1.20%	47.20%	71.80%	65.80%	2.4	63.9	88.9	76.8
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>201.2</b>	<b>135.4</b>	<b>123.8</b>	<b>116.7</b>

**TABLE 3: CONVENIENCE GOODS MARKET SHARES (%) - TOP-UP FOOD**

**MARKET SHARES** (£ million in 2008 prices):

	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Total Population	150,582	97,772	90,999	84,621				
Total Expenditure	67.1	45.1	41.3	38.9				
IPSWICH TOWN CENTRE	9.70%	1.20%	1.10%	0.00%	6.5	0.5	0.5	0.0
DISTRICT CENTRES:	23.20%	4.70%	4.30%	1.90%	15.6	2.1	1.8	0.7
ALL LOCAL CENTRES:	32.10%	5.30%	2.30%	1.90%	21.5	2.4	0.9	0.7
	65.00%	11.20%	7.70%	3.80%	43.6	5.1	3.2	1.5
IPSWICH BOROUGH: OUT-OF-CENTRE								
Asda	2.50%	0.00%	2.70%	0.00%	1.7	0.0	1.1	0.0
J Sainsbury	2.80%	0.00%	0.80%	0.00%	1.9	0.0	0.3	0.0
Lidl	0.70%	0.00%	0.00%	0.00%	0.5	0.0	0.0	0.0
W M Morrisons	4.10%	0.00%	2.30%	1.90%	2.8	0.0	0.9	0.7
	10.10%	0.00%	5.80%	1.90%	6.8	0.0	2.4	0.7
OTHER INNER CATCHMENT AREA								
ICA-Kesgrave, Tesco, Ropes Drive	8.00%	0.00%	0.00%	0.00%	5.4	0.0	0.0	0.0
ICA-Tesco Extra, Copdock Interchange	4.10%	0.00%	0.00%	1.50%	2.8	0.0	0.0	0.6
ICA-Tesco Extra, Martlesham Heath	1.90%	4.20%	0.00%	0.00%	1.3	1.9	0.0	0.0
ICA-Warren Heath, J Sainsbury	4.60%	0.00%	0.00%	2.90%	3.1	0.0	0.0	1.1
	18.60%	4.20%	0.00%	4.40%	12.5	1.9	0.0	1.7
Subtotal: BOROUGH +REST OF ICA	93.70%	15.40%	13.50%	10.10%	25.0	3.8	0.0	3.4
ALL OTHER SHOPPING LOCATIONS:								
Bury St.Edmunds	0.00%	0.00%	13.60%	2.90%	0.0	0.0	5.6	1.1
Colchester	0.30%	0.00%	0.00%	10.70%	0.2	0.0	0.0	4.2
Felixstowe	0.40%	28.60%	0.00%	0.00%	0.3	12.9	0.0	0.0
Sudbury	0.00%	0.00%	0.00%	21.20%	0.0	0.0	0.0	8.2
Stowmarket	0.00%	0.50%	30.20%	0.00%	0.0	0.2	12.5	0.0
Diss	0.00%	0.00%	5.30%	1.50%	0.0	0.0	2.2	0.6
Lowestoft	0.30%	0.90%	0.00%	0.00%	0.2	0.4	0.0	0.0
Framlingham	0.00%	7.30%	0.00%	0.00%	0.0	3.3	0.0	0.0
Woodbridge	0.00%	12.40%	0.00%	0.00%	0.0	5.6	0.0	0.0
All other locations	5.30%	34.90%	37.40%	53.60%	3.6	15.8	15.4	20.8
	6.30%	84.60%	86.50%	89.90%	4.2	38.2	35.7	35.0
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>67.1</b>	<b>45.1</b>	<b>41.3</b>	<b>38.9</b>

## **APPENDIX 3: COMPARISON GOODS – MARKET SHARE ANALYSIS**

**Comparison Goods Capacity Assessment - 2010 Market Share Analysis (%)**

**TABLE 1: COMPARISON GOODS MARKET SHARES (%): ALL COMPARISON GOODS**

CENTRE / SHOPPING LOCATION	MARKET SHARES (%)					MARKET SHARES (£ million in 2008 prices):				
	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL:
<b>TOTAL POPULATION:</b>	<b>150,582</b>	<b>97,772</b>	<b>90,999</b>	<b>84,621</b>	<b>423,974</b>					<b>423,974</b>
<b>TOTAL EXPENDITURE:</b>	<b>£411.5</b>	<b>£281.2</b>	<b>£264.1</b>	<b>£249.6</b>	<b>£1,206.3</b>					<b>£1,206.3</b>
<b>IPSWICH BOROUGH AREA:</b>										
IPSWICH TOWN CENTRE:	57.2%	28.2%	25.8%	26.8%	37.3%	£235.3	£79.4	£68.1	£66.9	<b>£449.7</b>
Anglia Retail Park	8.7%	2.0%	10.6%	2.8%	6.3%	£35.7	£5.6	£27.9	£7.0	<b>£76.3</b>
Commercial Road Retail Park	0.0%	0.2%	0.1%	0.2%	0.1%	£0.1	£0.6	£0.2	£0.5	<b>£1.4</b>
Euro Retail Park	10.3%	6.6%	1.9%	3.4%	6.2%	£42.4	£18.5	£5.1	£8.4	<b>£74.4</b>
Orwell Retail Park	1.4%	1.5%	0.5%	0.7%	1.1%	£5.8	£4.1	£1.2	£1.7	<b>£12.8</b>
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Suffolk Retail Park	0.6%	0.3%	0.1%	0.8%	0.4%	£2.3	£0.7	£0.2	£2.1	<b>£5.3</b>
Wickes (Crompton Road)	0.1%	0.0%	0.0%	0.0%	0.0%	£0.3	£0.0	£0.0	£0.0	<b>£0.3</b>
ALL DISTRICT & LOCAL CENTRES:	1.4%	0.0%	0.6%	0.0%	0.6%	£5.8	£0.0	£1.5	£0.0	<b>£7.3</b>
Asda, Goddard Road	0.4%	0.0%	0.2%	0.0%	0.2%	£1.5	£0.0	£0.4	£0.0	<b>£1.9</b>
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>80.0%</b>	<b>38.7%</b>	<b>39.6%</b>	<b>34.7%</b>	<b>52.2%</b>	<b>£329.2</b>	<b>£108.9</b>	<b>£104.7</b>	<b>£86.7</b>	<b>£629.4</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>										
Interchange Retail Park <sup>(1)</sup>	4.1%	2.0%	0.9%	3.4%	2.8%	£17.0	£5.6	£2.3	£8.4	<b>£33.4</b>
Copdock Interchange <sup>(1)</sup>	2.0%	0.8%	1.5%	0.8%	1.4%	£8.1	£2.3	£4.0	£1.9	<b>£16.4</b>
Martlesham Heath Retail Park <sup>(1)</sup>	3.5%	10.7%	0.2%	0.4%	3.8%	£14.2	£30.2	£0.6	£1.0	<b>£46.0</b>
Homebase, Warren Heath <sup>(1)</sup>	1.4%	0.9%	0.2%	1.1%	1.0%	£5.9	£2.5	£0.5	£2.8	<b>£11.7</b>
Kesgrave <sup>(1)</sup>	0.9%	0.4%	0.0%	0.0%	0.4%	£3.7	£1.1	£0.0	£0.1	<b>£4.9</b>
<b>ALL FLOORSPACE:</b>	<b>11.9%</b>	<b>14.9%</b>	<b>2.8%</b>	<b>5.7%</b>	<b>9.3%</b>	<b>£48.8</b>	<b>£41.8</b>	<b>£7.4</b>	<b>£14.3</b>	<b>£112.3</b>
Norwich	1.2%	2.7%	2.1%	0.2%	1.5%	£4.9	£7.5	£5.5	£0.6	<b>£18.5</b>
Saxmundham	0.0%	1.3%	0.0%	0.0%	0.3%	£0.0	£3.5	£0.0	£0.0	<b>£3.5</b>
Colchester	0.2%	0.5%	0.1%	29.2%	6.2%	£0.6	£1.3	£0.2	£73.0	<b>£75.1</b>
Lowestoft	0.0%	3.2%	0.0%	0.0%	0.8%	£0.2	£9.0	£0.0	£0.0	<b>£9.2</b>
Newmarket	0.0%	0.0%	0.1%	0.2%	0.1%	£0.1	£0.0	£0.2	£0.4	<b>£0.8</b>
Sudbury	0.0%	0.0%	1.0%	12.1%	2.7%	£0.2	£0.0	£2.6	£30.1	<b>£32.9</b>
Thetford	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Aldeburgh	0.0%	0.7%	0.1%	0.0%	0.2%	£0.0	£2.1	£0.2	£0.0	<b>£2.2</b>
Cambridge	0.4%	0.1%	0.4%	0.3%	0.3%	£1.7	£0.2	£1.1	£0.7	<b>£3.8</b>
Felixstowe	0.7%	17.5%	0.1%	0.0%	4.4%	£3.1	£49.2	£0.4	£0.0	<b>£52.7</b>
Framlingham	0.0%	2.0%	0.1%	0.0%	0.5%	£0.0	£5.5	£0.2	£0.0	<b>£5.7</b>
Halesworth	0.0%	0.6%	0.0%	0.0%	0.1%	£0.0	£1.7	£0.0	£0.0	<b>£1.7</b>
Leiston	0.0%	3.0%	0.0%	0.0%	0.7%	£0.0	£8.5	£0.0	£0.0	<b>£8.5</b>
Manningtree	0.0%	0.0%	0.0%	2.0%	0.4%	£0.0	£0.0	£0.0	£5.1	<b>£5.1</b>
Bury St Edmunds	0.2%	0.2%	18.9%	2.5%	4.7%	£0.6	£0.5	£49.8	£6.3	<b>£57.3</b>
Southwold	0.0%	0.1%	0.0%	0.0%	0.0%	£0.0	£0.2	£0.0	£0.0	<b>£0.2</b>
Stowmarket	0.0%	0.2%	24.8%	0.0%	5.5%	£0.2	£0.6	£65.6	£0.0	<b>£66.4</b>
Woodbridge	0.9%	10.2%	0.6%	0.2%	2.9%	£3.6	£28.8	£1.6	£0.4	<b>£34.4</b>
Beccles	0.0%	0.1%	0.0%	0.0%	0.0%	£0.0	£0.3	£0.0	£0.0	<b>£0.3</b>
Debenham	0.0%	0.0%	0.4%	0.1%	0.1%	£0.0	£0.0	£0.9	£0.3	<b>£1.2</b>
Diss	0.0%	0.7%	1.7%	0.0%	0.5%	£0.0	£2.0	£4.4	£0.0	<b>£6.4</b>
Clacton	0.0%	0.0%	0.0%	0.6%	0.1%	£0.0	£0.0	£0.0	£1.5	<b>£1.5</b>
Braintree	0.1%	0.0%	0.0%	0.6%	0.2%	£0.5	£0.0	£0.0	£1.5	<b>£2.0</b>
London	0.5%	0.3%	0.3%	0.0%	0.3%	£2.0	£0.8	£0.7	£0.0	<b>£3.5</b>
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH	3.8%	3.1%	6.9%	11.5%	5.9%	£15.8	£8.7	£18.3	£28.8	<b>£71.7</b>
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>8.1%</b>	<b>46.4%</b>	<b>57.6%</b>	<b>59.5%</b>	<b>38.5%</b>	<b>£33.5</b>	<b>£130.5</b>	<b>£152.0</b>	<b>£148.6</b>	<b>£464.6</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>£411.5</b>	<b>£281.2</b>	<b>£264.1</b>	<b>£249.6</b>	<b>£1,206.3</b>

Notes: (1) Shopping Locations outside Borough area but within the 'Inner Catchment Area' (ICA)

**TABLE 2: COMPARISON GOODS MARKET SHARES (%): CLOTHING & FOOTWEAR**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£632 £95.2</b>	<b>£598 £58.5</b>	<b>£610 £55.5</b>	<b>£646 £54.7</b>	<b>£263.9</b>
<b>IPSWICH BOROUGH AREA:</b>					
IPSWICH TOWN CENTRE:	87.7%	55.7%	49.9%	45.2%	63.8%
Anglia Retail Park	0.2%	0.0%	0.6%	0.0%	0.2%
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park	0.3%	0.5%	0.0%	0.0%	0.2%
Orwell Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT & LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Goddard Road	0.8%	0.0%	0.3%	0.0%	0.4%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>89.0%</b>	<b>56.2%</b>	<b>50.8%</b>	<b>45.2%</b>	<b>64.6%</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>					
Interchange Retail Park <sup>(1)</sup>	0.2%	1.2%	0.0%	0.0%	0.3%
Copdock Interchange <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park <sup>(1)</sup>	0.3%	1.3%	0.0%	0.0%	0.4%
Homebase, Warren Heath <sup>(1)</sup>	0.0%	0.0%	0.0%	0.9%	0.2%
Kesgrave <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSPACE:</b>	<b>0.5%</b>	<b>2.5%</b>	<b>0.0%</b>	<b>0.9%</b>	<b>0.9%</b>
Norwich	2.7%	6.3%	3.9%	1.1%	3.4%
Saxmundham	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester	0.3%	0.0%	0.0%	30.0%	6.3%
Lowestoft	0.0%	4.8%	0.0%	0.0%	1.1%
Newmarket	0.0%	0.0%	0.0%	0.8%	0.2%
Sudbury	0.2%	0.0%	0.9%	7.4%	1.8%
Theftord	0.0%	0.0%	0.0%	0.0%	0.0%
Aldeburgh	0.0%	0.2%	0.3%	0.0%	0.1%
Cambridge	0.9%	0.0%	0.0%	0.0%	0.3%
Felixstowe	1.4%	16.2%	0.0%	0.0%	4.1%
Framlingham	0.0%	0.3%	0.0%	0.0%	0.1%
Halesworth	0.0%	0.0%	0.0%	0.0%	0.0%
Leiston	0.0%	0.0%	0.0%	0.2%	0.0%
Manningtree	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds	0.2%	0.3%	21.6%	4.5%	5.6%
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%
Stowmarket	0.0%	0.2%	16.5%	0.0%	3.5%
Woodbridge	1.4%	8.9%	0.5%	0.0%	2.6%
Beccles	0.0%	0.2%	0.0%	0.0%	0.0%
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%
Diss	0.0%	0.7%	0.0%	0.0%	0.2%
Clacton	0.0%	0.0%	0.0%	0.9%	0.2%
Braintree	0.5%	0.0%	0.0%	2.7%	0.7%
London	1.0%	0.4%	0.9%	0.0%	0.6%
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH	1.9%	1.9%	4.6%	6.5%	3.4%
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>10.5%</b>	<b>41.3%</b>	<b>49.2%</b>	<b>53.9%</b>	<b>34.5%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**MARKET SHARES (£ million in 2008 prices):**

INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
				<b>£263.9</b>
£83.5	£32.6	£27.7	£24.7	<b>£168.5</b>
£0.2	£0.0	£0.3	£0.0	<b>£0.5</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.3	£0.3	£0.0	£0.0	<b>£0.6</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.8	£0.0	£0.2	£0.0	<b>£0.9</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
<b>£84.7</b>	<b>£32.9</b>	<b>£28.2</b>	<b>£24.7</b>	<b>£170.5</b>
£0.2	£0.7	£0.0	£0.0	<b>£0.9</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.3	£0.8	£0.0	£0.0	<b>£1.0</b>
£0.0	£0.0	£0.0	£0.5	<b>£0.5</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
<b>£0.5</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£2.4</b>
£2.6	£3.7	£2.2	£0.6	<b>£9.0</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.3	£0.0	£0.0	£16.4	<b>£16.7</b>
£0.0	£2.8	£0.0	£0.0	<b>£2.8</b>
£0.0	£0.0	£0.0	£0.4	<b>£0.4</b>
£0.2	£0.0	£0.5	£0.4	<b>£0.7</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.1	£0.2	£0.0	<b>£0.3</b>
£0.9	£0.0	£0.0	£0.0	<b>£0.9</b>
£1.3	£9.5	£0.0	£0.0	<b>£10.8</b>
£0.0	£0.2	£0.0	£0.0	<b>£0.2</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.5	£0.0	£0.0	<b>£0.5</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.2	£0.2	£12.0	£2.5	<b>£14.8</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.1	£9.2	£0.0	<b>£9.3</b>
£1.3	£5.2	£0.3	£0.0	<b>£6.8</b>
£0.0	£0.1	£0.0	£0.0	<b>£0.1</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.4	£0.0	£0.0	<b>£0.4</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.5	£0.0	£0.0	£1.5	<b>£2.0</b>
£1.0	£0.2	£0.5	£0.0	<b>£1.7</b>
£1.9	£1.1	£2.6	£3.6	<b>£9.0</b>
<b>£10.0</b>	<b>£24.2</b>	<b>£27.3</b>	<b>£29.5</b>	<b>£90.9</b>
<b>£95.2</b>	<b>£58.5</b>	<b>£55.5</b>	<b>£54.7</b>	<b>£263.9</b>

**TABLE 3: COMPARISON GOODS MARKET SHARES (%): FURNITURE, CARPETS & OTHER FLOOR COVERINGS**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£388 £58.4</b>	<b>£431 £42.2</b>	<b>£425 £38.7</b>	<b>£435 £36.8</b>	<b>£176.0</b>
<b>IPSWICH BOROUGH AREA:</b>					
IPSWICH TOWN CENTRE:	44.8%	26.5%	22.1%	22.6%	30.8%
Anglia Retail Park	13.1%	1.7%	10.9%	4.3%	8.0%
Commercial Road Retail Park	0.0%	0.7%	0.0%	0.0%	0.2%
Euro Retail Park	22.5%	16.5%	2.4%	8.0%	13.9%
Orwell Retail Park	3.7%	7.0%	1.8%	1.7%	3.7%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	1.1%	0.4%	0.0%	0.0%	0.5%
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT & LOCAL CENTRES:	0.3%	0.0%	0.7%	0.0%	0.3%
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>85.5%</b>	<b>52.8%</b>	<b>37.9%</b>	<b>37.5%</b>	<b>57.2%</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>					
Interchange Retail Park <sup>(1)</sup>	0.4%	0.5%	0.0%	0.0%	0.3%
Copdock Interchange <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park <sup>(1)</sup>	1.5%	3.5%	0.0%	0.0%	1.3%
Homebase, Warren Heath <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
Kesgrave <sup>(1)</sup>	0.3%	1.1%	0.0%	0.0%	0.4%
<b>ALL FLOORSPACE:</b>	<b>2.2%</b>	<b>5.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.0%</b>
Norwich	1.5%	2.5%	3.6%	0.0%	1.9%
Saxmundham	0.0%	0.9%	0.0%	0.0%	0.2%
Colchester	0.0%	1.6%	0.6%	35.2%	7.9%
Lowestoft	0.0%	5.1%	0.0%	0.0%	1.2%
Newmarket	0.0%	0.0%	0.6%	0.0%	0.1%
Sudbury	0.0%	0.0%	0.0%	8.8%	1.8%
Theftord	0.0%	0.0%	0.0%	0.0%	0.0%
Aldeburgh	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge	0.7%	0.5%	1.9%	0.0%	1.0%
Felixstowe	1.5%	13.4%	0.4%	0.0%	3.8%
Framlingham	0.0%	1.9%	0.0%	0.0%	0.5%
Halesworth	0.0%	0.0%	0.0%	0.0%	0.0%
Leiston	0.0%	1.7%	0.0%	0.0%	0.4%
Manningtree	0.0%	0.0%	0.0%	2.3%	0.5%
Bury St Edmunds	0.5%	0.0%	21.3%	5.9%	6.1%
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%
Stowmarket	0.0%	0.2%	20.1%	0.0%	4.5%
Woodbridge	0.7%	11.5%	1.5%	0.0%	3.3%
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%
Diss	0.0%	0.2%	2.1%	0.0%	0.5%
Clacton	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.3%	0.0%	0.0%	0.0%	0.1%
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH	7.1%	2.6%	10.0%	9.4%	7.1%
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>12.3%</b>	<b>42.1%</b>	<b>62.1%</b>	<b>62.5%</b>	<b>40.9%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**MARKET SHARES (£ million in 2008 prices):**

INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
				<b>£176.0</b>
£26.1	£11.2	£8.6	£8.3	<b>£54.2</b>
£7.6	£0.7	£4.2	£1.6	<b>£14.2</b>
£0.0	£0.3	£0.0	£0.0	<b>£0.3</b>
£13.1	£7.0	£0.9	£3.3	<b>£24.3</b>
£2.2	£3.0	£0.7	£0.6	<b>£6.4</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.6	£0.2	£0.0	£0.0	<b>£0.8</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.2	£0.0	£0.3	£0.0	<b>£0.4</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
<b>£1.3</b>	<b>£2.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£3.4</b>
£0.9	£1.1	£1.4	£0.0	<b>£3.3</b>
£0.0	£0.4	£0.0	£0.0	<b>£0.4</b>
£0.0	£0.7	£0.2	£13.0	<b>£13.9</b>
£0.0	£2.2	£0.0	£0.0	<b>£2.2</b>
£0.0	£0.0	£0.2	£0.0	<b>£0.2</b>
£0.0	£0.0	£0.0	£3.2	<b>£3.2</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.4	£0.2	£0.7	£0.3	<b>£1.7</b>
£0.9	£5.7	£0.2	£0.0	<b>£6.7</b>
£0.0	£0.8	£0.0	£0.0	<b>£0.8</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.0	£0.1	£0.8	£0.0	<b>£0.9</b>
£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
£0.2	£0.0	£0.0	£0.0	<b>£0.2</b>
£4.1	£1.1	£3.9	£3.5	<b>£12.6</b>
<b>£7.2</b>	<b>£17.8</b>	<b>£24.0</b>	<b>£23.0</b>	<b>£72.0</b>
<b>£58.4</b>	<b>£42.2</b>	<b>£38.7</b>	<b>£36.8</b>	<b>£176.0</b>

**TABLE 4: MARKET SHARES (%): HARDWARE, DIY GOODS, DECORATING SUPPLIES & GARDEN PRODUCTS**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA:</b>	<b>£285</b>	<b>£343</b>	<b>£352</b>	<b>£341</b>	<b>£337.4</b>
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£42.9</b>	<b>£33.5</b>	<b>£32.0</b>	<b>£28.9</b>	<b>£137.4</b>
<b>IPSWICH BOROUGH AREA:</b>					
IPSWICH TOWN CENTRE:	7.4%	6.5%	8.0%	4.8%	6.8%
Anglia Retail Park	33.5%	7.7%	39.7%	10.2%	23.8%
Commercial Road Retail Park	0.2%	0.8%	0.7%	0.0%	0.4%
Euro Retail Park	36.8%	20.6%	5.1%	14.5%	20.8%
Orwell Retail Park	4.0%	2.5%	0.0%	1.8%	2.3%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes (Crompton Road)	0.6%	0.0%	0.0%	0.0%	0.2%
ALL DISTRICT & LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>82.5%</b>	<b>38.2%</b>	<b>53.5%</b>	<b>31.3%</b>	<b>54.2%</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>					
Interchange Retail Park <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
Copdock Interchange <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park <sup>(1)</sup>	3.8%	20.7%	0.0%	0.0%	6.2%
Homebase, Warren Heath <sup>(1)</sup>	5.9%	2.8%	0.8%	0.9%	2.0%
Kesgrave <sup>(1)</sup>	2.8%	0.7%	0.0%	1.0%	0.0%
<b>ALL FLOORSPACE:</b>	<b>12.5%</b>	<b>24.2%</b>	<b>0.8%</b>	<b>0.9%</b>	<b>10.2%</b>
<b>OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:</b>	<b>2.9%</b>	<b>1.9%</b>	<b>7.7%</b>	<b>18.1%</b>	<b>7.0%</b>
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>5.0%</b>	<b>37.6%</b>	<b>45.7%</b>	<b>67.8%</b>	<b>35.6%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**MARKET SHARES (£ million in 2008 prices):**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA:</b>	<b>£285</b>	<b>£343</b>	<b>£352</b>	<b>£341</b>	<b>£337.4</b>
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£42.9</b>	<b>£33.5</b>	<b>£32.0</b>	<b>£28.9</b>	<b>£137.4</b>
<b>IPSWICH BOROUGH AREA:</b>					
IPSWICH TOWN CENTRE:	£3.2	£2.2	£2.6	£1.4	£9.3
Anglia Retail Park	£14.4	£2.6	£12.7	£2.9	£32.6
Commercial Road Retail Park	£0.1	£0.3	£0.2	£0.0	£0.6
Euro Retail Park	£15.8	£6.9	£1.6	£4.2	£28.5
Orwell Retail Park	£1.7	£0.9	£0.0	£0.5	£3.1
Riverside Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Wickes (Crompton Road)	£0.3	£0.0	£0.0	£0.0	£0.3
ALL DISTRICT & LOCAL CENTRES:	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, Goddard Road	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	£0.0	£0.0	£0.0	£0.0	£0.0
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>£35.4</b>	<b>£12.8</b>	<b>£17.1</b>	<b>£9.0</b>	<b>£74.4</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>					
Interchange Retail Park <sup>(1)</sup>	£0.0	£0.0	£0.0	£0.0	£0.0
Copdock Interchange <sup>(1)</sup>	£0.0	£0.0	£0.0	£0.0	£0.0
Martlesham Heath Retail Park <sup>(1)</sup>	£1.6	£6.9	£0.0	£0.0	£8.6
Homebase, Warren Heath <sup>(1)</sup>	£2.5	£0.9	£0.3	£0.3	£4.0
Kesgrave <sup>(1)</sup>	£1.2	£0.2	£0.0	£0.0	£1.4
<b>ALL FLOORSPACE:</b>	<b>£5.4</b>	<b>£8.1</b>	<b>£0.3</b>	<b>£0.3</b>	<b>£14.0</b>
<b>OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:</b>	<b>£1.2</b>	<b>£0.6</b>	<b>£2.5</b>	<b>£5.2</b>	<b>£9.6</b>
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>£2.1</b>	<b>£12.6</b>	<b>£14.6</b>	<b>£19.6</b>	<b>£49.0</b>
<b>TOTAL</b>	<b>£42.9</b>	<b>£33.5</b>	<b>£32.0</b>	<b>£28.9</b>	<b>£137.4</b>

**TABLE 5: COMPARISON GOODS MARKET SHARES (%): AUDIO-VISUAL ELECTRICAL EQUIPMENT**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA:</b>	<b>£339</b>	<b>£329</b>	<b>£330</b>	<b>£344</b>	<b>£332.4</b>
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£51.1</b>	<b>£32.2</b>	<b>£30.0</b>	<b>£29.1</b>	<b>£142.4</b>
<b>IPSWICH BOROUGH AREA:</b>					
IPSWICH TOWN CENTRE:	32.4%	16.1%	12.6%	17.5%	21.5%
Anglia Retail Park	17.1%	5.5%	21.2%	4.8%	12.8%
Commercial Road Retail Park	0.0%	0.0%	0.0%	1.5%	0.3%
Euro Retail Park	14.7%	7.3%	5.9%	0.0%	8.2%
Orwell Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	0.4%	0.4%	0.5%	1.9%	0.7%
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT & LOCAL CENTRES:	0.7%	0.0%	0.7%	0.0%	0.4%
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>65.3%</b>	<b>29.3%</b>	<b>40.9%</b>	<b>25.7%</b>	<b>43.9%</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>					
Interchange Retail Park <sup>(1)</sup>	20.9%	10.0%	4.3%	17.0%	14.1%
Copdock Interchange <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park <sup>(1)</sup>	8.9%	24.4%	0.5%	3.4%	9.5%
Homebase, Warren Heath <sup>(1)</sup>	0.5%	0.0%	0.7%	0.0%	0.3%
Kesgrave <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSPACE:</b>	<b>30.3%</b>	<b>34.4%</b>	<b>5.5%</b>	<b>20.4%</b>	<b>24.0%</b>
<b>OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:</b>	<b>4.4%</b>	<b>36.3%</b>	<b>53.6%</b>	<b>53.9%</b>	<b>32.1%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**MARKET SHARES (£ million in 2008 prices):**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA:</b>	<b>£339</b>	<b>£329</b>	<b>£330</b>	<b>£344</b>	<b>£332.4</b>
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£51.1</b>	<b>£32.2</b>	<b>£30.0</b>	<b>£29.1</b>	<b>£142.4</b>
<b>IPSWICH BOROUGH AREA:</b>					
IPSWICH TOWN CENTRE:	£16.6	£5.2	£3.8	£5.1	£30.6
Anglia Retail Park	£8.7	£1.8	£6.4	£1.4	£18.3
Commercial Road Retail Park	£0.0	£0.0	£0.0	£0.4	£0.4
Euro Retail Park	£7.5	£2.4	£1.8	£0.0	£11.6
Orwell Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Riverside Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	£0.2	£0.1	£0.2	£0.6	£1.0
Wickes (Crompton Road)	£0.0	£0.0	£0.0	£0.0	£0.0
ALL DISTRICT & LOCAL CENTRES:	£0.4	£0.0	£0.2	£0.0	£0.6
Asda, Goddard Road	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	£0.0	£0.0	£0.0	£0.0	£0.0
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>£33.4</b>	<b>£9.4</b>	<b>£12.3</b>	<b>£7.5</b>	<b>£62.6</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>					
Interchange Retail Park <sup>(1)</sup>	£10.7	£3.2	£1.3	£4.9	£20.1
Copdock Interchange <sup>(1)</sup>	£0.0	£0.0	£0.0	£0.0	£0.0
Martlesham Heath Retail Park <sup>(1)</sup>	£4.5	£7.9	£0.2	£1.0	£13.5
Homebase, Warren Heath <sup>(1)</sup>	£0.3	£0.0	£0.2	£0.0	£0.5
Kesgrave <sup>(1)</sup>	£0.0	£0.0	£0.0	£0.0	£0.0
<b>ALL FLOORSPACE:</b>	<b>£15.5</b>	<b>£11.1</b>	<b>£1.7</b>	<b>£5.9</b>	<b>£34.1</b>
<b>OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:</b>	<b>£2.2</b>	<b>£11.7</b>	<b>£16.1</b>	<b>£15.7</b>	<b>£45.7</b>
<b>TOTAL</b>	<b>£51.1</b>	<b>£32.2</b>	<b>£30.0</b>	<b>£29.1</b>	<b>£142.4</b>

**TABLE 6: COMPARISON GOODS MARKET SHARES (%): SMALL DOMESTIC ELECTRICAL ITEMS**

**MARKET SHARES (£ million in 2008 prices):**

CENTRE / SHOPPING LOCATION	INNER AREA	EASTERN AREA	NORTHERN AREA	SOUTHERN AREA	TOTAL	INNER AREA	EASTERN AREA	NORTHERN AREA	SOUTHERN AREA	TOTAL
	Zones 1-4	Zones 5-7	Zones 8-9	Zone 10	Zones 1-4					
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):	£9 £1.3	£10 £1.0	£11 £1.0	£10 £0.9	£4.1					£4.1
<b>IPSWICH BOROUGH AREA:</b>										
IPSWICH TOWN CENTRE:	42.6%	6.6%	10.5%	22.8%	22.6%	£0.6	£0.1	£0.1	£0.2	£0.9
Anglia Retail Park	13.2%	1.8%	16.2%	2.7%	9.1%	£0.2	£0.0	£0.2	£0.0	£0.4
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Euro Retail Park	7.2%	1.0%	0.4%	2.1%	3.1%	£0.1	£0.0	£0.0	£0.0	£0.1
Orwell Retail Park	0.5%	0.0%	0.0%	0.0%	0.2%	£0.0	£0.0	£0.0	£0.0	£0.0
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	1.8%	0.9%	0.3%	3.8%	1.7%	£0.0	£0.0	£0.0	£0.0	£0.1
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL DISTRICT & LOCAL CENTRES:	3.2%	0.0%	0.0%	0.0%	1.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, Goddard Road	1.8%	0.0%	0.3%	0.0%	0.7%	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>70.3%</b>	<b>10.3%</b>	<b>27.7%</b>	<b>31.4%</b>	<b>38.3%</b>	<b>£0.9</b>	<b>£0.1</b>	<b>£0.3</b>	<b>£0.3</b>	<b>£1.6</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>										
Interchange Retail Park <sup>(1)</sup>	12.0%	4.8%	3.4%	8.0%	7.5%	£0.2	£0.0	£0.0	£0.1	£0.3
Copdock Interchange <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Martlesham Heath Retail Park <sup>(1)</sup>	8.5%	28.8%	0.0%	0.0%	9.5%	£0.1	£0.3	£0.0	£0.0	£0.4
Homebase, Warren Heath <sup>(1)</sup>	3.8%	1.1%	0.0%	4.0%	2.3%	£0.1	£0.0	£0.0	£0.0	£0.1
Kesgrave <sup>(1)</sup>	0.9%	0.7%	0.0%	0.0%	0.5%	£0.0	£0.0	£0.0	£0.0	£0.0
<b>ALL FLOORSPACE:</b>	<b>25.2%</b>	<b>35.4%</b>	<b>3.4%</b>	<b>12.0%</b>	<b>19.7%</b>	<b>£0.3</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.8</b>
Norwich	0.9%	1.1%	0.4%	0.0%	0.6%	£0.0	£0.0	£0.0	£0.0	£0.0
Saxmundham	0.0%	1.6%	0.0%	0.0%	0.4%	£0.0	£0.0	£0.0	£0.0	£0.0
Colchester	0.0%	0.0%	0.0%	24.7%	5.2%	£0.0	£0.0	£0.0	£0.2	£0.2
Lowestoft	0.0%	1.6%	0.0%	0.4%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Sudbury	0.0%	0.0%	0.0%	13.4%	2.8%	£0.0	£0.0	£0.0	£0.1	£0.1
Thetford	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Aldeburgh	0.0%	2.0%	0.0%	0.0%	0.5%	£0.0	£0.0	£0.0	£0.0	£0.0
Cambridge	0.3%	0.4%	0.0%	0.0%	0.2%	£0.0	£0.0	£0.0	£0.0	£0.0
Felixstowe	0.4%	27.3%	0.4%	0.0%	6.6%	£0.0	£0.3	£0.0	£0.0	£0.3
Framlingham	0.0%	3.7%	0.0%	0.0%	0.9%	£0.0	£0.0	£0.0	£0.0	£0.0
Halesworth	0.0%	0.2%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Leiston	0.0%	6.9%	0.0%	0.0%	1.6%	£0.0	£0.1	£0.0	£0.0	£0.1
Manningtree	0.0%	0.0%	0.0%	1.8%	0.4%	£0.0	£0.0	£0.0	£0.0	£0.0
Bury St Edmunds	0.0%	0.0%	20.0%	0.0%	4.6%	£0.0	£0.0	£0.2	£0.0	£0.2
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Stowmarket	0.0%	0.2%	38.3%	0.0%	8.9%	£0.0	£0.0	£0.4	£0.0	£0.4
Woodbridge	0.3%	6.0%	0.0%	0.0%	1.5%	£0.0	£0.1	£0.0	£0.0	£0.1
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Diss	0.0%	0.5%	4.1%	0.0%	1.1%	£0.0	£0.0	£0.0	£0.0	£0.0
Clacton	0.0%	0.0%	0.0%	0.9%	0.2%	£0.0	£0.0	£0.0	£0.0	£0.0
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
London	0.0%	0.6%	0.0%	0.0%	0.1%	£0.0	£0.0	£0.0	£0.0	£0.0
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	2.6%	2.2%	5.7%	15.8%	6.0%	£0.0	£0.0	£0.1	£0.1	£0.2
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>4.5%</b>	<b>54.3%</b>	<b>68.9%</b>	<b>56.6%</b>	<b>41.9%</b>	<b>£0.1</b>	<b>£0.5</b>	<b>£0.7</b>	<b>£0.5</b>	<b>£1.7</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>£1.3</b>	<b>£1.0</b>	<b>£1.0</b>	<b>£0.9</b>	<b>£4.1</b>

**TABLE 6: COMPARISON GOODS MARKET SHARES (%): LARGE DOMESTIC ELECTRICAL ITEMS**

**MARKET SHARES (£ million in 2008 prices):**

CENTRE / SHOPPING LOCATION	INNER AREA	EASTERN AREA	NORTHERN AREA	SOUTHERN AREA	TOTAL	INNER AREA	EASTERN AREA	NORTHERN AREA	SOUTHERN AREA	TOTAL
	Zones 1-4	Zones 5-7	Zones 8-9	Zone 10	Zones 1-4					
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):	£81 £12.3	£92 £9.0	£91 £8.3	£88 £7.5	£37.0					£37.0
<b>IPSWICH BOROUGH AREA:</b>										
IPSWICH TOWN CENTRE:	25.6%	10.9%	12.9%	8.3%	15.7%	£3.1	£1.0	£1.1	£0.6	£5.8
Anglia Retail Park	25.1%	6.2%	27.8%	6.8%	17.4%	£3.1	£0.6	£2.3	£0.5	£6.4
Commercial Road Retail Park	0.0%	0.0%	0.0%	1.2%	0.2%	£0.0	£0.0	£0.0	£0.1	£0.1
Euro Retail Park	13.2%	6.5%	2.0%	4.9%	7.4%	£1.6	£0.6	£0.2	£0.4	£2.7
Orwell Retail Park	0.3%	0.0%	0.0%	0.0%	0.1%	£0.0	£0.0	£0.0	£0.0	£0.0
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	0.9%	0.0%	0.6%	1.2%	0.7%	£0.1	£0.0	£0.0	£0.1	£0.2
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL DISTRICT & LOCAL CENTRES:	1.6%	0.0%	0.0%	0.0%	0.5%	£0.2	£0.0	£0.0	£0.0	£0.2
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>66.7%</b>	<b>23.6%</b>	<b>43.3%</b>	<b>22.4%</b>	<b>42.0%</b>	<b>£8.2</b>	<b>£2.1</b>	<b>£3.6</b>	<b>£1.7</b>	<b>£15.6</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>										
Interchange Retail Park <sup>(1)</sup>	14.2%	10.0%	6.2%	20.8%	12.7%	£1.7	£0.9	£0.5	£1.6	£4.7
Copdock Interchange <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Martlesham Heath Retail Park <sup>(1)</sup>	14.6%	31.7%	1.5%	0.0%	12.9%	£1.8	£2.9	£0.1	£0.0	£4.8
Homebase, Warren Heath <sup>(1)</sup>	0.2%	0.0%	0.0%	0.0%	0.1%	£0.0	£0.0	£0.0	£0.0	£0.0
Kesgrave <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
<b>ALL FLOORSPACE:</b>	<b>29.0%</b>	<b>41.7%</b>	<b>7.7%</b>	<b>20.8%</b>	<b>25.7%</b>	<b>£3.6</b>	<b>£3.8</b>	<b>£0.6</b>	<b>£1.6</b>	<b>£9.5</b>
Norwich	1.0%	2.1%	0.4%	0.0%	0.9%	£0.1	£0.2	£0.0	£0.0	£0.3
Saxmundham	0.0%	3.1%	0.0%	0.0%	0.8%	£0.0	£0.3	£0.0	£0.0	£0.3
Colchester	0.3%	0.0%	0.0%	28.0%	5.7%	£0.0	£0.0	£0.0	£2.1	£2.1
Lowestoft	0.0%	2.0%	0.0%	0.0%	0.5%	£0.0	£0.2	£0.0	£0.0	£0.2
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Sudbury	0.0%	0.0%	0.0%	10.3%	2.1%	£0.0	£0.0	£0.0	£0.8	£0.8
Thetford	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Aldeburgh	0.0%	1.0%	0.0%	0.0%	0.2%	£0.0	£0.1	£0.0	£0.0	£0.1
Cambridge	0.0%	0.0%	2.4%	0.8%	0.7%	£0.0	£0.0	£0.2	£0.1	£0.3
Felixstowe	0.0%	12.4%	0.0%	0.0%	3.0%	£0.0	£1.1	£0.0	£0.0	£1.1
Framlingham	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Halesworth	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Leiston	0.0%	4.1%	0.0%	0.0%	1.0%	£0.0	£0.4	£0.0	£0.0	£0.4
Manningtree	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Bury St Edmunds	0.0%	0.0%	15.7%	1.3%	3.8%	£0.0	£0.0	£1.3	£0.1	£1.4
Southwold	0.0%	0.4%	0.0%	0.0%	0.1%	£0.0	£0.0	£0.0	£0.0	£0.0
Stowmarket	0.0%	0.0%	23.0%	0.0%	5.1%	£0.0	£0.0	£1.9	£0.0	£1.9
Woodbridge	0.0%	3.8%	0.0%	0.0%	0.9%	£0.0	£0.3	£0.0	£0.0	£0.3
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Diss	0.0%	0.8%	3.4%	0.0%	1.0%	£0.0	£0.1	£0.3	£0.0	£0.4
Clacton	0.0%	0.0%	0.0%	1.2%	0.2%	£0.0	£0.0	£0.0	£0.1	£0.1
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
London	0.0%	0.7%	0.0%	0.0%	0.2%	£0.0	£0.1	£0.0	£0.0	£0.1
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	3.0%	4.3%	4.1%	15.2%	6.0%	£0.4	£0.4	£0.3	£1.1	£2.2
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>4.3%</b>	<b>34.7%</b>	<b>49.0%</b>	<b>56.8%</b>	<b>32.3%</b>	<b>£0.5</b>	<b>£3.1</b>	<b>£4.1</b>	<b>£4.2</b>	<b>£11.9</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>£12.3</b>	<b>£9.0</b>	<b>£8.3</b>	<b>£7.5</b>	<b>£37.0</b>

**TABLE 7: MARKET SHARES (%): CHEMIST % MEDICAL GOODS, COSMETICS AND OTHER BEAUTY PRODUCTS**

MARKET SHARES (£ million in 2008 prices):

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£377 £56.7</b>	<b>£400 £39.1</b>	<b>£396 £36.0</b>	<b>£403 £34.1</b>	<b>£166.0</b>					<b>£166.0</b>
<b>IPSWICH BOROUGH AREA:</b>										
IPSWICH TOWN CENTRE:	66.5%	9.3%	13.2%	23.7%	32.7%	£37.7	£3.6	£4.8	£8.1	<b>£54.2</b>
Anglia Retail Park	1.3%	0.0%	2.8%	0.0%	1.1%	£0.7	£0.0	£1.0	£0.0	<b>£1.7</b>
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Euro Retail Park	0.2%	0.3%	0.0%	0.0%	0.1%	£0.1	£0.1	£0.0	£0.0	<b>£0.2</b>
Orwell Retail Park	0.2%	0.0%	0.0%	0.0%	0.1%	£0.1	£0.0	£0.0	£0.0	<b>£0.1</b>
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Suffolk Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
ALL DISTRICT & LOCAL CENTRES:	8.5%	0.0%	2.7%	0.0%	3.5%	£4.8	£0.0	£1.0	£0.0	<b>£5.8</b>
Asda, Goddard Road	0.8%	0.0%	0.5%	0.0%	0.4%	£0.5	£0.0	£0.2	£0.0	<b>£0.6</b>
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>77.5%</b>	<b>9.6%</b>	<b>19.2%</b>	<b>23.7%</b>	<b>37.8%</b>	<b>£44.0</b>	<b>£3.8</b>	<b>£6.9</b>	<b>£8.1</b>	<b>£62.7</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>										
Interchange Retail Park <sup>(1)</sup>	3.0%	0.0%	0.8%	4.1%	2.0%	£1.7	£0.0	£0.3	£1.4	<b>£3.4</b>
Copdock Interchange <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Martlesham Heath Retail Park <sup>(1)</sup>	5.2%	12.3%	0.5%	0.0%	4.8%	£2.9	£4.8	£0.2	£0.0	<b>£7.9</b>
Homebase / Sainsbury's, Warren Heath <sup>(1)</sup>	4.5%	1.7%	0.0%	3.6%	2.7%	£2.6	£0.7	£0.0	£1.2	<b>£4.4</b>
Kesgrave <sup>(1)</sup>	3.0%	0.0%	0.0%	0.0%	1.0%	£1.7	£0.0	£0.0	£0.0	<b>£1.7</b>
<b>ALL FLOORSPACE:</b>	<b>15.7%</b>	<b>14.0%</b>	<b>1.3%</b>	<b>7.7%</b>	<b>10.5%</b>	<b>£8.9</b>	<b>£5.5</b>	<b>£0.5</b>	<b>£2.6</b>	<b>£17.5</b>
Norwich	0.2%	0.5%	0.9%	0.0%	0.4%	£0.1	£0.2	£0.3	£0.0	<b>£0.6</b>
Saxmundham	0.0%	3.9%	0.0%	0.0%	0.9%	£0.0	£1.5	£0.0	£0.0	<b>£1.5</b>
Colchester	0.0%	0.0%	0.0%	20.6%	4.2%	£0.0	£0.0	£0.0	£7.0	<b>£7.0</b>
Lowestoft	0.3%	1.0%	0.0%	0.0%	0.3%	£0.2	£0.4	£0.0	£0.0	<b>£0.6</b>
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Sudbury	0.0%	0.0%	0.9%	18.0%	3.9%	£0.0	£0.0	£0.3	£6.1	<b>£6.5</b>
Thetford	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Aldeburgh	0.0%	2.8%	0.0%	0.0%	0.7%	£0.0	£1.1	£0.0	£0.0	<b>£1.1</b>
Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Felixstowe	0.3%	27.8%	0.0%	0.0%	6.6%	£0.2	£10.9	£0.0	£0.0	<b>£11.0</b>
Framlingham	0.0%	4.8%	0.0%	0.0%	1.1%	£0.0	£1.9	£0.0	£0.0	<b>£1.9</b>
Halesworth	0.0%	0.7%	0.0%	0.0%	0.2%	£0.0	£0.3	£0.0	£0.0	<b>£0.3</b>
Leiston	0.0%	7.6%	0.0%	0.0%	1.8%	£0.0	£3.0	£0.0	£0.0	<b>£3.0</b>
Manningtree	0.0%	0.0%	0.0%	10.1%	2.1%	£0.0	£0.0	£0.0	£3.4	<b>£3.4</b>
Bury St Edmunds	0.0%	0.0%	13.5%	0.0%	2.9%	£0.0	£0.0	£4.9	£0.0	<b>£4.9</b>
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Stowmarket	0.0%	0.2%	44.3%	0.0%	9.7%	£0.0	£0.1	£16.0	£0.0	<b>£16.0</b>
Woodbridge	1.1%	20.8%	0.5%	0.0%	5.4%	£0.6	£8.1	£0.2	£0.0	<b>£8.9</b>
Becoles	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Debenham	0.0%	0.0%	2.4%	0.8%	0.7%	£0.0	£0.0	£0.9	£0.3	<b>£1.1</b>
Diss	0.0%	1.5%	4.2%	0.0%	1.3%	£0.0	£0.6	£1.5	£0.0	<b>£2.1</b>
Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
London	0.6%	0.0%	0.0%	0.0%	0.2%	£0.3	£0.0	£0.0	£0.0	<b>£0.3</b>
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	4.3%	4.8%	12.8%	19.1%	9.3%	£2.4	£1.9	£4.6	£6.5	<b>£15.4</b>
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>6.8%</b>	<b>76.4%</b>	<b>79.5%</b>	<b>68.6%</b>	<b>51.7%</b>	<b>£3.9</b>	<b>£29.9</b>	<b>£28.6</b>	<b>£23.4</b>	<b>£85.8</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>£56.7</b>	<b>£39.1</b>	<b>£36.0</b>	<b>£34.1</b>	<b>£166.0</b>

**TABLE 8: COMPARISON GOODS MARKET SHARES (%): GAMES & TOYS, HOBBY ITEMS, SPORT & RECREATIONAL GOOD MARKET SHARES (£ million in 2008 prices):**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£327 £49.3</b>	<b>£341 £33.3</b>	<b>£350 £31.9</b>	<b>£342 £29.0</b>	<b>£143.4</b>					<b>£143.4</b>
<b>IPSWICH BOROUGH AREA:</b>										
IPSWICH TOWN CENTRE:	61.2%	39.2%	28.5%	27.1%	41.9%	£30.2	£13.1	£9.1	£7.8	<b>£60.1</b>
Anglia Retail Park	0.5%	0.0%	1.4%	2.0%	0.9%	£0.2	£0.0	£0.4	£0.6	<b>£1.3</b>
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Euro Retail Park	7.8%	3.5%	2.0%	2.0%	4.3%	£3.8	£1.2	£0.6	£0.6	<b>£6.2</b>
Orwell Retail Park	0.0%	0.6%	0.0%	0.0%	0.1%	£0.0	£0.2	£0.0	£0.0	<b>£0.2</b>
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Suffolk Retail Park	1.4%	0.6%	0.0%	2.0%	1.0%	£0.7	£0.2	£0.0	£0.6	<b>£1.5</b>
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
ALL DISTRICT & LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>70.9%</b>	<b>43.9%</b>	<b>31.9%</b>	<b>33.1%</b>	<b>48.3%</b>	<b>£34.9</b>	<b>£14.6</b>	<b>£10.2</b>	<b>£9.6</b>	<b>£69.3</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>										
Interchange Retail Park <sup>(1)</sup>	3.3%	1.7%	0.0%	1.0%	1.7%	£1.6	£0.6	£0.0	£0.3	<b>£2.5</b>
Copdock Interchange <sup>(1)</sup>	16.4%	7.0%	12.7%	6.7%	11.4%	£8.1	£2.3	£4.0	£1.9	<b>£16.4</b>
Martlesham Heath Retail Park <sup>(1)</sup>	1.6%	5.7%	0.0%	0.0%	1.9%	£0.8	£1.9	£0.0	£0.0	<b>£2.7</b>
Homebase, Warren Heath <sup>(1)</sup>	0.8%	2.2%	0.0%	1.6%	1.1%	£0.4	£0.7	£0.0	£0.5	<b>£1.6</b>
Kesgrave <sup>(1)</sup>	0.0%	0.7%	0.0%	0.0%	0.2%	£0.0	£0.2	£0.0	£0.0	<b>£0.2</b>
<b>ALL FLOORSPACE:</b>	<b>22.1%</b>	<b>17.3%</b>	<b>12.7%</b>	<b>9.3%</b>	<b>16.3%</b>	<b>£10.9</b>	<b>£5.8</b>	<b>£4.0</b>	<b>£2.7</b>	<b>£23.4</b>
Norwich	1.4%	2.3%	1.5%	0.0%	1.3%	£0.7	£0.8	£0.5	£0.0	<b>£1.9</b>
Saxmundham	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Colchester	0.6%	2.0%	0.0%	31.1%	6.9%	£0.3	£0.7	£0.0	£9.0	<b>£10.0</b>
Lowestoft	0.0%	2.6%	0.0%	0.0%	0.6%	£0.0	£0.9	£0.0	£0.0	<b>£0.9</b>
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Sudbury	0.0%	0.0%	1.4%	10.4%	2.4%	£0.0	£0.0	£0.4	£3.0	<b>£3.5</b>
Thetford	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Aldeburgh	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Felixstowe	0.8%	13.3%	0.7%	0.0%	3.5%	£0.4	£4.4	£0.2	£0.0	<b>£5.0</b>
Framlingham	0.0%	0.5%	0.0%	0.0%	0.1%	£0.0	£0.2	£0.0	£0.0	<b>£0.2</b>
Halesworth	0.0%	2.6%	0.0%	0.0%	0.6%	£0.0	£0.9	£0.0	£0.0	<b>£0.9</b>
Leiston	0.0%	1.3%	0.0%	0.0%	0.3%	£0.0	£0.4	£0.0	£0.0	<b>£0.4</b>
Manningtree	0.0%	0.0%	0.0%	1.5%	0.3%	£0.0	£0.0	£0.0	£0.4	<b>£0.4</b>
Bury St Edmunds	0.0%	0.6%	17.4%	2.8%	4.6%	£0.0	£0.2	£5.5	£0.8	<b>£6.6</b>
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Stowmarket	0.4%	0.3%	28.9%	0.0%	6.6%	£0.2	£0.1	£9.2	£0.0	<b>£9.5</b>
Woodbridge	0.0%	9.1%	0.0%	0.0%	2.1%	£0.0	£3.0	£0.0	£0.0	<b>£3.0</b>
Becoles	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Diss	0.0%	0.6%	0.0%	0.0%	0.1%	£0.0	£0.2	£0.0	£0.0	<b>£0.2</b>
Clacton	0.0%	0.0%	0.0%	1.6%	0.3%	£0.0	£0.0	£0.0	£0.5	<b>£0.5</b>
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
London	0.4%	0.0%	0.0%	0.0%	0.1%	£0.2	£0.0	£0.0	£0.0	<b>£0.2</b>
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	3.4%	3.6%	5.5%	10.2%	5.3%	£1.7	£1.2	£1.8	£3.0	<b>£7.6</b>
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>7.0%</b>	<b>38.8%</b>	<b>55.4%</b>	<b>57.6%</b>	<b>35.4%</b>	<b>£3.4</b>	<b>£12.9</b>	<b>£17.7</b>	<b>£16.7</b>	<b>£37.5</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>£49.3</b>	<b>£33.3</b>	<b>£31.9</b>	<b>£29.0</b>	<b>£143.4</b>

**TABLE 9: COMPARISON GOODS MARKET SHARES (%): PETS & PET RELATED PRODUCTS**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£54 £8.1</b>	<b>£69 £6.8</b>	<b>£70 £6.4</b>	<b>£66 £5.6</b>	<b>£26.9</b>
<b>IPSWICH BOROUGH AREA:</b>					
IPSWICH TOWN CENTRE:	34.6%	7.5%	8.0%	17.4%	17.9%
Anglia Retail Park	2.6%	0.0%	2.6%	0.0%	1.4%
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park	0.0%	1.1%	0.0%	0.0%	0.3%
Orwell Retail Park	21.8%	0.8%	7.8%	10.8%	10.9%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	1.1%	0.0%	0.0%	0.0%	0.3%
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT & LOCAL CENTRES:	2.6%	0.0%	0.0%	0.0%	0.8%
Asda, Goddard Road	2.8%	0.0%	1.5%	0.0%	1.2%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>65.5%</b>	<b>9.4%</b>	<b>19.9%</b>	<b>28.2%</b>	<b>32.8%</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>					
Interchange Retail Park <sup>(1)</sup>	4.1%	0.0%	3.5%	3.3%	2.8%
Copdock Interchange <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park <sup>(1)</sup>	13.5%	35.9%	1.8%	0.0%	13.6%
Homebase, Warren Heath <sup>(1)</sup>	0.5%	0.0%	0.0%	0.0%	0.2%
Kesgrave <sup>(1)</sup>	7.3%	2.2%	0.0%	1.4%	3.1%
<b>ALL FLOORSPACE:</b>	<b>25.4%</b>	<b>38.1%</b>	<b>5.3%</b>	<b>4.7%</b>	<b>19.5%</b>
Norwich	0.0%	0.0%	0.0%	0.0%	0.0%
Saxmundham	0.0%	4.6%	0.0%	0.0%	1.2%
Colchester	0.0%	0.0%	0.0%	22.8%	4.7%
Lowestoft	0.0%	1.4%	0.0%	0.0%	0.4%
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%
Sudbury	0.0%	0.0%	4.2%	22.7%	5.7%
Theftord	0.0%	0.0%	0.0%	0.0%	0.0%
Aldeburgh	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
Felixstowe	1.1%	19.2%	0.0%	0.0%	5.2%
Framlingham	0.0%	6.3%	0.0%	0.0%	1.6%
Halesworth	0.0%	2.2%	0.0%	0.0%	0.6%
Leiston	0.0%	5.5%	0.0%	0.0%	1.4%
Manningtree	0.0%	0.0%	0.0%	1.4%	0.3%
Bury St Edmunds	0.0%	0.0%	11.2%	0.0%	2.7%
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%
Stowmarket	0.0%	0.3%	40.1%	0.0%	9.6%
Woodbridge	1.1%	5.3%	0.9%	0.0%	1.9%
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%
Debenham	0.0%	0.0%	1.2%	0.0%	0.3%
Diss	0.0%	1.0%	4.5%	0.0%	1.3%
Clacton	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.5%	0.0%	0.0%	0.0%	0.2%
London	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	6.4%	6.7%	12.7%	20.2%	10.8%
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>9.1%</b>	<b>52.5%</b>	<b>74.8%</b>	<b>67.1%</b>	<b>47.7%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**MARKET SHARES (£ million in 2008 prices):**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):</b>					<b>£26.9</b>
<b>IPSWICH BOROUGH AREA:</b>					
IPSWICH TOWN CENTRE:	£2.8	£0.5	£0.5	£1.0	<b>£4.8</b>
Anglia Retail Park	£0.2	£0.0	£0.2	£0.0	<b>£0.4</b>
Commercial Road Retail Park	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Euro Retail Park	£0.0	£0.1	£0.0	£0.0	<b>£0.1</b>
Orwell Retail Park	£1.8	£0.1	£0.5	£0.6	<b>£2.9</b>
Riverside Retail Park	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Suffolk Retail Park	£0.1	£0.0	£0.0	£0.0	<b>£0.1</b>
Wickes (Crompton Road)	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
ALL DISTRICT & LOCAL CENTRES:	£0.2	£0.0	£0.0	£0.0	<b>£0.2</b>
Asda, Goddard Road	£0.2	£0.0	£0.1	£0.0	<b>£0.3</b>
J Sainsbury, Hadleigh Road	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>£5.3</b>	<b>£0.6</b>	<b>£1.3</b>	<b>£1.6</b>	<b>£8.8</b>
<b>OUTSIDE BOROUGH, WITHIN ICA:</b>					
Interchange Retail Park <sup>(1)</sup>	£0.3	£0.0	£0.2	£0.2	<b>£0.7</b>
Copdock Interchange <sup>(1)</sup>	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Martlesham Heath Retail Park <sup>(1)</sup>	£1.1	£2.4	£0.1	£0.0	<b>£3.6</b>
Homebase, Warren Heath <sup>(1)</sup>	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Kesgrave <sup>(1)</sup>	£0.6	£0.1	£0.0	£0.1	<b>£0.8</b>
<b>ALL FLOORSPACE:</b>	<b>£2.1</b>	<b>£2.6</b>	<b>£0.3</b>	<b>£0.3</b>	<b>£5.2</b>
Norwich	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Saxmundham	£0.0	£0.3	£0.0	£0.0	<b>£0.3</b>
Colchester	£0.0	£0.0	£0.0	£1.3	<b>£1.3</b>
Lowestoft	£0.0	£0.1	£0.0	£0.0	<b>£0.1</b>
Newmarket	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Sudbury	£0.0	£0.0	£0.3	£1.3	<b>£1.5</b>
Theftord	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Aldeburgh	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Cambridge	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Felixstowe	£0.1	£1.3	£0.0	£0.0	<b>£1.4</b>
Framlingham	£0.0	£0.4	£0.0	£0.0	<b>£0.4</b>
Halesworth	£0.0	£0.1	£0.0	£0.0	<b>£0.1</b>
Leiston	£0.0	£0.4	£0.0	£0.0	<b>£0.4</b>
Manningtree	£0.0	£0.0	£0.0	£0.1	<b>£0.1</b>
Bury St Edmunds	£0.0	£0.0	£0.7	£0.0	<b>£0.7</b>
Southwold	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Stowmarket	£0.0	£0.0	£2.5	£0.0	<b>£2.5</b>
Woodbridge	£0.1	£0.4	£0.1	£0.0	<b>£0.5</b>
Beccles	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Debenham	£0.0	£0.0	£0.1	£0.0	<b>£0.1</b>
Diss	£0.0	£0.1	£0.3	£0.0	<b>£0.4</b>
Clacton	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Braintree	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
London	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	£0.5	£0.5	£0.8	£1.1	<b>£2.9</b>
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>£0.7</b>	<b>£3.6</b>	<b>£4.8</b>	<b>£3.7</b>	<b>£12.8</b>
<b>TOTAL</b>	<b>£8.1</b>	<b>£6.8</b>	<b>£6.4</b>	<b>£5.6</b>	<b>£26.9</b>

**TABLE 10: ALL OTHER NON-FOOD GOODS (including Books, Jewellery, Watches, China, Glassware, Luxury Goods, etc.)**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£240 £36.2</b>	<b>£262 £25.6</b>	<b>£267 £24.3</b>	<b>£273 £23.1</b>	<b>£109.2</b>
<b>IPSWICH BOROUGH AREA:</b>					
IPSWICH TOWN CENTRE:	87.2%	39.2%	40.9%	41.8%	56.0%
Anglia Retail Park	0.8%	0.0%	1.0%	0.0%	0.5%
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Orwell Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	1.6%	0.8%	0.0%	3.5%	1.5%
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT & LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>89.6%</b>	<b>40.0%</b>	<b>41.9%</b>	<b>45.3%</b>	<b>58.0%</b>
<b>OUTSIDE BOROUGH:</b>					
Interchange Retail Park <sup>(1)</sup>	0.8%	0.0%	0.0%	0.0%	0.3%
Copdock Interchange <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park <sup>(1)</sup>	0.4%	3.4%	0.0%	0.0%	0.9%
Homebase, Warren Heath <sup>(1)</sup>	0.0%	0.7%	0.0%	1.5%	0.5%
Kesgrave <sup>(1)</sup>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSPACE:</b>	<b>1.2%</b>	<b>4.1%</b>	<b>0.0%</b>	<b>1.5%</b>	<b>1.7%</b>
Norwich	1.3%	4.0%	2.1%	0.0%	1.8%
Saxmundham	0.0%	0.9%	0.0%	0.0%	0.2%
Colchester	0.0%	0.0%	0.0%	26.5%	5.6%
Lowestoft	0.0%	2.9%	0.0%	0.0%	0.7%
Newmarket	0.3%	0.0%	0.0%	0.0%	0.1%
Sudbury	0.0%	0.0%	1.4%	13.9%	3.2%
Theftord	0.0%	0.0%	0.0%	0.0%	0.0%
Aldeburgh	0.0%	1.8%	0.0%	0.4%	0.4%
Cambridge	1.3%	0.0%	0.0%	0.6%	0.7%
Felixstowe	0.3%	22.6%	0.0%	0.0%	5.4%
Framlingham	0.0%	2.1%	0.0%	0.5%	0.5%
Halesworth	0.0%	0.7%	0.0%	0.0%	0.2%
Leiston	0.0%	0.4%	0.0%	0.1%	0.1%
Manningtree	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds	0.4%	0.4%	20.1%	0.0%	4.7%
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%
Stowmarket	0.0%	0.6%	27.6%	0.0%	6.3%
Woodbridge	0.9%	15.1%	1.5%	1.9%	4.6%
Beccles	0.0%	0.3%	0.0%	0.0%	0.1%
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%
Diss	0.0%	0.5%	0.6%	0.0%	0.3%
Clacton	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.4%	0.9%	0.8%	0.0%	0.5%
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	4.3%	2.7%	3.2%	10.9%	5.1%
<b>ALL FLOORSPACE OUTSIDE BOROUGH:</b>	<b>9.2%</b>	<b>55.9%</b>	<b>58.1%</b>	<b>53.2%</b>	<b>40.3%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**MARKET SHARES (£ million in 2008 prices):**

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
<b>EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):</b>					<b>£109.2</b>
<b>IPSWICH BOROUGH AREA:</b>					
IPSWICH TOWN CENTRE:	£31.6	£10.0	£10.0	£9.6	<b>£61.2</b>
Anglia Retail Park	£0.3	£0.0	£0.2	£0.0	<b>£0.5</b>
Commercial Road Retail Park	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Euro Retail Park	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Orwell Retail Park	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Riverside Retail Park	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Suffolk Retail Park	£0.6	£0.2	£0.0	£0.8	<b>£1.6</b>
Wickes (Crompton Road)	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
ALL DISTRICT & LOCAL CENTRES:	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Asda, Goddard Road	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
J Sainsbury, Hadleigh Road	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
<b>ALL FLOORSPACE IN BOROUGH:</b>	<b>£32.4</b>	<b>£10.2</b>	<b>£10.2</b>	<b>£10.5</b>	<b>£63.3</b>
<b>OUTSIDE BOROUGH:</b>					
Interchange Retail Park <sup>(1)</sup>	£0.3	£0.0	£0.0	£0.0	<b>£0.3</b>
Copdock Interchange <sup>(1)</sup>	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
Martlesham Heath Retail Park <sup>(1)</sup>	£0.1	£0.9	£0.0	£0.0	<b>£1.0</b>
Homebase, Warren Heath <sup>(1)</sup>	£0.0	£0.2	£0.0	£0.3	<b>£0.5</b>
Kesgrave <sup>(1)</sup>	£0.0	£0.0	£0.0	£0.0	<b>£0.0</b>
<b>ALL FLOORSPACE:</b>	<b>£0.4</b>	<b>£1.1</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£1.8</b>
Norwich	£0.5	£1.0	£0.5	£0.0	<b>£2.0</b>
Saxmundham	£0.0	£0.2	£0.0	£0.0	<b>£0.2</b>
Colchester	£0.0	£0.0	£0.0	£6.1	

## **APPENDIX 4: IPSWICH TOWN CENTRE – EXPERIAN GOAD CATEGORY REPORT (SEPTEMBER 2009)**



## Goad Category Report

# Ipswich

Survey Date: 22/09/2009

## GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Category Report.

### 1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

### 2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

### 3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

### 4. Vacant Outlets

Comparing the number of vacant outlets with the GB average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

### 5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

The presence of multiple outlets and major retailers can have a significant impact on neighbouring outlets. While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

## Also available from Experian

### The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

### The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

### Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

### Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available

### Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit & Print plans to their own requirements. For a demonstration logon to <http://www.goadnetwork.co.uk/demologin.asp>

### Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

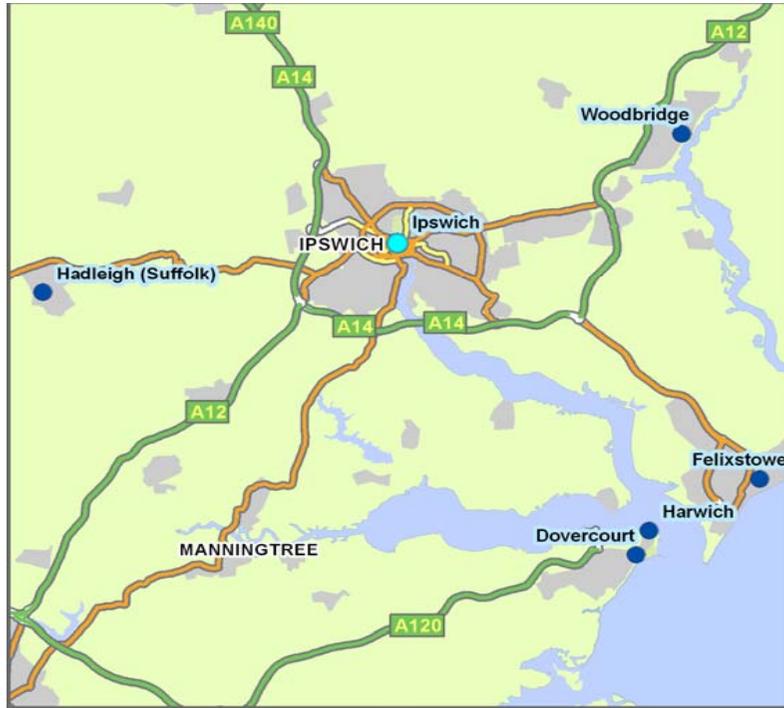
### The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

**For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011**

**Fax: 0115 968 5003 E-mail:**

**[goad.sales@uk.experian.com](mailto:goad.sales@uk.experian.com)**



Nearest Location	Distance KM
Woodbridge	11.83
Hadleigh (Suffolk)	13.79
Harwich	15.39
Dovercourt	15.90
Felixstowe	17.05

Major Retailers Present			
<b>Department Stores</b>		<b>Clothing</b>	
BhS	1	Burton	1
Debenhams	1	Dorothy Perkins	1
House of Fraser	0	H & M	1
John Lewis	0	New Look	1
Marks & Spencer	1	Next	1
		Primark	1
<b>Mixed Goods Retailers</b>		River Island	1
Argos	1	Topman	0
Boots the Chemist	3	Topshop	1
T K Maxx	1		
W H Smith	1	<b>Other Retailers</b>	
Wilkinson	1	Carphone Warehouse	1
		Clarks	2
<b>Supermarkets</b>		Clintons	3
Sainsburys	1	H M V	1
Tesco	1	O2	2
Waitrose	0	Superdrug	2
		Phones 4 U	1
		Vodafone	1
		Waterstones	1

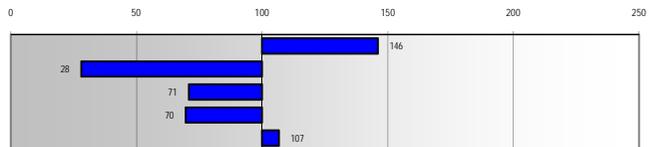
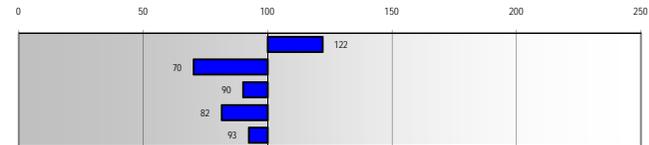
Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	135	51.53	42.18	122
Convenience	20	7.63	10.87	70
Retail Service	24	9.16	10.16	90
Leisure Services	46	17.56	21.53	82
Financial & Business Services	37	14.12	15.27	93

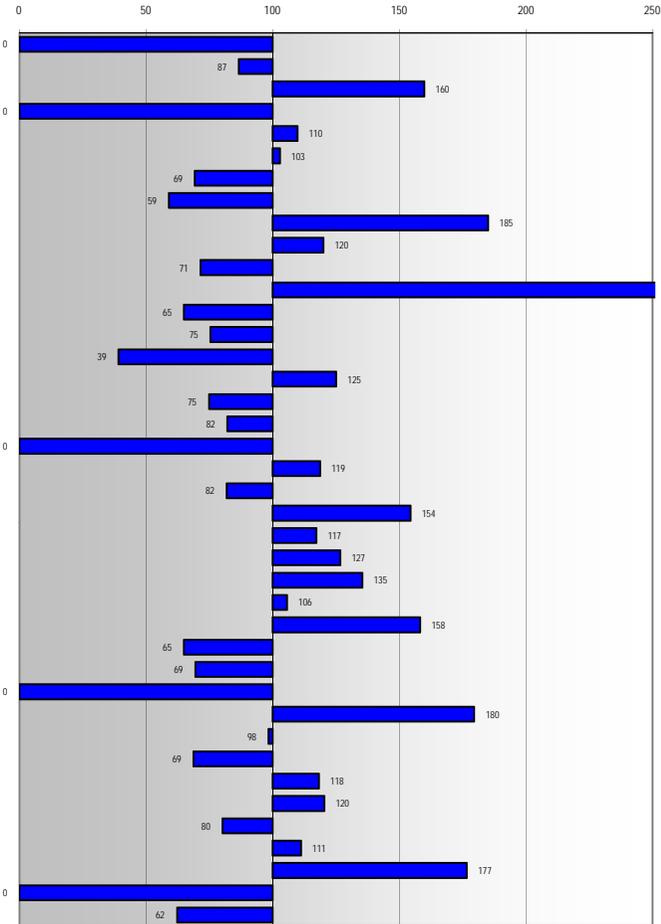
Total Multiple Outlets 262

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	692,900	68.32	46.76	146
Convenience	59,700	5.89	21.01	28
Retail Service	35,600	3.51	4.95	71
Leisure Services	129,800	12.80	18.38	70
Financial & Business Services	96,200	9.49	8.89	107

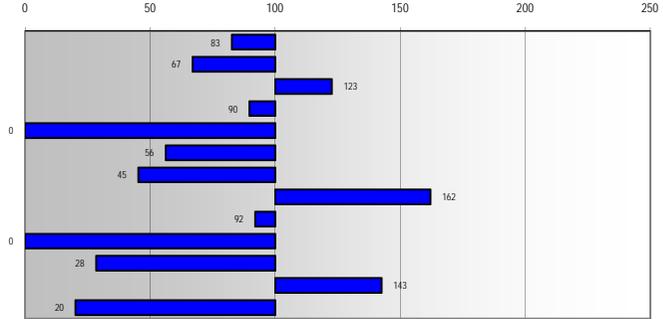
Total Multiple Floorspace 1,014,200



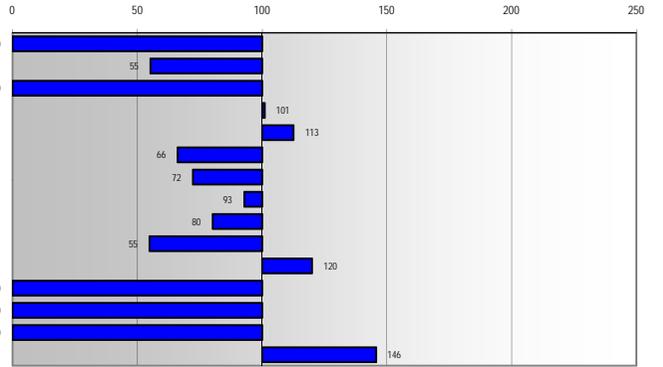
Sector	Classification	Outlets	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.43	0
	Art & Art Dealers	4	0.64	0.74	87
	Booksellers	6	0.96	0.60	160
	Carpets & Flooring	0	0.00	0.59	0
	Catalogue Showrooms	1	0.16	0.15	110
	Charity Shops	14	2.24	2.18	103
	Chemist & Drugstores	5	0.80	1.16	69
	Childrens & Infants Wear	2	0.32	0.54	59
	Clothing General	23	3.68	1.99	185
	Crafts, Gifts, China & Glass	10	1.60	1.33	120
	Cycles & Accessories	1	0.16	0.22	71
	Department & Variety Stores	8	1.28	0.41	316
	DIY & Home Improvement	3	0.48	0.74	65
	Electrical & Other Durable Goods	7	1.12	1.49	75
	Florists	2	0.32	0.82	39
	Footwear	10	1.60	1.28	125
	Furniture Fitted	2	0.32	0.43	75
	Furniture General	5	0.80	0.97	82
	Gardens & Equipment	0	0.00	0.06	0
	Greeting Cards	7	1.12	0.94	119
	Hardware & Household Goods	7	1.12	1.37	82
	Jewellery, Watches & Silver	17	2.72	1.76	154
	Ladies & Mens Wear & Acc.	6	0.96	0.82	117
	Ladies Wear & Accessories	30	4.80	3.79	127
	Leather & Travel Goods	2	0.32	0.24	135
	Mens Wear & Accessories	6	0.96	0.91	106
	Music & Musical Instruments	2	0.32	0.20	158
	Music & Video Recordings	1	0.16	0.25	65
	Newsagents & Stationers	3	0.48	0.69	69
	Office Supplies	0	0.00	0.07	0
	Other Comparison Goods	9	1.44	0.80	180
	Photographic & Optical	1	0.16	0.16	98
	Secondhand Goods, Books, etc.	1	0.16	0.23	69
	Sports, Camping & Leisure Goods	6	0.96	0.81	118
	Telephones & Accessories	9	1.44	1.20	120
	Textiles & Soft Furnishings	4	0.64	0.80	80
	Toiletries, Cosmetics & Beauty Products	6	0.96	0.86	111
	Toys, Games & Hobbies	10	1.60	0.91	177
	Vehicle & Motorcycle Sales	0	0.00	0.32	0
	Vehicle Accessories	1	0.16	0.26	62
	<b>Totals</b>	<b>231</b>	<b>36.96</b>	<b>33.50</b>	<b>110</b>



Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	9	1.44	1.74	83
Butchers	3	0.48	0.72	67
CTN	8	1.28	1.04	123
Convenience Stores	6	0.96	1.07	90
Fishmongers	0	0.00	0.12	0
Frozen Foods	1	0.16	0.28	56
Greengrocers	1	0.16	0.35	45
Grocers & Delicatessens	10	1.60	0.99	162
Health Foods	3	0.48	0.52	92
Markets	0	0.00	0.11	0
Off Licences	1	0.16	0.56	28
Shoe Repairs Etc	4	0.64	0.45	143
Supermarkets	1	0.16	0.79	20
<b>Total Convenience</b>	<b>47</b>	<b>7.52</b>	<b>8.74</b>	<b>86</b>



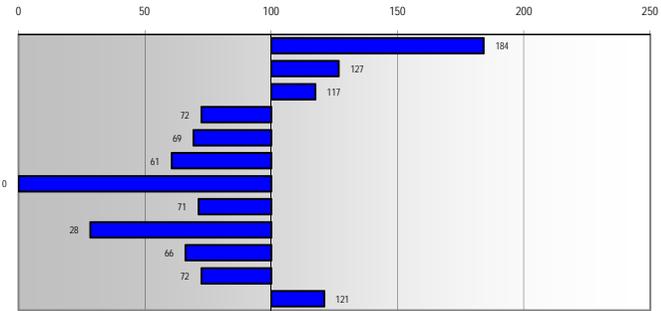
Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.08	0
Dry Cleaners & Launderettes	3	0.48	0.87	55
Filling Stations	0	0.00	0.22	0
Health & Beauty	45	7.20	7.13	101
Opticians	10	1.60	1.42	113
Other Retail Services	2	0.32	0.48	66
Photo Processing	1	0.16	0.22	72
Photo Studio	1	0.16	0.17	93
Post Offices	2	0.32	0.40	80
Repairs, Alterations & Restoration	1	0.16	0.29	55
Travel Agents	8	1.28	1.07	120
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	0	0.00	0.51	0
Video Tape Rental	2	0.32	0.22	146
<b>Totals</b>	<b>75</b>	<b>12.00</b>	<b>13.16</b>	<b>91</b>



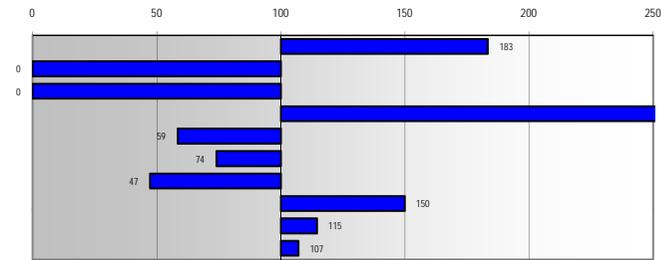
Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.17	0



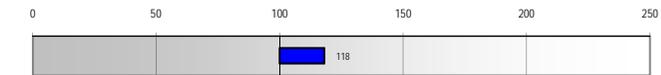
Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	16	2.56	1.39	184
Bingo & Amusements	4	0.64	0.51	127
Cafes	24	3.84	3.27	117
Casinos & Betting Offices	6	0.96	1.33	72
Cinemas, Theatres & Concert Halls	1	0.16	0.23	69
Clubs	3	0.48	0.79	61
Disco, Dance & Nightclubs	0	0.00	0.21	0
Fast Food & Take Away	25	4.00	5.62	71
Hotels & Guest Houses	1	0.16	0.56	28
Public Houses	13	2.08	3.15	66
Restaurants	20	3.20	4.42	72
Sports & Leisure Facilities	2	0.32	0.26	121
<b>Totals</b>	<b>115</b>	<b>18.40</b>	<b>21.74</b>	<b>85</b>



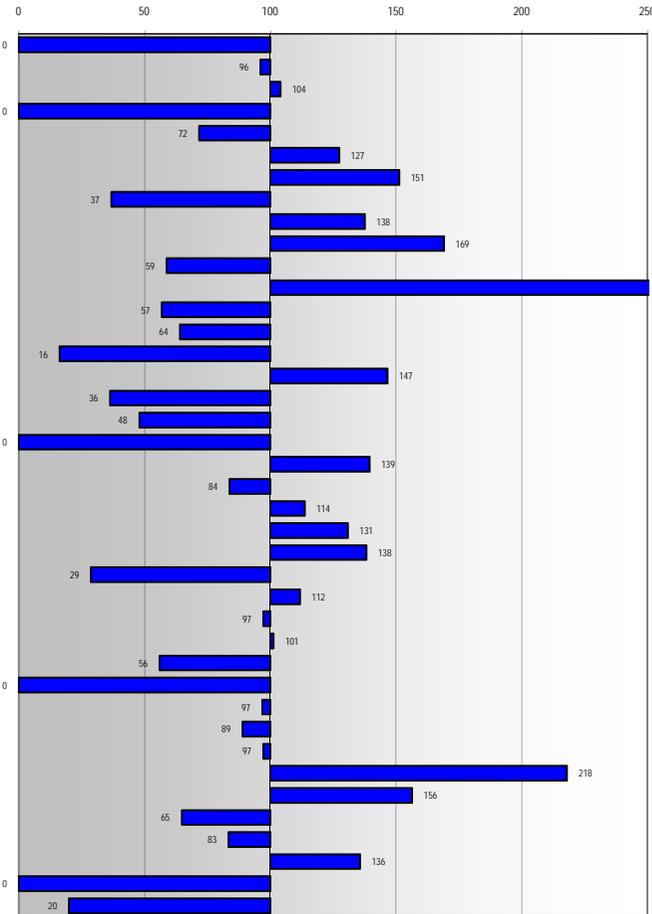
Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	6	0.96	0.52	183
Building Supplies & Services	0	0.00	0.62	0
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	9	1.44	0.54	266
Financial Services	5	0.80	1.37	59
Legal Services	5	0.80	1.08	74
Other Business Services	1	0.16	0.34	47
Printing & Copying	3	0.48	0.32	150
Property Services	25	4.00	3.49	115
Retail Banks	18	2.88	2.69	107
<b>Totals</b>	<b>72</b>	<b>11.52</b>	<b>11.01</b>	<b>105</b>



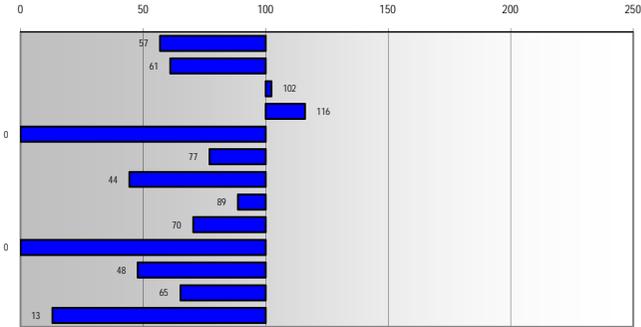
Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	85	13.60	11.51	118
<b>Total Number of Outlets</b>	<b>625</b>			



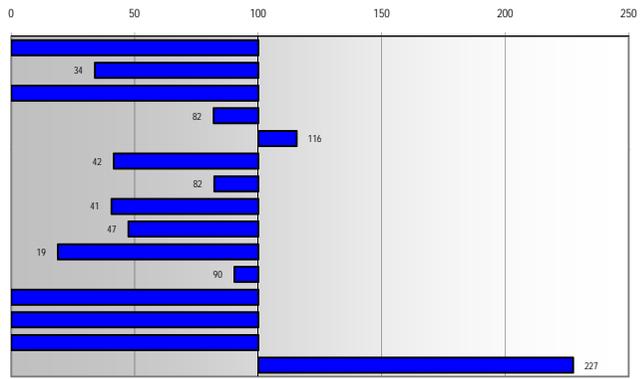
Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.23	0
	Art & Art Dealers	6,100	0.37	0.39	96
	Booksellers	8,600	0.53	0.51	104
	Carpets & Flooring	0	0.00	0.62	0
	Catalogue Showrooms	6,400	0.39	0.55	72
	Charity Shops	26,700	1.64	1.28	127
	Chemist & Drugstores	39,100	2.40	1.58	151
	Childrens & Infants Wear	2,600	0.16	0.43	37
	Clothing General	78,200	4.80	3.48	138
	Crafts, Gifts, China & Glass	18,000	1.10	0.65	169
	Cycles & Accessories	1,600	0.10	0.17	59
	Department & Variety Stores	266,200	16.33	4.88	335
	DIY & Home Improvement	11,800	0.72	1.27	57
	Electrical & Other Durable Goods	13,500	0.83	1.29	64
	Florists	800	0.05	0.30	16
	Footwear	24,000	1.47	1.00	147
	Furniture Fitted	2,300	0.14	0.39	36
	Furniture General	12,500	0.77	1.60	48
	Gardens & Equipment	0	0.00	0.06	0
	Greeting Cards	14,400	0.88	0.63	139
	Hardware & Household Goods	36,600	2.24	2.68	84
	Jewellery, Watches & Silver	14,100	0.86	0.76	114
	Ladies & Mens Wear & Acc.	29,200	1.79	1.37	131
	Ladies Wear & Accessories	68,500	4.20	3.04	138
	Leather & Travel Goods	600	0.04	0.13	29
	Mens Wear & Accessories	13,400	0.82	0.73	112
	Music & Musical Instruments	2,000	0.12	0.13	97
	Music & Video Recordings	4,500	0.28	0.27	101
	Newsagents & Stationers	6,500	0.40	0.71	56
	Office Supplies	0	0.00	0.10	0
	Other Comparison Goods	10,500	0.64	0.66	97
	Photographic & Optical	1,200	0.07	0.08	89
	Secondhand Goods, Books, etc.	1,800	0.11	0.11	97
	Sports, Camping & Leisure Goods	39,600	2.43	1.11	218
	Telephones & Accessories	16,200	0.99	0.64	156
	Textiles & Soft Furnishings	6,000	0.37	0.57	65
	Toiletries, Cosmetics & Beauty Products	11,600	0.71	0.85	83
	Toys, Games & Hobbies	15,700	0.96	0.71	136
	Vehicle & Motorcycle Sales	0	0.00	0.65	0
	Vehicle Accessories	900	0.06	0.28	20
	<b>Totals</b>	<b>811,700</b>	<b>49.78</b>	<b>36.92</b>	<b>135</b>



Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	7,700	0.47	0.83	57
Butchers	3,600	0.22	0.36	61
CTN	7,500	0.46	0.45	102
Convenience Stores	20,700	1.27	1.09	116
Fishmongers	0	0.00	0.05	0
Frozen Foods	9,200	0.56	0.73	77
Greengrocers	1,200	0.07	0.17	44
Grocers & Delicatessens	7,700	0.47	0.53	89
Health Foods	3,100	0.19	0.27	70
Markets	0	0.00	0.85	0
Off Licences	2,600	0.16	0.33	48
Shoe Repairs Etc	1,300	0.08	0.12	65
Supermarkets	18,300	1.12	8.61	13
<b>Total Convenience</b>	<b>82,900</b>	<b>5.08</b>	<b>14.39</b>	<b>35</b>



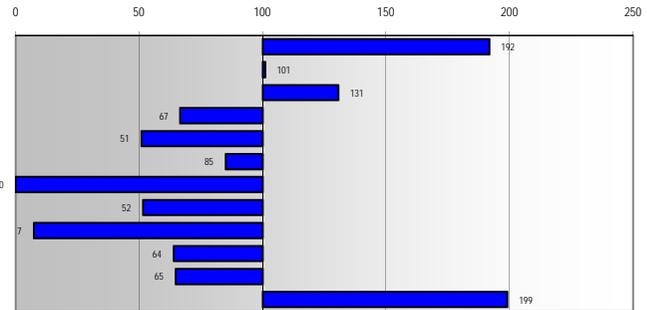
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	2,100	0.13	0.38	34
Filling Stations	0	0.00	0.11	0
Health & Beauty	42,200	2.59	3.16	82
Opticians	15,200	0.93	0.81	116
Other Retail Services	2,200	0.13	0.32	42
Photo Processing	1,100	0.07	0.08	82
Photo Studio	500	0.03	0.08	41
Post Offices	3,200	0.20	0.41	47
Repairs, Alterations & Restoration	300	0.02	0.10	19
Travel Agents	8,400	0.52	0.57	90
TV, Cable & Video Rental	0	0.00	0.00	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	0	0.00	0.67	0
Video Tape Rental	7,300	0.45	0.20	227
<b>Totals</b>	<b>82,500</b>	<b>5.06</b>	<b>6.98</b>	<b>72</b>



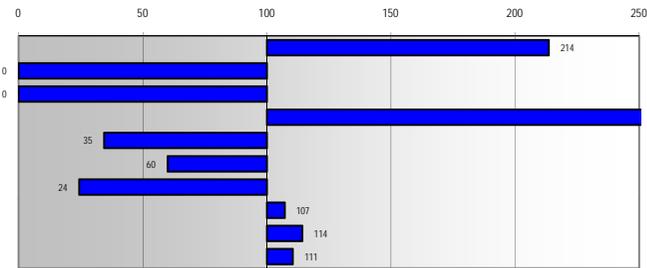
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.11	0



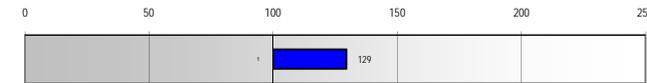
Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	58,500	3.59	1.87	192
Bingo & Amusements	16,400	1.01	0.99	101
Cafes	36,800	2.26	1.73	131
Casinos & Betting Offices	10,900	0.67	1.00	67
Cinemas, Theatres & Concert Halls	12,600	0.77	1.52	51
Clubs	19,000	1.17	1.37	85
Disco, Dance & Nightclubs	0	0.00	0.50	0
Fast Food & Take Away	21,900	1.34	2.61	52
Hotels & Guest Houses	2,100	0.13	1.76	7
Public Houses	43,600	2.67	4.18	64
Restaurants	39,300	2.41	3.72	65
Sports & Leisure Facilities	49,900	3.06	1.54	199
<b>Totals</b>	<b>311,000</b>	<b>19.07</b>	<b>22.79</b>	<b>84</b>



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	14,100	0.86	0.40	214
Building Supplies & Services	0	0.00	0.56	0
Business Goods & Services	0	0.00	0.06	0
Employment & Careers	15,800	0.97	0.31	312
Financial Services	4,400	0.27	0.78	35
Legal Services	7,800	0.48	0.80	60
Other Business Services	1,600	0.10	0.40	24
Printing & Copying	3,500	0.21	0.20	107
Property Services	34,600	2.12	1.86	114
Retail Banks	56,900	3.49	3.16	111
<b>Totals</b>	<b>138,700</b>	<b>8.51</b>	<b>8.53</b>	<b>100</b>



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	203,800	12.50	9.65	129
<b>Total Floorspace</b>	<b>1,630,600</b>			



## TERMS AND CONDITIONS

### 1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

### 2. CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

### 3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.

3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

### 4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

### 5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

### 6. COPYRIGHT

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian.

### 7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

### 8. INDEMNITY

The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

### 9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-enactments thereof.

### 10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

### 11. FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

### 12. ASSIGNMENT

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

### 13. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

### 14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

### 15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 If given by mail seventy-two hours after the same shall have been despatched and

15.2 If given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

### 16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

### 17. LAW

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.

## **APPENDIX 5: IPSWICH TOWN CENTRE CO-STAR FOCUS REPORT (FEBRUARY 2010)**

**Introduction**

**Town FOCUS Report on Ipswich**

Report Produced 26/02/2010 (edited)

District (LA):

Ipswich

County:

Suffolk

Ipswich is the administrative centre of Suffolk and generally regarded, along with Norwich, as the principal shopping centre in East Anglia. It is located some 72 miles north east of London, 15 miles north of Colchester and 10 miles west of Felixstowe. Road communications into Ipswich are excellent, being located at the junction of the A12 and the A45 trunk road. Rail services to London Liverpool Street are available in approximately 1hour 12 minutes. Major facilities include The Buttermarket Shopping Centre and the Anglia Retail Park.

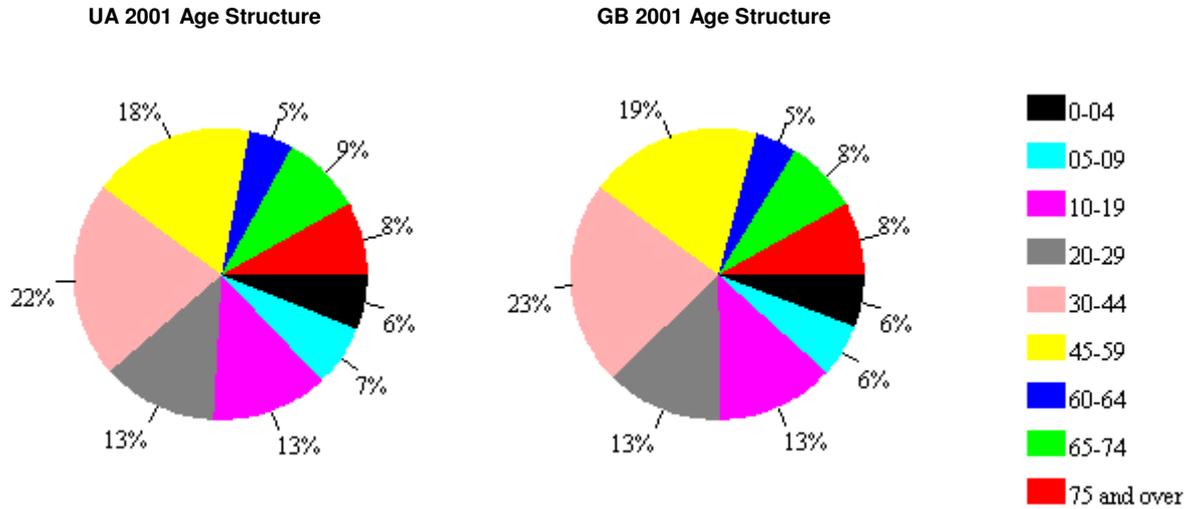


**Demographic**

	Urban Area	District	GB
<b>Population</b>			
Resident 2001	141,658.0	117,069	57,103,927
Resident 1991	130,103	116,956	54,888,844
<b>Households</b>			
2001 Total	60,039.0	49,842	23,852,721
1991 Total	53,104	47,748	21,897,322
Population within 10km of Centre		171,747	(1994 estimate)
Population within 20km of Centre		322,580	(1994 estimate)

	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
% Total Population Male	49.0	48.66	49	48.61	48.6	48.42
% Total Population Female	51.0	51.34	51	51.39	51.4	51.58

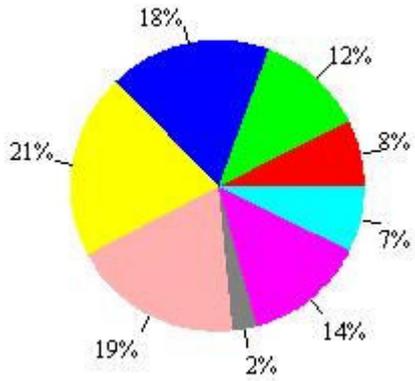
**Note:** Care must be taken when interpreting intercensal population change, as there have been changes in definition between 1991 and 2001, and the 2001 counts have been adjusted to account for under-enumeration.



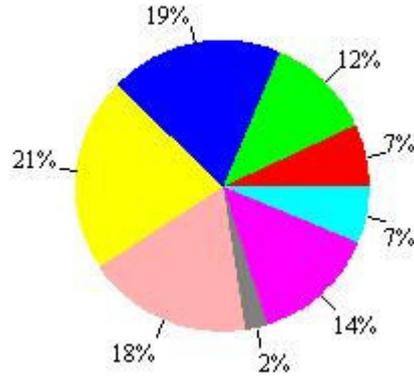
**2001 Census Data - Population by Age**

Age (%)	Urban Area	District	GB
0-04	6.2	6.2	5.9
05-09	6.6	6.6	6.3
10-19	13.1	13.3	12.8
20-29	13.1	13.7	12.6
30-44	22.2	21.6	22.6
45-59	17.7	17.4	19.0
60-64	4.5	4.4	4.9
65-74	8.6	8.5	8.4
75 and over	8.0	8.3	7.5
All Ages	141,658.0	117,069	57,103,927

**UA 1991 Age Structure**



**GB 1991 Age Structure**



**Age Structure 1991 (%)**

	Urban Area	District	GB
0 - 4	7.1	7.2	6.6
5 - 15	13.5	13.7	13.5
16 - 17	2.5	2.5	2.5
18 - 29	18.9	19.1	18.2
30 - 44	20.6	20.3	21.2
45 - Pensionable age	17.9	17.6	19.3
Pension - 74	12.0	11.9	11.7
75 and Over	7.5	7.7	7.0

**Socio-Economic**

**Mosaic Consumer Classifications**

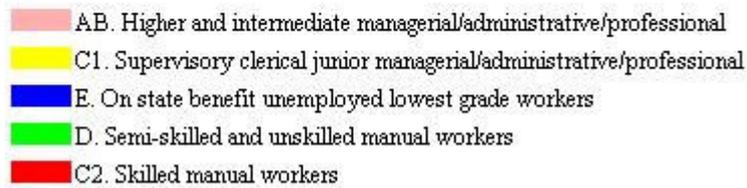
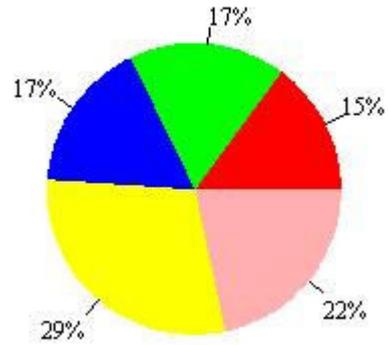
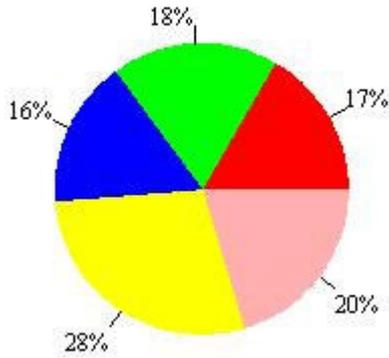
	Urban Area	GB
Symbols of Success	5.95	9.70
Happy Families	21.65	11.64
Suburban Comfort	17.67	14.69
Ties of Community	17.33	16.36
Urban Intelligence	5.67	7.35
Welfare Borderline	6.06	6.16
Municipal Dependency	7.04	6.73
Blue Collar Enterprise	11.28	11.08
Twilight Subsistence	3.27	3.26
Grey Perspectives	3.85	7.36
Rural Isolation	0.05	5.32
Unclassified	0.17	0.33

**Note:** A brief definition of each consumer group can be found in the Notes section.

**Source:** Mosaic UK, Experian Ltd, Embankment House, Electric Avenue, Nottingham, NG80 1EH (Tel. 0115 968 5151)

**Urban Area Class Groupings 2001**

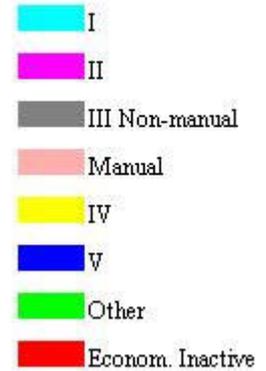
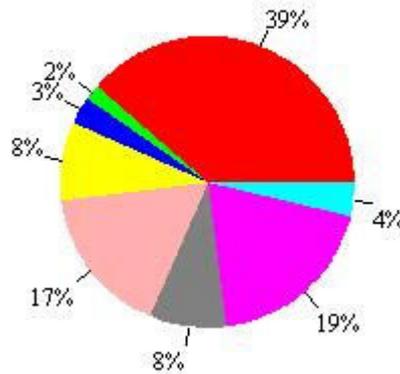
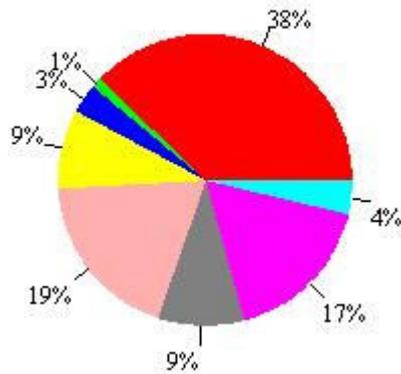
**GB Area Class Groupings 2001**



Class Groupings 2001 (%)	Urban Area	District	GB
AB. Higher and intermediate managerial/administrative/professional	20.3	18.10	21.70
C1. Supervisory clerical junior managerial/administrative/professional	28.3	27.60	29.40
E. On state benefit unemployed lowest grade workers	16.5	17.40	16.60
D. Semi-skilled and unskilled manual workers	18.2	19.70	17.20
C2. Skilled manual workers	16.7	17.30	15.10

**Urban Area Class Groupings 1991**

**GB Area Class Groupings 1991**



**Class Groupings 1991 (%)**

I  
II  
III Non-manual  
Manual  
IV  
V  
Other  
Econom. Inactive  
Unclassified

	Urban Area	District	GB
I	3.8	3.5	4.1
II	16.7	15.8	18.9
III Non-manual	9.4	9.3	8.3
Manual	18.8	19.0	16.4
IV	8.7	9.0	8.4
V	3.4	3.5	2.9
Other	1.0	1.6	1.6
Econom. Inactive	37.7	37.6	38.3
Unclassified	0.5	0.7	1.1

**Car Ownership (%)**

Households with no car (%)  
1 Car  
2 Cars +  
3 Cars  
4 Cars +  
Cars per Household (no. of cars)

	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
Households with no car (%)	26.3	32.6	29.4	34.6	27.5	33.4
1 Car	46.7	47.7	46.9	47.2	43.8	43.5
2 Cars +	22.1	19.7	19.4	18.2	23.1	23.1
3 Cars	3.9	N/a	3.5	N/a	4.4	N/a
4 Cars +	1.0	N/a	0.9	N/a	1.3	N/a
Cars per Household (no. of cars)	1.1	0.9	1.0	0.9	1.1	0.9

**Household Tenure (%)**

Owner Occupier  
Rented  
Private Rented  
Other Housing

	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
Owner Occupier	68.7	66.8	65.1	64.9	68.3	66.4
Rented	19.2	19.1	21.9	20.9	19.9	21.4
Private Rented	9.2	8.0	10.7	8.5	9.6	7.1
Other Housing	2.8	6.0	2.3	5.8	2.2	5.1

**Economy**

**Employment Profile(%)**

**Note:** 16-74 for 2001, but 16-64 for 1991\*

Male 16 - 74 Full Time \* (active)  
Male 16 - 74 Part Time \* (active)  
Male 16 - 74 Self Employed \* (active)  
Male 16 - 74 Unemployed (active)  
Male 16 - 74 Full-time student(active)  
Male 16 - 74 Retired (inactive)  
Male 16 - 74 Student (inactive)  
Male 16 - 74 Looking after home (inactive)  
Male 16 - 74 Permanently disabled (inactive)  
Male 16 - 74 Other (inactive)

	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
Male 16 - 74 Full Time * (active)	57.0	67.2	56.0	66.6	49.6	60.3
Male 16 - 74 Part Time * (active)	3.6	3.0	3.7	2.1	4.7	2.1
Male 16 - 74 Self Employed * (active)	10.3	11.5	10.1	10.9	11.3	13.1
Male 16 - 74 Unemployed (active)	4.0	N/a	4.5	N/a	4.2	N/a
Male 16 - 74 Full-time student(active)	2.3	N/a	2.2	N/a	2.5	N/a
Male 16 - 74 Retired (inactive)	11.9	N/a	11.6	N/a	12.1	N/a
Male 16 - 74 Student (inactive)	2.6	N/a	2.7	N/a	4.7	N/a
Male 16 - 74 Looking after home (inactive)	0.9	N/a	1.0	N/a	1.7	N/a
Male 16 - 74 Permanently disabled (inactive)	5.2	N/a	5.6	N/a	6.3	N/a
Male 16 - 74 Other (inactive)	2.3	N/a	2.5	N/a	2.9	N/a

<b>Note:</b> 16-74 for 2001, but 16-64 for 1991*	<b>2001</b>	<b>1991</b>	<b>2001</b>	<b>1991</b>	<b>2001</b>	<b>1991</b>
Female 16 - 74 Full Time * (active)	29.1	35.4	28.6	34.7	19.8	36.2
Female 16 - 74 Part Time * (active)	25.3	30.3	25.2	27.8	30.0	21.9
Female 16 - 74 Self Employed * (active)	2.9	2.9	2.7	2.6	4.3	4.0
Female 16 - 74 Unemployed (active)	2.4	N/a	2.5	N/a	2.5	N/a
Female 16 - 74 Full-time student(active)	2.7	N/a	2.7	N/a	2.8	N/a
Female 16 - 74 Retired (inactive)	15.6	N/a	15.3	N/a	15.5	N/a
Female 16 - 74 Student (inactive)	2.6	N/a	2.7	N/a	4.6	N/a
Female 16 - 74 Looking after home (inactive)	12.2	N/a	12.4	N/a	11.7	N/a
Female 16 - 74 Permanently disabled (inactive)	4.4	N/a	4.7	N/a	5.1	N/a
Female 16 - 74 Other (inactive)	3.0	N/a	3.2	N/a	3.6	N/a

**Note:** Data marked N/a = Not Available

### Claimant Count Unemployment Rate (%)

	<b>TTWA</b>	<b>GB</b>
Oct-09	3.8	4.3
Jul-09	3.8	4.3
Jul-08	2.2	2.4
Oct-07	2.0	2.2
Oct-06	2.3	2.6
Jul-06	2.3	2.7
Jul-05	2.0	2.4
Jul-04	2.2	2.3
Jul-03	2.5	2.6
Jul-02	2.3	2.6
Jan-02	2.2	2.8
Jul-01	2.1	2.6

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Claimant Count Unemployment Rates for UK towns, excluding London Boroughs are expressed as a proportion of the resident working age population (females 16-59, males 16-64).

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<b>Employment by Sector</b>	<b>TTWA</b>		<b>District</b>		<b>GB</b>	
	<b>2001</b>	<b>1991</b>	<b>2001</b>	<b>1991</b>	<b>2001</b>	<b>1991</b>
<b>Main Sectors</b>						
Manufacturing Industries	12.0	16.2	12.4	21.8	14.8	21.2
Primary Industries	1.0	3.6	1.0	5.9	1.9	3.3
Construction	7.7	4.9	7.9	5.2	6.8	4.5
Hotels & Catering (*)	4.7	*21.0	5.0	*21.9	4.8	*21.5
Transport & Communication	12.0	12.9	11.6	9.1	7.0	6.1
Banking, Finance & Business Services	16.7	12.0	16.2	8.6	17.5	12.1
Other Services	21.2	29.4	21.4	27.5	23.9	31.2
Utilities	1.5	N/a	1.4	N/a	0.8	N/a
Public Admin & Defence	4.5	N/a	4.2	N/a	5.8	N/a
Retail (*)	18.7	*11.2	19.0	*10.9	16.6	*10.7

**Note I:** Data marked N/a = Not Available

(\*) **Note II:** % for 1991 not directly comparable (\*) **Note III:** for further explanation of non-comparable sectors, see Notes at end of Report

## Main Employers

Company Name	Size/Staff Number	Activity
Bt Exact	4500	Telecommunication Consultants
The Ipswich Hospital Nhs Trust	3500	Hospitals
Axa Insurance	1700	Insurance - Other
Willis Insurance Brokers	1200	Insurance - Commercial, Property & Liability
Suffolk College	1000	Schools & Colleges
St Clements Hospital	800	Hospitals
Montgomery Interior Fabrics	750	Soft Furnishing Retailers
Asda Stores Ltd	600	Supermarkets
R B S Insurance	600	
Sainsbury'S Supermarkets Ltd	500	Supermarkets
Crane Fluid Systems	450	Engineering Machine Shops
Ransomes Property Developments Ltd	400	Property Development
Ransomes Jacobsen Ltd	400	Horticultural Eqpt
Topshop	375	Clothes Shops - Ladies
Game Stores Ltd	375	Computer Games
Suffolk Local Education Authority	370	Local Government
The Royal British Legion	360	Clubs & Associations
East Of England Co-Op	350	Department Stores
Mediterranean Shipping Co (Uk) Ltd	350	Shipping & Forwarding Agents
Archant Ltd	350	Newspapers & Magazines

Source: Experian (Feb 2007)

Note: This is a guide to the main employers, from information available - in some cases, no staff numbers are given. Where possible, a maximum of 20 employers are shown

## Commercial Property

### Guide to Prime Rents

Offices	-Jan 01	£ 12.00 psf
	-Jul 00	£ 12.00 psf
	-Jul 99	£ 12.00 psf
	-Jul 98	£ 12.00 psf
	-Jul 97	£ 12.00 psf
	-Dec 96	£ 12.10 psf

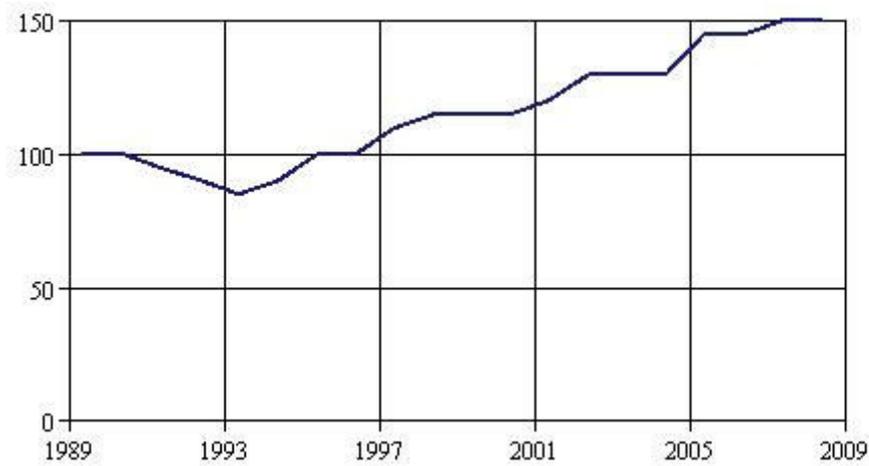
Source Office Rental data is supplied by King Sturge LLP, 30 Warwick Street, London, W1B 5NH (Tel: 020 7493 4933; Fax: 020 7499 0569) [www.kingsturge.com](http://www.kingsturge.com)

Note: Data is for hypothetical prime rents for Grade A office space. Also refer to Notes at the end of this report.

Retail ZA	-Jun 08	£ 150.00 psf
	-Jun 07	£ 150.00 psf
	-Jun 06	£ 145.00 psf
	-Jun 05	£ 145.00 psf
	-Jun 04	£ 130.00 psf
	-Jun 03	£ 130.00 psf
	-Jun 02	£ 130.00 psf

-Jun 01	£ 120.00 psf
-Jun 00	£ 115.00 psf
-Jun 99	£ 115.00 psf
-Jun 98	£ 115.00 psf
-Jun 97	£ 110.00 psf
-Jun 96	£ 100.00 psf
-Jun 95	£ 100.00 psf
-Jun 94	£ 90.00 psf
-Jun 93	£ 85.00 psf
-Jun 92	£ 90.00 psf
-Jun 91	£ 95.00 psf
-Jun 90	£ 100.00 psf
-Jun 89	£ 100.00 psf
-Jun 88	£ 100.00 psf
-Jun 87	£ 75.00 psf

Retail ZA Chart:



Source Retail Zone A Rental data is supplied by Colliers CRE, 9 Marylebone Lane, London W1U 1HL (Tel 020 7935 4499; Fax 020 7409 3124) www.collierscre.com

Note: These retail rents are based upon Colliers CRE's opinion of open market Zone A rents. The rental values relate to a hypothetical shop unit of optimum size and configuration in the prime pitch and have been arrived at by adopting zone sizes standard for the location. Also refer to Notes at the end of this report.



Industrial	-Dec 06	£ 5.25 psf
	-Dec 05	£ 5.00 psf
	-Dec 04	£ 5.00 psf
	-Dec 03	£ 5.00 psf
	-Dec 02	£ 5.00 psf
	-Dec 01	£ 4.50 psf
	-Dec 00	£ 4.50 psf
	-Dec 99	£ 4.50 psf
	-Dec 98	£ 4.25 psf
	-Dec 97	£ 4.50 psf
	-Dec 96	£ 4.50 psf
	-Dec 95	£ 5.00 psf

-Dec 94	£ 4.50 psf
-Dec 93	£ 4.25 psf
-Dec 92	£ 4.75 psf
-Dec 91	£ 5.25 psf
-Dec 90	£ 5.25 psf

Source: Industrial Rental data is supplied by GVA Grimley, 10 Stratton Street, London W1J 8JR (Tel 0870 900 8990) www.gvagrimley.co.uk

## Residential Property

Date	New dwellings			Secondhand dwellings		
	2 Bed Flat	2 Bed Terrace	3 Bed Semi-Det	Inter War Semi-Det	Post 60s Detached	Post 60s Flat
Jan 08	n/a	n/a	n/a	155,000	300,000	125,000
Jul 07	n/a	n/a	n/a	155,000	300,000	130,000
Jan 07	n/a	n/a	n/a	145,000	300,000	130,000
Jul 06	n/a	n/a	n/a	140,000	280,000	125,000
Jan 06	n/a	n/a	n/a	135,000	275,000	125,000
Jul 05	n/a	n/a	n/a	140,000	260,000	105,000
Jan 05	n/a	n/a	n/a	140,000	270,000	110,000
Jul 04	n/a	n/a	n/a	135,000	275,000	100,000
Jan 04	n/a	n/a	n/a	135,000	260,000	100,000
Oct 03	n/a	n/a	n/a	133,000	247,000	90,000
Apr 03	n/a	n/a	n/a	133,000	247,000	87,000
Oct 02	n/a	n/a	n/a	115,000	220,000	75,000
Apr 02	n/a	n/a	n/a	95,000	190,000	65,000
Oct 01	n/a	n/a	n/a	89,000	177,500	57,500
Apr 01	47,500	63,000	80,000	75,000	130,000	40,000
Oct 00	42,500	57,500	72,500	65,000	118,000	35,000
Apr 00	36,500	52,500	67,500	60,000	107,000	34,000
Oct 99	35,000	47,500	62,500	56,000	105,000	33,000
Apr 99	32,000	42,000	57,000	60,000	97,500	27,500
Oct 98	30,000	40,000	55,000	48,000	95,000	25,000
Apr 98	30,000	40,000	55,000	48,000	95,000	25,000

Source: Valuation Office Agency from their Property Market Reports (PMRs)

Note: Minimum prices are quoted above from the range given in the PMRs up to Apr 2001.  
From Oct 2001 onwards, only 'average' prices will be available, so not directly comparable and explains why graphs can show sharp change between Apr and Oct 2001.  
For New Dwellings from Oct 2001 onwards, PMRs no longer provide prices

## Retailing

Chart of Number of Requirements by Date

Retail Demand ( extracted from Retail FOCUS)		
No. of Requirements	Ranking (1st highest)	Date
35	80	Apr 09
38	90	Jan 09
70	83	Oct 07
75	77	Apr 07
81	67	Oct 06
91	57	Apr 06
100	55	Oct 05
106	49	Apr 05
98	47	Oct 04
91	49	Apr 04
92	51	Oct 03
74	68	Apr 03
82	59	Oct 02
70	79	Apr 02
63	76	Oct 01
65	74	Apr 01
65	70	Oct 00
61	78	Apr 00
57	86	Oct 99
59	89	Apr 99
63	76	Oct 98
65	71	Apr 98
75	50	Oct 97
63	56	Apr 97
60	57	Nov 96
65	49	Apr 96
68	39	Jul 95
60	41	Feb 95
42	76	Jun 94
43	70	Jan 94
45	48	Jun 93
42	66	Aug 92
45	87	Oct 91
61	81	Feb 91

**Major Retail Developments** (please note that the list of schemes below is not exhaustive)

**Name** **Anglia Retail Park**  
Type Retail Park  
Anchor Tenant B&Q Warehouse; Burger King; Carpetright; Comet; Land of Leather; Mamas & Papas  
Anchor Tenant Pizza Hut; The Carphone Warehouse  
Developer Simons Estates  
Letting Agent Savills Commercial  
Managing Agent CB Richard Ellis  
Owner Equitable Life Assurance  
Owner Insight Investment  
Updated 03-Jul-07

**Name** **Eastgate Shopping Centre**  
Type Shopping Centre  
Opened 1970  
Developer Warnbride Developments Ltd  
Letting Agent Gooch Cunliffe Whale  
Managing Agent Nelson Bakewell  
Owner Cheval Properties  
Owner Schroder Property Investment Management  
Updated 26-Mar-07  
Notes Cheval Properties has acquired the centre for £23m, reflecting a yield of 5.4%. (EG 17/12/2005)Gresham Property Partners, a fund managed by Schroder Property Investment Management, has acquired the centre for £13m, reflecting a yield of 9%. Tenants include Peacocks, Savers, Ladbrokes, QD and Shoefayre. (RW 15/08/03)Formerly known as Carr Shopping Precinct.

**Name** **Euro Retail Park (Warren Heath)**  
Type Retail Park  
Letting Agent King Sturge  
Owner Allied Irish Private Banking  
Updated 25-Apr-07  
Notes Tenants include Allied Carpets, Arbuckles, B&Q Warehouse, Burger King. (FOCUS Research 25.07.2007)Allied Irish Private Banking represented by Cheval has purchased the park for £66.34m, reflecting a 4.44% initial yield and a 5.38% equivalent yield. (Shopping Centre 12/09/2006)MFI, Allied Carpets, Blane Leisure, Carpetright, Powerhouse are the some of the main tenats at the retail park (FOCUS Research 30/05/06).B&Q Warehouse has taken space totalling 100,000 sq ft at the scheme. Halfords and Dreams have both taken units totalling 10,000 sq ft. (Property Mall 18/03/04)

**Name** **Interchange Retail Park**  
Type Retail Park  
Anchor Tenant Currys ; PC World; Pizza Hut; Tesco  
Developer Equity Estates  
Managing Agent NB Real Estate  
Owner Lloyds TSB Group Pension Trust 2  
Owner Scottish Widows  
Updated 14-Jan-08

**Name** **Suffolk Retail Park**  
Type Retail Park  
Anchor Tenant Dunelm Millshop ; Halfords  
Owner White Rock Properties  
Updated 25-Apr-07

Notes Tenants include Halfords. (25.04.2007) Tenants include Argos Extra, Dunelm Millshop and The Range-Home & Leisure. (Focus Research 17/02/06) White Rock Properties, in partnership with a client of ING Retail Estate, has acquired the park for £15m, from a client of Morley Fund Management reflecting a net initial yield of 6.7%. (PW 19/09/03)

**Name** **The Buttermarket**  
**Type** Shopping Centre  
**Opened** 1992  
**Letting Agent** Churston Heard  
**Letting Agent** EWS  
**Owner** Crestform  
**Owner** Prime Commercial Properties  
**Updated** 25-Apr-07

Notes Protego Real Estate Investors has purchased the centre from Prime Commercial Properties for £50.5m, reflecting a 5% initial yield and a 5.35% equivalent yield. T.J Hughes has taken the former Alders store, totalling 110,000 sq ft. (Evening Star 03/03/2006) Ipswich Town FC has taken space totalling 1,300 sq ft at the centre. (Shopping Centre Dec 04) New Look has taken space in the former C&A store in the centre. (RW 05/04/02) Legal & General has sold the centre to Prime Commercial Properties for an undisclosed price. (EG 16/02/02)

**Name** **Tower Ramparts**  
**Type** Shopping Centre  
**Opened** 1986  
**Developer** Church Commissioners  
**Letting Agent** Briant Champion Long  
**Owner** BVK Europa Immobilien Specialfonds  
**Updated** 16-Feb-07

Notes Tenants include Vodafone, Card Fair and Lunn Poly Ltd. (Focus Research 16/02/07) The centre is currently under offer. (PW 26/11/04) Tenants include Etam, Vision Express, Warehouse, Topshop/TopMan, Ernest Jones and Bay Trading. (Centre Website March 04) BVK Europa Immobilien Specialfonds has acquired the centre for £28m, reflecting a yield of c7.5%. (RW 29/11/02)

## Communications

Road: Located on A14/A12 (A14 formerly known as A45). London - 78 miles.

Rail: Ipswich to London Liverpool Street (1hr 15mins).

Air: Stansted Airport

Nearby Centres	Road Distance (miles)	Travel Time (mins)	Population (Urban Area 1991)
Colchester	18	30	95,343
Bury St Edmunds	25	32	31,221
Clacton On Sea	30	40	44,485
Lowestoft	43	59	63,331

## Reports

10/03/07	EG	09/09/06	EG	05/05/06	PW	21/10/05	PW	10/09/05	EG
26/02/05	EG	22/10/04	PW	18/09/04	EG	13/08/04	PW	16/04/04	PW
28/11/03	PW	04/10/03	EG	04/10/03	EG	22/08/03	PW	12/07/03	EG
08/02/03	EG	01/11/02	PW	28/03/02	PW	16/02/02	EG	05/10/01	PW
27/01/01	EG	27/10/00	PW	01/10/99	PW	01/05/99	EG	02/10/98	PW
15/08/97	PW	10/05/97	EG	02/05/97	PW	07/09/96	EG	16/08/96	PW
11/01/96	PW	26/10/95	PW	02/09/95	EG	20/04/95	PW	10/11/94	PW
15/04/94	ET	11/09/93	EG	15/07/93	CSW	16/04/93	ET	21/01/93	CSW
30/07/92	CSW	01/05/92	ET	14/11/91	CSW	03/05/91	ET	25/10/90	CSW
05/05/89	ET	27/10/88	CSW	29/10/87	CSW	30/10/86	CSW	20/05/86	ET

## Legend

CSW - Chartered Surveyor Weekly  
EG - Estates Gazette  
ET - Estates Times  
PW - Property Week

## Notes

### Mosaic Consumer Classifications

Mosaic Consumer Classifications are provided by Experian, the leading supplier of consumer segmentation. This dataset provides a picture of UK consumers in terms of their socio-demographics, lifestyles, culture and behaviour and is updated annually.

The definitions of the Mosaic Consumer Classifications are as follows:

Symbols of Success	People with rewarding careers who live in sought after locations, affording luxuries and premium quality products.
Happy Families	Families with focus on careers and home, mostly younger age groups now raising children.
Suburban Comfort	Families who are successfully established in comfortable, mature homes. Children are growing up and finances are easier.
Ties of Community	People living in close-knit inner city and manufacturing town communities, responsible workers with unsophisticated tastes.
Urban Intelligence	Young, single and mostly well-educated, these people are cosmopolitan in tastes and liberal in attitudes.
Welfare Borderline	People who are struggling to achieve rewards and are mostly reliant on the council for accommodation and benefits.
Municipal Dependency	Families on lower incomes who often live in large council estates where there is little owner-occupation.
Blue Collar Enterprise	People who, though not well-educated, are practical and enterprising and may well have exercised their right to buy.
Twilight Subsistence	Elderly people subsisting on meagre incomes in council accommodation.
Grey Perspectives	Independent pensioners living in their own homes who are relatively active in their lifestyle.
Rural Isolation	People living in rural areas where country life has not been influenced by urban consumption patterns.

### Claimant Count Unemployment Rate

Travel To Work Area (TTWA) figures based on Manchester TTWA

The claimant count measures the number of people claiming Jobseeker's allowance (JSA) including those who sign on for National Insurance credits but receive no benefit but those unemployed people who fall outside the eligibility criteria for JSA are likely to be missed including women, young people and those living in higher income households.

Claimant Count Unemployment Rates for UK towns, excluding London Boroughs are expressed as a proportion of the resident working age population (females 16-59, males 16-64). The working age population figures are derived from the mid-year population estimates which are compatible with the 2001 Census. Before February 2003, Unemployment Rates were expressed as a proportion of the corresponding mid-year estimate of the workforce jobs in the area plus the number of claimants. Differences are mainly explained by the fact that the number of jobs in an area may be different from the resident population of working age as a result of:

- commuting patterns (which can work either way, the new proportions being higher than the old rates for some city areas, for example).
- different proportions of the resident population who are working or seeking work (i.e. differences in economic activity rates).

Claimant Count Unemployment Rates for London Boroughs are expressed as a proportion of the resident labour force. The resident labour force is based on 2001 census data on economic activity (economically active residents in that area at the 2001 census, excluding economically active full-time students) adjusted for changes in national economic activity rates between 2001 and the current year, and applied to the current years GLA ward population projections. Discontinuities are likely to occur when the January data is released each year because it is the first to incorporate the new labour force data for that year. In addition, data from February 2004 is not comparable with earlier data because it was the first to be released on the basis of 2002 ward geography rather than the old model which related to the size of the labour force as at 1991 and the older ward boundaries.

### Office Rental Data

All data contained in the office rental report has been compiled by King Sturge LLP and is published for general information purposes only. Whilst every effort has been made to ensure the accuracy of the data and other material contained in this report, King Sturge LLP does not accept any liability (whether in contract, tort or otherwise) to any person for any loss or damage suffered as a result of any errors or omissions. The information, opinions and forecasts set out in the Report should not be relied

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### **Retail Rental Data**

The Colliers CRE Retail Rents Map and Database is based upon the company's opinion of the open market Zone A rent in 609 shopping locations in the UK. The rental values relate to a hypothetical shop unit of optimum size and configuration in the prime pitch. The figures have been arrived at by adopting zone sizes standard for the location and are expressed as £ per square foot per annum. In the case of shopping centre locations where the rent payable is the greater of a base Rent (a percentage of Full Rental Value (typically 80%) or a percentage of turnover, the rental contained in the Rents Map and Database is Full Rental Value (ie. the grossed up Base Rent). In assessing it's opinion of the open market Zone A rent Colliers CRE only acknowledge the presence of shopping centres once completed and open to the public.

Neither the whole or any part of the Colliers CRE Rents Map and Database, or any reference thereto, may be included in any published document, circular or statement or disclosed in any way without the company's written consent to the form and context in which it may appear. The Rents Map and Database gives information which may be helpful in identifying trends in the retail property market. However, no warranty is given as to the accuracy of, and no liability is accepted in relation to, the figures contained in it and they must not be relied upon for investment or any other purposes. The Rents Map and Database does not constitute and must not be treated as investment, rent review, lease renewal or valuation advice.

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### **Employment sectors**

Employment Sector variations between 2001 & 1991.

Hotels & Catering refers to 2001 but in 1991 it was Distribution, Hotels & Catering.

Transport Storage & Communications refers to 2001, but in 1991 it was just Transport & Communication.

Retail in 2001 includes Wholesale & Retail Trade and Repair of Motor Vehicles, whereas in 1991 it was Retail Distribution.

### **Planning Data**

All Local & Structure Plan data is provided by Fusion Online Ltd which has been collected through regular contact with UK planning authorities.

The various stages of the planning process are assigned a status, these are;

**Adopted:** The document has been adopted by the council and is the referable document for planning purposes.

**Approved:** This is basically the same as the ADOPTED status, however we allocate an 'approved' status to documents that are reviewed each year. For example Local Development Schemes.

**Under Preparation:** The document is being worked on and is somewhere within the formal development plan process.

**Preparation Planned:** Work on the document has not yet began but is planned for the future.

**Pre-Preparation:** The council are carrying out informal evidence based work on the document.

**On Hold:** The document has been placed on hold.

**Abandoned:** The document has abandoned by the council.

**Archive:** This is normally used to house documents in excess of 10 years old on the system. However this status is currently not use

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## **APPENDIX 6: IPSWICH - COSTAR FOCUS RETAILER REQUIREMENTS (FEBRUARY 2010)**

Location	Location Type	square metres		Retailer	Agency Name	Agency Address	Agency Telephone	Agency Contact Name	Agency Contact Email	
		From	To							
<b>Comparison Goods</b>										
1 Ipswich	Town	139	232	Quiz Clothing,	CWM	37 Golden Square, London, W1F 9LA	020 7494 6900	John Lane	john.lane@cwmm.co.uk	
2 Ipswich	Town	250	300	Zara	Harper Dennis Hobbs	15-16 New Burlington Street, London, W1S 3BJ	0207 025 6900	David Harper	davidharper@hdh.co.uk	
3 Ipswich	Town	279	372	Select	Rowley Hughes Thompson Ltd	102 Colmore Row, Birmingham, B3 3AG	0121 212 7800	Ian Hughes	ianh@rhretail.co.uk	
4 Ipswich	Town	3252	4645	JTF Wholesale Ltd	Glen-Davison Angus	32 Leazes Park Road, Newcastle Upon Tyne	0191 261 1666	Ian Angus	iaa@gdanet.co.uk	
5 Ipswich	Town	139	186	Yours	Radcliffes	55 South Audley Street, London, W1K 2BL		Malcolm Brown	mob@ratcliffes.com	
6 Ipswich	Town	163	325	Kathmandu UK Ltd	Rmg Retail	199 Chiswick High Road, Chiswick, London		Richard Gerry	rgerry@rmgretail.biz	
7 Ipswich	Town	139	232	Linens Direct UK Ltd	Brasier Freeth	Edward Hyde Building, 38 Clarendon Road, Watford	01923 210810	Russell Jerrard	russell.jerrard@brasierfreeth.com	
8 Ipswich	Town	22	56	The Fragrance Shop	Cushman & Wakefield	Zenith Building, 26 Spring Gardens, Manchester		Matt Illingworth	matt.illingworth@eur.cushwake.com	
9 Ipswich	Town	46	93	Fonehouse Group Ltd	Capa	37 Duke Street, London, W1U 1LN	020 7224 7222	Andy Smith	andy@capa.uk.com	
10 Ipswich	Town	232	929	Formula One Auto Centre	Formula One Auto Centre	Second Avenue Centrum 100, Burton on Trent	01438 746633	Ian Barrett	ibarrett@f1autocentres.com	
11 Ipswich	Town	186	1394	Machine Mart Limited	Machine Mart Limited	211 Lower Parliament Street, Nottingham	0115 840 6163	John Crawley	johnc@machinemark.co.uk	
12 Ipswich	Town	93	186	Buy The Book	Burns Property Consultants	Corn Exchange Building Fenwick Street, Liverpool	0151 227 2199	John Chapman	john@burnsproperty.co.uk	
13 Ipswich	Town	93	139	Johnsons Cleaners UK Ltd	Edwards & Co	26 King Street, Manchester, M2 6AY	0161 833 9991	Michael Bathurst	mike@edwardsandco.com	
14 Ipswich	Town	139	325	Mountain Warehouse	Thomas Davidson & Partners	Carrington House, 128-130 Regent Street, London	020 7734 3443	Melandra Curley	mcurley@thomas-davidson.co.uk	
15 Ipswich	Town	74	279	YMCA Shops	Williams Gunter Hardwick	Clifton Heights, Triangle West, Clifton, Bristol	0117 922 1222	Michael Mcmichael	michael@wghproperty.co.uk	
16 Ipswich	Town	232	325	Yours Clothing	Kitchen La Frenais Morgan	1 Tenterden Street, London, W1S 1TA		Karen Collis	kcollis@klmproperty.co.uk	
<b>Sub-total</b>		<b>5,479</b>	<b>10,018</b>							
<b>Convenience Goods</b>										
17 Ipswich	Town	232	465	Majestic Wine	Rapleys	Falcon Road, Hinchingsbrook Business Park, Huntingdon	0870 777 6292	Mike Pearce	mjp@rapleys.co.uk	
18 Ipswich	Town	28	46	Millies Cookies	Harper Dennis Hobbs	15-16 New Burlington Street, London	0207 025 6900	Chris Dennis	chrisdennis@hdh.co.uk	
19 Ipswich	Town	163	279	The Bakers Oven	The Bakers Oven	Unit 8 Saxon House Upminster Trading Park, Warley Street, Upminster	01708 222 014	Martin Bohill	martinbohill@greggs.co.uk	
<b>Sub-total</b>		<b>423</b>	<b>790</b>							
<b>Services</b>										
20 Ipswich	Town	465	743	Optical Express	Capa	37 Duke Street, London, W1U 1LN	020 7224 7222	Mike Sheath	mike@capa.uk.com	
21 Ipswich	Town	93	186	Rush Hair	Jp Retail	Linen Hall, 162-168 Regent Street, London		James Peasnell	james@jpretail.co.uk	
22 Ipswich	Town	2023	2183	Marstons Plc	Marstons Plc	Marston's House, Wolverhampton	01902 711 811	Mike West	mike.west@marstons.co.uk	
23 Ipswich	Town	372	743	Hooters	Hooters	*		Mike Williams	mwilliams@hooters.co.uk	
24 Ipswich	Town	149	260	Gourmet Burger Kitchen	Gourmet Burger Kitchen	1 Lindsey Street Suite D Second Floor, London	0870 066 2087	George Jones	george.jones@claphamhousegroup.com	
<b>Sub-total</b>		<b>3,101</b>	<b>4,116</b>							
<b>TOTAL</b>		<b>9,003</b>	<b>14,923</b>							

SOURCE: CO-STAR GROUP - REAL ESTATE INFORMATION: RETAILER REQUIREMENTS FOCUS REPORT (February 2010)

NOTES: This does not represent a definitive list of operators looking for space in Ipswich Town Centre or the wider Borough area, as not all operators are signed up to the Co-Star Retail Database.

## **APPENDIX 7: IPSWICH TOWN CENTRE – PEDESTRIAN FLOWCOUNT SURVEY (MARCH 2010)**

**PEDESTRIAN MARKET RESEARCH SERVICES**

# **IPSWICH**

**March 2010**

## **PEDESTRIAN FLOWCOUNT**



**PEDESTRIAN MARKET RESEARCH SERVICES**

## **REPORT**

**Survey Date : 5th & 6th March 2010**

**Weather :**

**Friday : Cold, Bright & Breezy**

**Saturday : Cold with Bright Spells**

**Copyright: PMRS LTD**

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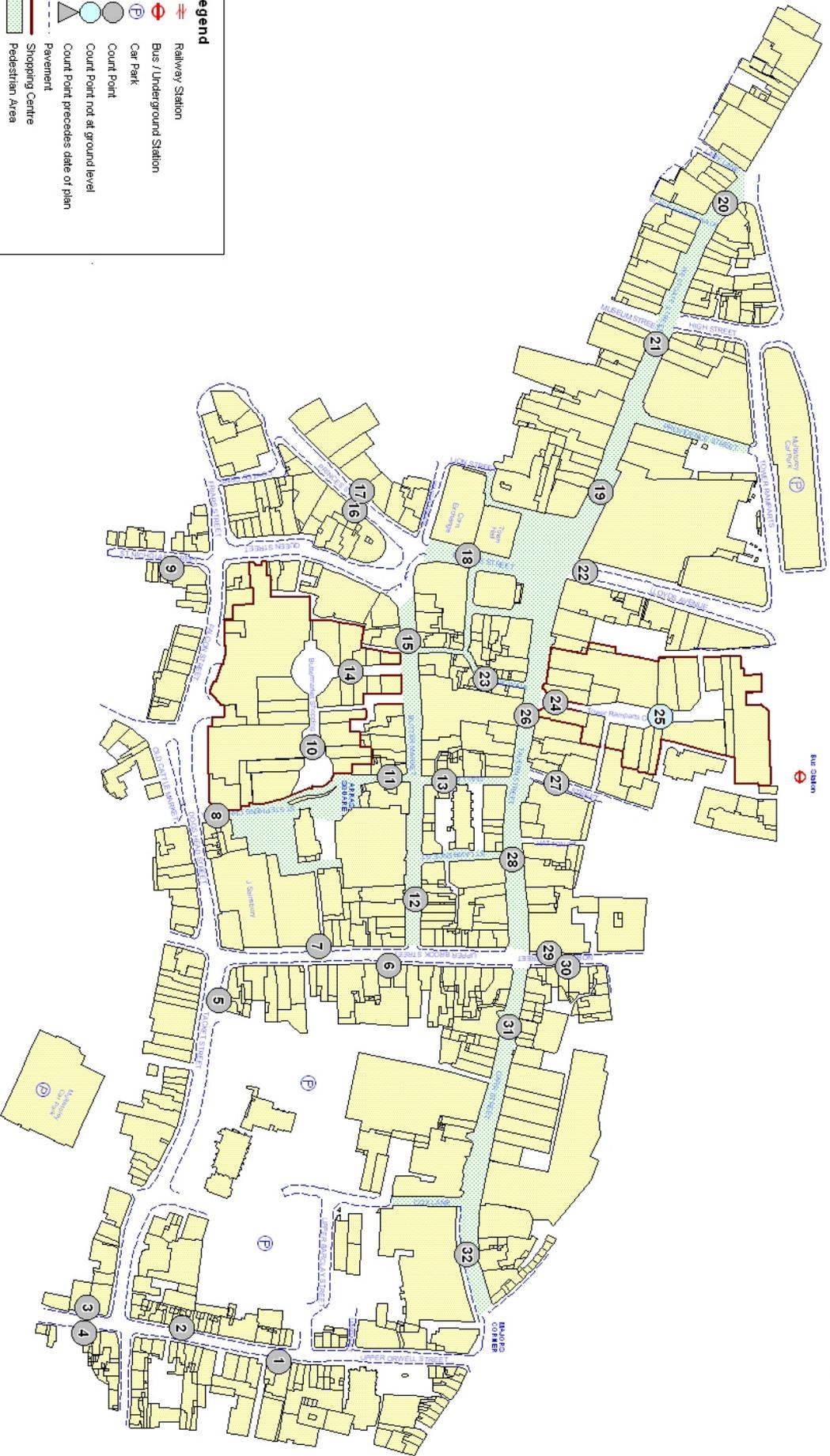
PMRS Sopwell Mill, 61 Cottonmill Lane, St Albans, Herts AL1 2ES Tel: 01727 867 100

## EXPLANATORY NOTES

- 1 The 32 count points are selected from the Ordnance Survey plan and cover the contiguous retail area. The sites at which the enumeration was undertaken are identified by the fascia and address of the occupier with the exact enumeration point noted in each case. The names of occupiers and their trades are given for identification purposes only: the names cited are not necessarily their full trading names, nor do the trades cited necessarily represent the full extent of their business. Similarly, the streets and street numbers are given solely for the purpose of identifying the sites at which the enumeration was undertaken and they do not necessarily represent the postal addresses of the occupiers.
- 2 The numbers given represent estimates of the total number of pedestrians passing each site over a six hour period between the hours of 10.00am - 5.00pm on Friday and Saturday, and during the whole week (Monday-Saturday). The totals given for Friday and Saturday represent samples which are grossed up by a factor of 30, the reciprocal of the sampling fraction, to allow for the fact that on either day pedestrian movements were counted for a total of 12 minutes out of a possible 6 hours.
- 3 The numbers given for the whole week are the sums of those given for Friday and Saturday grossed up by a second factor of 2.353 to allow for the days Monday through Thursday which were not enumerated. This latter factor is an average based upon a series of previous counts conducted throughout the week (Monday -Saturday).
- 4 Unless otherwise indicated, the enumerators are instructed to count pedestrians passing the count point in both directions, with the exception of children under the age of eight, vagrants, post-people, traffic wardens, police officers, and delivery staff. On vehicular streets, the full pavement width outside the unit indicated is enumerated, and in the case of pedestrianised streets and shopping malls, half or full width is enumerated.
- 5 The indices given in the table for Friday, Saturday, and the whole week are percentages based upon the average recorded flow of all 32 count points, which is benchmarked at 100 percent. The chart shows the indexed count points relative to the average pedestrian flow, and indicates the locational hierarchy throughout the centre.

<b>CENTRE - IPSWICH MARCH 2010</b>			
<b>NO</b>	<b>OCCUPIER</b>	<b>STREET &amp; ADDRESS</b>	<b>PRECISE COUNT POINT LOCATION</b>
1	SPICE FUSION THAI REST	39 Upper Orwell Street	Pavement width counted on Upper Orwell Street
2	CHINESE HERBS NATURAL THERAPY	64 Upper Orwell Street	Pavement width counted on Upper Orwell Street
3	GO EAST ASIAN FOODS	Fore Street	Pavement width counted on Fore Street
4	THE DRESS CIRCLE L/WR	Fore Street	Pavement width counted on Fore Street
5	HEARING SOLUTIONS	5 Tacket Street	Pavement width counted on Tacket Street
6	SHUROPODY CLINIC & SHOES	23 Upper Brook Street	Pavement width counted on Upper Brook Street
7	WILKINSON H/HLD GDS	28-32 Upper Brook Street	Pavement width counted on Upper Brook Street
8	SHALI SPINKT GROCER	St Stephens Lane	Full width of pedestrian walkway counted on St Stephens Lane
9	PAUL HENRI HAIR	11-13 St Nicholas Street	Pavement width counted on St Nicholas Street
10	NEW LOOK L/WR	Butter Market Shopping Centre	Full width of pedestrian mall counted in Butter Market Shopping Centre
11	JACEYS COFFEE HOUSE	1A St Stephens Lane	Full width of pedestrian walkway counted on St Stephens Lane
12	JONES SHOES	44 Butter Market	Full width of pedestrian walkway counted on Butter Market
13	LYNNES CARDS	14 Dial Lane	Full width of pedestrian walkway counted on Dial Lane
14	CAFÉ GIARDINO	14-15 Butter Market Shopping Centre	Full width of pedestrian mall counted in Butter Market Shopping Centre
15	HALIFAX BANK	6-8 Butter Market	Full width of pedestrian walkway counted on Butter Market
16	CO-OP BANK	11-13 Princes Street	Pavement width counted on Princes Street
17	ROYAL BANK OF SCOTLAND	8-10 Princes Street	Pavement width counted on Princes Street
18	THE CORN EXCHANGE	Princes Street	Full width of pedestrian walkway counted on Princes Street
19	DEBENHAMS DEP STORE	2-10 Westgate Street	Full width of pedestrian walkway counted on Westgate Street
20	BON MARCHE L/WR	50-54 Westgate Street	Full width of pedestrian walkway counted on Westgate Street
21	NEXT CLOTHING	29-31 Westgate Street	Full width of pedestrian walkway counted on Westgate Street
22	LLOYDS T S B BANK	Lloyds Avenue	Full width of pedestrian walkway counted on Lloyds Avenue
23	GAMES & GIGGLES GIFTS	5 The Walk	Full width of pedestrian walkway counted on The Walk
24	INNOVATIONS L/WR	Tower Ramparts Centre	Full width of pedestrian mall counted in Tower Ramparts Centre
25	RYMANS STATIONER	19 Tower Ramparts Centre	Full width of pedestrian mall counted in Tower Ramparts Centre (Upper Level)
26	H M V RECS	20 Tavern Street	Full width of pedestrian walkway counted on Tavern Street
27	H&M CLOTHING	Tower Street	Full width of pedestrian walkway counted on Tower Street
28	MCDONALDS	31 Tavern Street	Full width of pedestrian walkway counted on Tavern Street
29	STARBUCKS COFFEE	Northgate Street	Pavement width counted on Northgate Street
30	VACANT	8 Northgate Street	Pavement width counted on Northgate Street
31	MILLETS CAMPING GDS & OUT/WR	14-16 Carr Street	Full width of pedestrian walkway counted on Carr Street
32	CO-OP DEP STORE	36-38 Carr Street	Full width of pedestrian walkway counted on Carr Street

# IPSWICH



**Legend**

- Railway Station
- Bus / Underground Station
- Car Park
- Count Point
- Count Point not at ground level
- Count Point precedes date of plan
- Pavement
- Shopping Centre
- Pedestrian Area



**IPSWICH - MARCH 2010**

NO	OCCUPIER	STREET & ADDRESS	NOTE	FRIDAY		SATURDAY		WEEK	
				COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	SPICE FUSION THAI REST	39 Upper Orwell Street		0.57	9	0.54	5	2.61	6
2	CHINESE HERBS NATURAL THERAPY	64 Upper Orwell Street		0.66	10	1.08	10	4.09	10
3	GO EAST ASIAN FOODS	Fore Street		0.90	14	1.65	15	6.00	15
4	THE DRESS CIRCLE L/WR	Fore Street		0.72	11	0.81	7	3.60	9
5	HEARING SOLUTIONS	5 Tacket Street		3.24	50	4.62	43	18.49	45
6	SHUROPODY CLINIC & SHOES	23 Upper Brook Street		5.49	84	10.38	96	37.34	91
7	WILKINSON H/HLD GDS	28-32 Upper Brook Street		8.43	129	13.68	126	52.02	127
8	SHALI SPINKT GROCER	St Stephens Lane	T	4.05	62	8.25	76	28.94	71
9	PAUL HENRI HAIR	11-13 St Nicholas Street		1.92	29	2.34	22	10.02	25
10	NEW LOOK L/WR	Butter Market Shopping Centre	T	6.66	102	12.78	118	45.74	112
11	JACEYS COFFEE HOUSE	1A St Stephens Lane	T	5.73	88	9.69	89	36.28	89
12	JONES SHOES	44 Butter Market	T	7.20	110	13.86	128	49.55	121
13	LYNNES CARDS	14 Dial Lane	T	5.70	87	11.34	105	40.10	98
14	CAFÉ GIARDINO	14-15 Butter Market Shopping Centre	T	7.32	112	14.19	131	50.61	124
15	HALIFAX BANK	6-8 Butter Market	T	7.74	119	11.55	106	45.39	111
16	CO-OP BANK	11-13 Princes Street		1.47	23	1.68	15	7.41	18
17	ROYAL BANK OF SCOTLAND	8-10 Princes Street		2.55	39	2.43	22	11.72	29
18	THE CORN EXCHANGE	Princes Street	T	9.78	150	14.01	129	55.98	137
19	DEBENHAMS DEP STORE	2-10 Westgate Street	T	20.40	313	31.59	291	122.33	299
20	BON MARCHE L/WR	50-54 Westgate Street	T	7.89	121	12.12	112	47.08	115
21	NEXT CLOTHING	29-31 Westgate Street	T	14.85	228	21.60	199	85.77	210
22	LLOYDS T S B BANK	Lloyds Avenue	T	3.42	52	5.55	51	21.11	52
23	GAMES & GIGGLES GIFTS	5 The Walk	T	4.65	71	9.96	92	34.38	84
24	INNOVATIONS L/WR	Tower Ramparts Centre	T	9.99	153	17.31	160	64.24	157
25	RYMANS STATIONER	19 Tower Ramparts Centre	T	5.04	77	8.22	76	31.20	76
26	H M V RECS	20 Tavern Street	T	21.81	334	33.18	306	129.39	316
27	H&M CLOTHING	Tower Street	T	2.85	44	3.96	36	16.02	39
28	MCDONALDS	31 Tavern Street	T	15.15	232	27.27	251	99.81	244
29	STARBUCKS COFFEE	Northgate Street		1.68	26	2.40	22	9.60	23
30	VACANT	8 Northgate Street		2.46	38	4.08	38	15.39	38
31	MILLETS CAMPING GDS & OUT/WR	14-16 Carr Street	T	13.26	203	25.23	233	90.57	222
32	CO-OP DEP STORE	36-38 Carr Street	T	5.22	80	9.90	91	35.58	87
<b>AVERAGE</b>				<b>6.53</b>	<b>100</b>	<b>10.85</b>	<b>100</b>	<b>40.89</b>	<b>100</b>

Note T - total street/mall width counted

Note A - enumerated on adjacent street

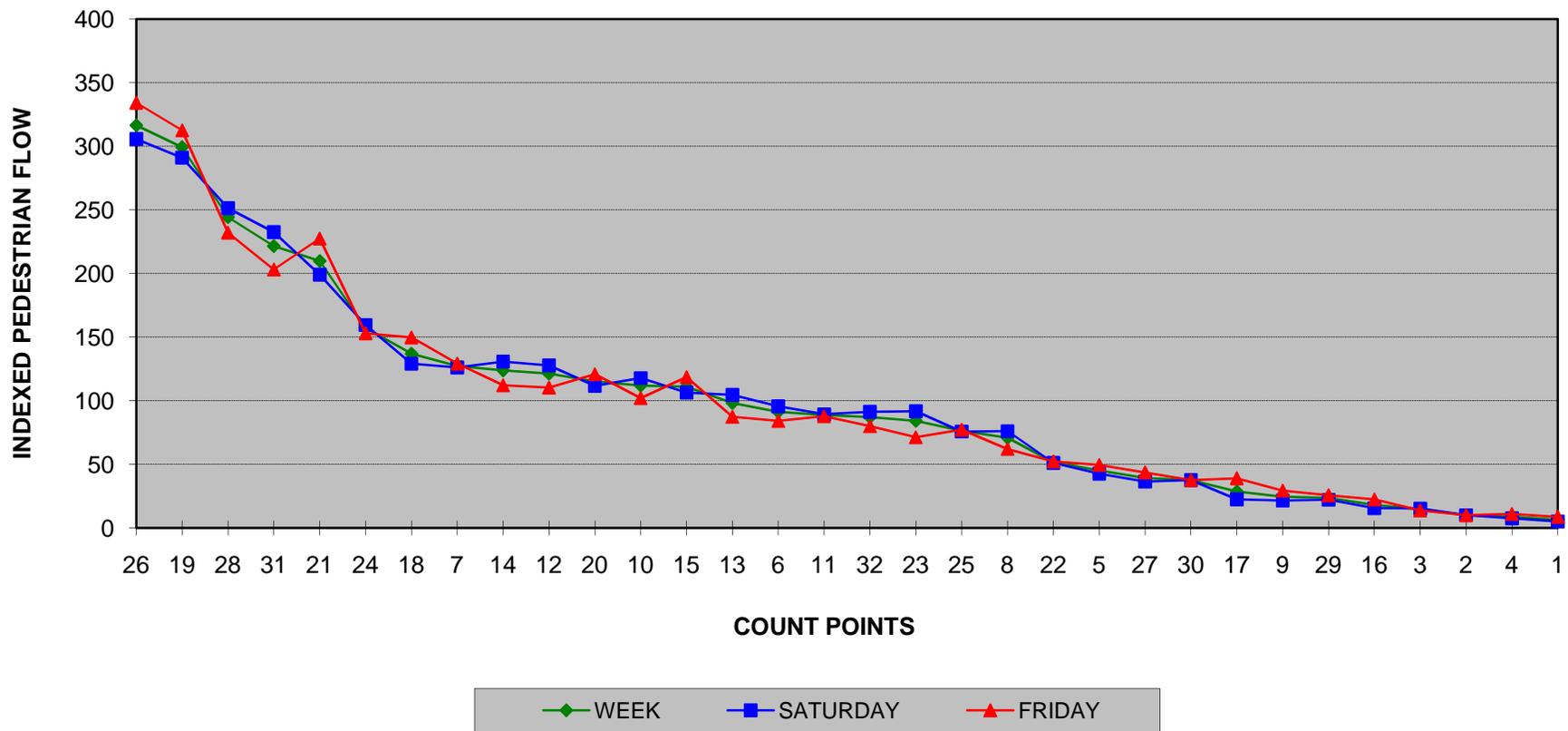
Note C - count affected by construction work

RED - busiest recorded footfall

COUNT - results shown in thousands

INDEX - percentage of average flow (benchmarked at 100)

**IPSWICH MARCH 2010 - RANKED COUNT POINTS**  
 based on the indexed flow for the week



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

## **APPENDIX 8: RETAIL FLOORSPACE AUDIT – TOWN & DISTRICT CENTRES**

## Ipswich Town Centre Floorspace

### Comparison Goods

	sq m gross <sup>(1)</sup>	sq m gross <sup>(2)</sup>
<b>Ipswich Town Centre:</b>	94,342	65,530
<b>Total</b>	<b>94,342</b>	<b>65,530</b>

Sources: Experian Goad Centre Category Report (September 2009) / DTZ Retail Study (2005) / IBC Floorspace Data (2010).

Notes: 1) Includes total vacant floorspace of 18,933 sq m gross.

2) Assume approximately one-third of total vacant floorspace at September 2009 will be for comparison goods retailing.

### Convenience Goods

	sq m gross	sq m net
<b>Ipswich Town Centre:</b>		
Tesco Express (St. Matthews Street)	508	330
Iceland (St. Matthews Street)	N/A	434
Sainsburys (Upper Brook Street)	N/A	1,177
Somerfield (Carr Street)	417	271
M&S food hall (Westgate Street)	N/A	1,257
Londis (Friars Street)	317	206
All other convenience floorspace	2,049	1,332
<b>Total</b>	<b>N/A</b>	<b>5,006</b>

Sources: Institute of Grocery Distribution (IGD) 2010 Floorspace Dataset

Experian Goad Centre Category Report (September 2009)

Ipswich Borough Council (2010) - Floorspace data

Strategic Perspectives LLP - audits and floorspace estimates

## Ipswich Borough: District Centre Floorspace

### Comparison Goods

District Centre:	Non-Food Floorspace in Foodstore (where applicable)	Gross (sq m)	Net (sq m)
<b>Meredith Road</b>	All Comparison Goods Floorspace	438	202
	Aldi, 14 Meredith Road	N/A	71
<b>Norwich Road/ Bramford Road</b>		3126	2,188
<b>Hawthorn Drive</b>		453	406
<b>The Centre, Stoke Park Drive</b>		113	79
	Asda, Stoke Park Drive	N/A	365
<b>Wherstead Road</b>		162	100
<b>Woodbridge Road/ Heath Road</b>		364	255
<b>Woodbridge Road/ Cauldwell Hall Road</b>		732	513
<b>Felixstowe Road</b>		1215	850
	Aldi, 201 Felixstowe Road	N/A	65
<b>Nacton Road</b>		823	576
	Tesco Express, Nacton Road	N/A	20
<b>Ravenswood</b>		378	265
	Lidl, Ravenswood		86
<b>Duke Street</b>		0	0
		<b>TOTAL</b>	<b>6,040</b>

Sources: Institute of Grocery Distribution (IGD) 2010 Floorspace Dataset  
 Ipswich Borough Council (2010) - Floorspace data  
 Strategic Perspectives LLP - audits and floorspace estimates

## Ipswich Borough: District Centre Floorspace

### Convenience Goods

District Centre:	Floorspace Summary	Gross (sq m)	Net (sq m)
<b>Meredith Road</b>	Aldi, 14 Meredith Road	N/A	635
	Co-op Foodstore, 15-25 Meredith Road	N/A	450
	All Other Convenience Goods Floorspace	425	276
			<b>1,361</b>
<b>Norwich Road/ Bramford Road</b>	Co-op Foodstore, 16 Norwich Road	N/A	191
	All Other Convenience Goods Floorspace	766	498
			<b>689</b>
<b>Hawthorn Drive</b>	Co-op Foodstore, 245-253 Hawthorn Drive	N/A	523
	All Other Convenience Goods Floorspace	246	160
			<b>683</b>
<b>The Centre, Stoke Park Drive</b>	Asda, Stoke Park Drive	N/A	2,070
	All Other Convenience Goods Floorspace	278	181
			<b>2,251</b>
<b>Wherstead Road</b>	Co-op Foodstore, 196 Vernon Street	N/A	179
	All Other Convenience Goods Floorspace	310	201
			<b>381</b>
<b>Woodbridge Road/ Heath Road</b>	Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	N/A	238
	All Other Convenience Goods Floorspace	70	46
			<b>284</b>
<b>Woodbridge Road/ Cauldwell Hall Road</b>	Spar, 777-779 Woodbridge Road	N/A	106
	All Other Convenience Goods Floorspace	435	282
			<b>388</b>
<b>Felixstowe Road</b>	Co-op Foodstore, 199 Felixstowe Road	N/A	574
	Aldi, 201 Felixstowe Road	N/A	585
	All Other Convenience Goods Floorspace	387	252
			<b>1,411</b>
<b>Nacton Road</b>	Tesco Express, Nacton Road	N/A	254
	All Other Convenience Goods Floorspace	468	304
			<b>558</b>
<b>Ravenswood</b>	Co-op, Ravenswood	N/A	409
	Lidl, Ravenswood	N/A	777
	All Other Convenience Goods Floorspace	0	0
			<b>1,186</b>
<b>Duke Street</b>	Tesco Express, Duke Street	N/A	213
<b>TOTAL</b>			<b>9,405</b>

Sources: Institute of Grocery Distribution (IGD) 2010 Floorspace Dataset  
 Ipswich Borough Council (2010) - Floorspace data  
 Strategic Perspectives LLP - audits and floorspace estimates

## **APPENDIX 9: RETAIL FLOORSPEACE AUDIT - LOCAL CENTRES AND OUT OF CENTRE LOCATIONS**

# Ipswich Borough: Local Centre Floorspace

## Convenience Goods

Local Centre:	Floorspace Summary	Gross (sq m)	Net (sq m)
<b>Fircroft Road</b>	Co-op, 147 Fircroft Road	N/A	292
<b>Garrick Way</b>	Co-op, 17 Garrick Way	N/A	212
<b>Dale Hall Lae / Dales Road</b>	Co-op, 214 Dales Road	N/A	138
<b>Ulster Avenue</b>	Co-op, Ulster Avenue	N/A	213
<b>Norwich Road</b>	Co-op, Norwich Road	N/A	93
<b>Cambridge Drive</b>	One-Stop, 21-23 Cambridge Drive	N/A	139
<b>Ellenbrook Green</b>	Co-op, 310 Sheldrake Drive	N/A	364
<b>Colchester Road</b>	Co-op, 65 Colchester Road	N/A	135
<b>Cauldwell Hall Road/Spring Road</b>	Co-op, 113 Cauldwell Hall Road	N/A	364
<b>Foxhall Road</b>	Co-op, 34 Foxhall Road	N/A	103
<b>Selkirk Road</b>	Co-op, Selkirk Road	N/A	273
<b>Clapgate Lane / Landseer Road</b>	Co-op, 219 Clapgate Lane	N/A	401
<b>Reynolds Road</b>	One-Stop, 10-12 Reynolds Road	N/A	162
<b>Reynolds Road</b>	Spar, 11 Reynolds Road	N/A	138
<b>Queen's Way</b>	Co-op, 64-66 Queen's Way	N/A	273
<b>Penshurst Road</b>	Co-op, 123 Penshurst Road	N/A	377
<b>Bramford Lane</b>	Co-op, 203 Bramford Lane	N/A	223
<b>Albion Hill, Woodbridge Road</b>	Co-op, 337 Woodbridge Road	N/A	158
<b>Prince of Wales Drive</b>	Co-op, Prince of Wales Drive	N/A	534
<b>Bramford Road</b>	Tesco, 651 Bramford Road	N/A	194
		N/A	
		<b>Total</b>	<b>4,786</b>

Sources: Institute of Grocery Distribution (IGD) 2010 Floorspace Dataset  
 Ipswich Borough Council (2010) - Floorspace data  
 Strategic Perspectives LLP - audits and floorspace estimates

# Out-of-Centre Floorspace

## Comparison Goods

Location	Retailer	Gross (sq m)	Net (sq m)
<b>WITHIN BOROUGH:</b>			
Euro Retail Park - Warren Heath	Vacant [formerly MFI]	1,871	1,497
	Halfords	929	743
	ScS	825	660
	Hughes Direct - Electrical	908	726
	JJB Sports	1,022	818
	Dreams Beds	930	744
	Allied Carpets	931	745
	Harveys	836	669
	Carpetright	1,164	931
	B&Q	9,720	7,776
		<b>19,136</b>	<b>15,309</b>
Commercial Road Retail Park	Jewsons	2,700	2,160
	Tile Giant	800	640
	Staples	1,603	1,282
	Carpetright	800	640
	Topps Tiles	800	640
		<b>6,703</b>	<b>5,362</b>
Orwell Retail Park	Glasswells Furniture	4,509	3,607
	Pets at Home	1,003	802
	Focus DIY	2,362	1,890
	<b>7,874</b>	<b>6,299</b>	
Suffolk Retail Park	Halfords	1,361	1,089
	Brantano footwear	936	749
	Dunelm Mill- textiles	2,217	1,773
	The Range	3,628	2,903
	Argos	899	360
	<b>9,041</b>	<b>6,873</b>	
Anglia Retail Park	The Carphone Warehouse	186	149
	Carpetright	929	743
	VACANT (formerly Klausner furniture)	1,411	1,129
	VACANT (formerly Land of Leather / Bensons B	941	753
	Mamas & Papas nursery goods	941	753
	Comet	2,842	2,274
	B&Q	12,271	9,816
	<b>19,520</b>	<b>15,616</b>	
<b>OTHER SOLUS RETAIL WAREHOUSES IN BOROUGH:</b>			
	Wickes, 8 Crompton Road	1,679	1,343
	Vacant Unit, 204 Ranelagh Rd, Riverside Retail	2,787	2,230
		<b>4,466</b>	<b>3,573</b>
<b>Comparison Goods Floorpace in Food Stores</b>			
J Sainsbury	40 Hadleigh Road	N/A	833
Asda	Goddard Road	N/A	1,695
Lidl	Handford Road	N/A	195
W M Morrisons	Sproughton Road	N/A	364
		<b>N/A</b>	<b>3,087</b>
<b>OUTSIDE BOROUGH BOUNDARY:</b>			
<b>Major Solus Retail Warehouses</b>	Homebase, Felixstowe Road, Warren Heath	<b>2,304</b>	<b>1,844</b>
<b>Interchange Retail Park (IP8 3TT)</b>	PC World	2,323	1,858
	Currys	2,323	1,858
	MultiYork furniture	702	562
		<b>5,347</b>	<b>4,278</b>
<b>Copdock Retail Park</b>	Mothercare	1,433	1,146
	Toys R Us	4,105	3,284
		<b>5,538</b>	<b>4,431</b>
<b>Martelsham Heath Retail Park</b>	Focus DIY	2,842	2,273
	Bennetts electricals	1,404	1,123
	Sea Pets	947	758
	Conway Pine Furniture	701	560
	Topps Tiles	463	370
	Youngs Garden Store	459	368
	Glasswells Furniture	1,905	1,524
	Jewsons	1,195	956
		<b>9,916</b>	<b>7,932</b>
<b>Comparison Goods Floorpace in Food Stores</b>			
Tesco	Ropes Drive, Kesgrave	N/A	43
Tesco	Martelsham Heath	N/A	1,716
Tesco	Copdock Interchange	N/A	1,480
Sainsburys	Felixstowe Road, Warren Heath	N/A	2,091
		<b>N/A</b>	<b>5,330</b>
<b>TOTAL</b>		<b>N/A</b>	<b>79,933</b>

Note: Figures may not sum precisely due to rounding

Sources: Trevor Wood Retail Warehouse Database (2010) / DTZ Retail Study (2005) / IBC Floorspace Estimates (2010) / SP Audits (2010) / other

**Convenience Goods**

Location	Retailer	Gross (sq m)	Net (sq m)
<b>WITHIN BOROUGH:</b>			
40 Hadleigh Road	J Sainsbury	N/A	3,333
Goddard Road	Asda	N/A	3,602
Handford Road	Lidl	N/A	734
Sproughton Road	W M Morrisons	N/A	3,276
362 Foxhall Road	Co-op	N/A	201
		<b>N/A</b>	<b>11,145</b>
<b>OUTSIDE BOROUGH BOUNDARY:</b>			
Ropes Drive, Kesgrave	Tesco	N/A	811
Martlesham Heath	Tesco	N/A	3,331
Copdock Interchange	Tesco	N/A	3,453
Felixstowe Road, Warren Heath	Sainsburys	N/A	4,654
		<b>N/A</b>	<b>12,249</b>
<b>TOTAL</b>		<b>N/A</b>	<b>23,395</b>

Note: Figures may not sum precisely due to rounding

Sources: IGD (2010) / IBC Floorspace Estimates (2010) / SP Audits (2010) / other.

## **APPENDIX 10: COMPARISON GOODS – ECONOMIC TABLES**

**IPSWICH BOROUGH COUNCIL**  
**2010 RETAIL STUDY UPDATE**  
**Comparison Goods Capacity Assessment**

'Baseline' Scenario:

**TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2010 - 2031)** **GROWTH (%)**

ZONE:	STUDY AREA:	2010	2016	2021	2026	2031	2010 - 31
Zone 1:		35,549	38,190	40,374	42,564	44,955	26.5%
Zone 2:		31,557	33,761	35,753	37,885	47,111	49.3%
Zone 3:		48,360	51,107	53,631	56,271	59,112	22.2%
Zone 4:		35,116	37,913	40,377	42,813	45,500	29.6%
Zone 5:		39,842	41,112	42,370	43,832	45,367	13.9%
Zone 6:		31,799	32,667	33,480	34,410	35,310	11.0%
Zone 7:		26,131	26,882	27,651	28,564	29,449	12.7%
Zone 8:		33,915	35,671	37,139	38,475	39,893	17.6%
Zone 9:		57,084	59,882	62,314	64,676	67,166	17.7%
Zone 10:		84,621	88,712	92,141	95,753	99,568	17.7%
<b>TOTAL:</b>		<b>423,974</b>	<b>445,897</b>	<b>465,230</b>	<b>485,243</b>	<b>513,432</b>	<b>21.1%</b>
Zones 1-4	<b>'INNER CATCHMENT AREA' (ICA):</b>	150,582	160,971	170,135	179,533	196,678	30.6%
Zones 5-7	<b>'EASTERN CATCHMENT AREA' (ECA):</b>	97,772	100,661	103,501	106,806	110,126	12.6%
Zones 8-9:	<b>'NORTHERN CATCHMENT AREA' (NCA):</b>	90,999	95,553	99,453	103,151	107,059	17.6%
Zones 10:	<b>'SOUTHERN CATCHMENT AREA' (SCA):</b>	84,621	88,712	92,141	95,753	99,568	17.7%

Sources: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Based year population derived from 2008 mid-year ONS population estimates.

Please note that projections are based on Experian's 'demographic component model'. This takes into account 2008 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

**TABLE 2: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (2008 prices)**

ZONE:	2010	2016	2021	2026	2031
Zone 1:	£2,411	£2,723	£3,144	£3,636	£4,205
Zone 2:	£2,542	£2,872	£3,315	£3,835	£4,435
Zone 3:	£2,940	£3,321	£3,834	£4,434	£5,128
Zone 4:	£2,638	£2,980	£3,440	£3,979	£4,602
Zone 5:	£2,745	£3,101	£3,579	£4,140	£4,788
Zone 6:	£2,822	£3,189	£3,681	£4,257	£4,923
Zone 7:	£2,859	£3,230	£3,729	£4,313	£4,988
Zone 8:	£2,926	£3,306	£3,816	£4,413	£5,104
Zone 9:	£2,766	£3,125	£3,608	£4,172	£4,825
Zone 10:	£2,872	£3,245	£3,745	£4,332	£5,010

Sources & Notes: <sup>(1)</sup> Average spend per capita estimates for 2010 are derived from Experian 'Retail Area Planner' Reports.

<sup>(2)</sup> Annual expenditure growth forecasts informed by Experian Business Strategies - Retail Planner Briefing Note 8.1 (August 2010)

<sup>(3)</sup> Expenditure on SFT has been deducted at the outset, based on research by Experian Business Strategies (Retail Planning Briefing Notes).

**TABLE 3: TOTAL FORECAST GROWTH IN COMPARISON GOODS EXPENDITURE (£ million)** **GROWTH (%)**

ZONE:	STUDY AREA:	2010	2016	2021	2026	2031	2010 - 31
Zone 1:		£85.7	£104.0	£126.9	£154.7	£189.0	120.6%
Zone 2:		£80.2	£97.0	£118.5	£145.3	£208.9	160.4%
Zone 3:		£142.2	£169.7	£205.6	£249.5	£303.1	113.2%
Zone 4:		£92.6	£113.0	£138.9	£170.3	£209.4	126.0%
Zone 5:		£109.4	£127.5	£151.7	£181.4	£217.2	98.6%
Zone 6:		£89.7	£104.2	£123.2	£146.5	£173.8	93.7%
Zone 7:		£74.7	£86.8	£103.1	£123.2	£146.9	96.6%
Zone 8:		£99.2	£117.9	£141.7	£169.8	£203.6	105.2%
Zone 9:		£157.9	£187.2	£224.8	£269.9	£324.1	105.2%
Zone 10:		£243.0	£287.8	£345.1	£414.8	£498.8	105.2%
<b>TOTAL:</b>		<b>£1,174.7</b>	<b>£1,395.1</b>	<b>£1,679.6</b>	<b>£2,025.4</b>	<b>£2,474.9</b>	<b>110.7%</b>
Zones 1-4	<b>'INNER CATCHMENT AREA' (ICA):</b>	£400.7	£483.7	£590.0	£719.9	£910.5	127.2%
Zones 5-7	<b>'EASTERN CATCHMENT AREA' (ECA):</b>	£273.8	£318.5	£378.0	£451.1	£537.9	96.5%
Zones 8-9:	<b>'NORTHERN CATCHMENT AREA' (NCA):</b>	£257.2	£305.1	£366.5	£439.7	£527.7	105.2%
Zones 10:	<b>'SOUTHERN CATCHMENT AREA' (SCA):</b>	£243.0	£287.8	£345.1	£414.8	£498.8	105.2%

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Comparison Goods Capacity Assessment**

'Baseline' Scenario:

**TABLE 4: INNER CATCHMENT AREA - COMPARISON GOODS FLOORSPACE & 'BENCHMARK' TURNOVER LEVELS**

	Estimated Sales Area (m <sup>2</sup> net)	Average Sales Density (£ per m <sup>2</sup> )	2010 £m	2016 £m	2021 £m	2026 £m	2031 £m
<b>IPSWICH TOWN CENTRE</b>	65,530	£6,500	£426.0	£458.5	£493.4	£531.5	£572.6
<b>ALL DISTRICT CENTRES:</b>	5,828	£4,000	£23.3	£25.1	£27.0	£29.1	£31.3
<b>IPSWICH BOROUGH: OUT-OF-CENTRE</b>							
Euro Retail Park:	15,309	£1,596	£24.4	£26.3	£28.3	£30.5	£32.8
Commercial Road Retail Park:	5,362	£1,764	£9.5	£10.2	£11.0	£11.8	£12.7
Orwell Retail Park:	6,299	£1,992	£12.5	£13.5	£14.5	£15.7	£16.9
Suffolk Retail Park:	6,873	£3,651	£25.1	£27.0	£29.1	£31.3	£33.7
Anglia Retail Park:	15,616	£2,012	£31.4	£33.8	£36.4	£39.2	£42.2
Other Retail Warehouses:	3,573	£792	£2.8	£3.0	£3.3	£3.5	£3.8
Superstores (Non Food Sales):	3,087	£7,628	£23.5	£25.3	£27.3	£29.4	£31.7
<b>SUB-TOTAL:</b>	<b>56,119</b>	<b>£2,304</b>	<b>£129.3</b>	<b>£139.2</b>	<b>£149.8</b>	<b>£161.4</b>	<b>£173.9</b>
<b>OUTSIDE BOROUGH AREA: OUT-OF-CENTRE</b>							
Interchange Retail Park:	4,278	£5,567	£23.8	£25.6	£27.6	£29.7	£32.0
Martlesham Retail Park:	7,932	£2,524	£20.0	£21.6	£23.2	£25.0	£26.9
Copdock Retail Park:	4,431	£2,373	£10.5	£11.3	£12.2	£13.1	£14.1
Homebase, Warren Heath:	1,844	£1,165	£2.1	£2.3	£2.5	£2.7	£2.9
Superstores (Non Food Sales):	5,331	£8,353	£44.5	£47.9	£51.6	£55.6	£59.9
<b>SUB-TOTAL:</b>	<b>23,816</b>	<b>£4,242</b>	<b>£101.0</b>	<b>£108.7</b>	<b>£117.0</b>	<b>£126.1</b>	<b>£135.8</b>
<b>TOTAL:</b>	<b>151,293</b>	<b>£4,492</b>	<b>£679.6</b>	<b>£731.5</b>	<b>£787.2</b>	<b>£848.1</b>	<b>£913.6</b>

Assume 'productivity' growth rate for all existing, new and committed comparison goods floorspace as follows

0.00%	per annum	2010
0.60%	per annum	2011
1.20%	per annum	2012
1.40%	per annum	2013-2017
1.50%	per annum	2018-2031

SOURCES: Floorspace estimates have been informed by the latest IGD Stores Database; the Trevor Wood Retail Warehouse Database (2010); the Ipswich Town Centre Experian Goad 'Retail Category Report'; recent planning applications and retail assessments; the latest Council audits and floorspace estimates; and our own research.

NOTES: <sup>(1)</sup> For the purpose of the economic assessment we have assumed that some 5,050m<sup>2</sup> net of current vacant floorspace in Ipswich Town Centre (as identified by Experian Goad) could accommodate comparison goods retailers. This represents approximately one-third of the town centre's estimated vacant sales area.

<sup>(2)</sup> Please note that the gross and net floorspace estimates for all retail warehouses includes units that were vacant at the time of our audit. This includes, for example, the vacant former MFI unit at Euro Retail Park and the two vacant units at Anglia Retail Park. We have also taken account of the extant permission (08/00106/FUL) for the refurbishment and sub-division of the former building occupied by Glyn Webb Wallpapers at 204 Ranelagh Road (aka Riverside Retail Park) to provide six (B1, B2 or B8) units, with ancillary retail counter sales and the erection of a single storey unit for B1, B2 or B8 purposes with an ancillary retail sales counter. We understand that the redevelopment will result in the loss of an estimated 2,751m<sup>2</sup> of gross retail floorspace. Permission has also been granted for the change of use of Unit 4 Orwell Retail Park (08/00353/FUL) to B1 offices resulting in the loss of 2,693m<sup>2</sup> of retail floorspace.

<sup>(3)</sup> Average sales density estimates for Ipswich Town Centre, District & Local Centres have been informed by the Council's 2005 Study, the centre health check assessments and other research evidence. The average sales densities for retail parks and 'solus' retail warehouses have been informed by published company averages as set out in Mintel's 'UK Retail Rankings'. Please note that SP has made an allowance for VAT.

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Comparison Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 5: ICA - RETAIL FLOORSPACE COMMITMENTS** (ie. with planning permission and/or under construction)

	Estimated Sales Area (m <sup>2</sup> net)	Average Sales Density (£ per m <sup>2</sup> )	2010 £m	2016 £m	2021 £m	2026 £m	2031 £m
(1) <b>2-16 Central Avenue</b> (LPA Reference: 06/00042)	4,273	£2,500	£10.7	£11.5	£12.4	£13.3	£14.4
(2) <b>Burton Son &amp; Sanders</b> (LPA Ref: 07/00555/FUL)	447	£4,000	£1.8	£1.9	£2.1	£2.2	£2.4
(3) <b>47 Key Street</b> (LPA Ref: 07/00643/FUL)	1,093	£4,000	£4.4	£4.7	£5.1	£5.5	£5.9
(4) <b>Mixed Use Scheme - Grafton Way</b> (LPA Ref: 08/00953/FUL)							
Tesco Extra	2,549	£9,500	£24.2	£26.1	£28.0	£30.2	£32.6
Ancillary Open A1 retail	785	£4,642	£3.6	£3.9	£4.2	£4.5	£4.9
(5) <b>Westgate Centre</b> (LPA Ref: 08/00806/FUL)	8,078	£5,500	£44.4	£47.8	£51.5	£55.4	£59.7
<b>TOTAL NEW COMMITMENTS:</b>	<b>17,225</b>	<b>£5,175</b>	<b>£89.1</b>	<b>£95.9</b>	<b>£103.2</b>	<b>£111.2</b>	<b>£119.8</b>

Assume 'productivity' growth rate for all existing, new and committed comparison goods floorspace as follows

0.00%	per annum	2010
0.60%	per annum	2011
1.20%	per annum	2012
1.40%	per annum	2013-2017
1.50%	per annum	2018-2031

- NOTES:
- (1) Permission for a 5,341m<sup>2</sup> gross non-food retail warehouse with 347 parking spaces as part of a wider development that includes a 16,685m<sup>2</sup> manufacturing and distribution building (B1 Use Class). Assume gross/net ratio of 80% for 'bulky goods' retail warehousing.
- (2) Planning permission for a mix of uses including 3 hotels, a 411m<sup>2</sup> gross Tesco Express, 1,278m<sup>2</sup> of retail/restaurant uses, 8,342m<sup>2</sup> of offices and basement/sub-basement parking for 420 cars. Development has not started on this scheme. SP assume that 50% of the Class A1/A3 retail floorspace will be for will be for Open A1 (non-food) retailing. Of this SP further assume gross/net ratio of 70%.
- (3) A mixed use scheme comprising 211 residential units, 1,457m<sup>2</sup> gross of Open A1 retail floorspace, an additional 839m<sup>2</sup> of office/retail floorspace, workshops and a multi-storey car park. SP assume gross/net ratio for Open A1 retail floorspace of 75%.
- (4) Planning permission is for a Tesco Extra superstore (Class A1); four retail/restaurant uses (Class A1/A3); two hotels (Class C1); and 125 residential units (Class C3). The Tesco Extra comprises an estimated net (retail planning) sales area of 7,282m<sup>2</sup>, of which of which no more than 35% will be non-food goods retailing. On this basis the convenience goods estimated retail floorspace is 4,733m<sup>2</sup> net and 2,549m<sup>2</sup> net for comparison goods. The ancillary Open A1 retail floorspace is stated not to exceed 1,208m<sup>2</sup> gross; on this basis we have assumed a net sales area of 785m<sup>2</sup> for this floorspace (based on a gross to net ratio of 65%) although this may not necessarily be taken up by non-food retailers.
- (5) 'Westgate Centre' (aka Civic Drive site) has permission for a mixed use scheme of circa 14,928m<sup>2</sup> of additional Class A1 retailing and 258m<sup>2</sup> of Class A3 cafe/restaurant space. The proposed development will extend the existing theatre and provide 11 new dwellings, along with additional parking spaces. For the purpose of our economic assessment we have assumed that the comparison goods floorspace is some 12,428m<sup>2</sup> gross (8,078m<sup>2</sup> net) and that the permitted scheme could accommodate a smaller supermarket format with sales area of circa 2,500m<sup>2</sup> gross (1,625m<sup>2</sup> net). SP assume gross/net ratio for Open A1 retail floorspace of 65%.

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Comparison Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 6: ICA (Zones 1 - 4) - MARKET SHARE ANALYSIS**

	2005	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	48.5%	57.2%	57.2%	57.2%	57.2%	57.2%
<b>ALL DISTRICT / LOCAL CENTRES:</b>	n/a	1.4%	1.4%	1.4%	1.4%	1.4%
<b>IPSWICH BOROUGH AREA: OUT-OF-CENTRE</b>						
Euro Retail Park:	5.9%	10.3%	10.3%	10.3%	10.3%	10.3%
Commercial Road Retail Park:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orwell Retail Park:	1.3%	1.4%	1.4%	1.4%	1.4%	1.4%
Suffolk Retail Park:	1.1%	0.6%	0.6%	0.6%	0.6%	0.6%
Anglia Retail Park:	12.0%	8.7%	8.7%	8.7%	8.7%	8.7%
Other Retail Warehouses:	-	0.1%	0.1%	0.1%	0.1%	0.1%
Superstores - Non Food Sales:	-	0.4%	0.4%	0.4%	0.4%	0.4%
2005 - Other Ipswich Floorspace	12.6%					
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>	<b>81.4%</b>	<b>80.0%</b>	<b>80.0%</b>	<b>80.0%</b>	<b>80.0%</b>	<b>80.0%</b>
INTERCHANGE RETAIL PARK:	2.9%	4.1%	4.1%	4.1%	4.1%	4.1%
MARTLESHAM RETAIL PARK:	6.5%	3.5%	3.5%	3.5%	3.5%	3.5%
COPDOCK RETAIL PARK:	n/a	2.0%	2.0%	2.0%	2.0%	2.0%
HOMEBASE, WARREN HEATH:	n/a	1.4%	1.4%	1.4%	1.4%	1.4%
OTHER SHOPPING LOCATIONS	n/a	0.9%	0.9%	0.9%	0.9%	0.9%
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>9.4%</b>	<b>11.9%</b>	<b>11.9%</b>	<b>11.9%</b>	<b>11.9%</b>	<b>11.9%</b>
COLCHESTER: All Town Centre & Out-of-Ce	2.9%	0.2%	0.2%	0.2%	0.2%	0.2%
SUDBURY: All Town Centre & Out-of-Ce	n/a	0.0%	0.0%	0.0%	0.0%	0.0%
FELIXSTOWE: All Town Centre & Out-of-Ce	n/a	0.7%	0.7%	0.7%	0.7%	0.7%
BURY ST EDMUNDS: All Town Centre & Out-of-Ce	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
STOWMARKET: All Town Centre & Out-of-Ce	n/a	0.0%	0.0%	0.0%	0.0%	0.0%
WOODBIDGE: All Town Centre & Out-of-Ce	n/a	0.9%	0.9%	0.9%	0.9%	0.9%
ALL OTHER SHOPPING LOCATIONS:	6.2%	6.1%	6.1%	6.1%	6.1%	6.1%
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>9.2%</b>	<b>8.1%</b>	<b>8.1%</b>	<b>8.1%</b>	<b>8.1%</b>	<b>8.1%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.00%</b>	<b>100.0%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**TABLE 7: 'EASTERN' CATCHMENT AREA (Zones 5 - 7) - MARKET SHARE ANALYSIS**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	28.2%	28.2%	28.2%	28.2%	28.2%
<b>ALL DISTRICT / LOCAL CENTRES:</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>IPSWICH BOROUGH AREA: OUT-OF-CENTRE</b>					
Euro Retail Park:	6.6%	6.6%	6.6%	6.6%	6.6%
Commercial Road Retail Park:	0.2%	0.2%	0.2%	0.2%	0.2%
Orwell Retail Park:	1.5%	1.5%	1.5%	1.5%	1.5%
Suffolk Retail Park:	0.3%	0.3%	0.3%	0.3%	0.3%
Anglia Retail Park:	2.0%	2.0%	2.0%	2.0%	2.0%
Other Retail Warehouses:	0.0%	0.0%	0.0%	0.0%	0.0%
Superstores - Non Food Sales:	0.0%	0.0%	0.0%	0.0%	0.0%
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>	<b>38.7%</b>	<b>38.7%</b>	<b>38.7%</b>	<b>38.7%</b>	<b>38.7%</b>
INTERCHANGE RETAIL PARK:	2.0%	2.0%	2.0%	2.0%	2.0%
MARTLESHAM RETAIL PARK:	10.7%	10.7%	10.7%	10.7%	10.7%
COPDOCK RETAIL PARK:	0.8%	0.8%	0.8%	0.8%	0.8%
HOMEBASE, WARREN HEATH:	1.4%	1.4%	1.4%	1.4%	1.4%
OTHER SHOPPING LOCATIONS	0.4%	0.4%	0.4%	0.4%	0.4%
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>15.4%</b>	<b>15.4%</b>	<b>15.4%</b>	<b>15.4%</b>	<b>15.4%</b>
COLCHESTER: All Town Centre & Out-of-Centre	0.5%	0.5%	0.5%	0.5%	0.5%
SUDBURY: All Town Centre & Out-of-Centre	0.0%	0.0%	0.0%	0.0%	0.0%
FELIXSTOWE: All Town Centre & Out-of-Centre	17.5%	17.5%	17.5%	17.5%	17.5%
BURY ST EDMUNDS: All Town Centre & Out-of-Centre	0.2%	0.2%	0.2%	0.2%	0.2%
STOWMARKET: All Town Centre & Out-of-Centre	0.2%	0.2%	0.2%	0.2%	0.2%
WOODBIDGE: All Town Centre & Out-of-Centre	10.2%	10.2%	10.2%	10.2%	10.2%
ALL OTHER SHOPPING LOCATIONS:	17.3%	17.3%	17.3%	17.3%	17.3%
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>45.9%</b>	<b>45.9%</b>	<b>45.9%</b>	<b>45.9%</b>	<b>45.9%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Comparison Goods Capacity Assessment**

'Baseline' Scenario:

**TABLE 8: 'NORTHERN' CATCHMENT AREA (Zones 8 - 9) - MARKET SHARE ANALYSIS**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	25.8%	25.8%	25.8%	25.8%	25.8%
<b>ALL DISTRICT / LOCAL CENTRES:</b>	0.6%	0.6%	0.6%	0.6%	0.6%
<b>IPSWICH BOROUGH AREA: OUT-OF-CENTRE</b>					
Euro Retail Park:	1.9%	1.9%	1.9%	1.9%	1.9%
Commercial Road Retail Park:	0.1%	0.1%	0.1%	0.1%	0.1%
Orwell Retail Park:	0.5%	0.5%	0.5%	0.5%	0.5%
Suffolk Retail Park:	0.1%	0.1%	0.1%	0.1%	0.1%
Anglia Retail Park:	10.6%	10.6%	10.6%	10.6%	10.6%
Other Retail Warehouses:	0.0%	0.0%	0.0%	0.0%	0.0%
Superstores - Non Food Sales:	0.2%	0.2%	0.2%	0.2%	0.2%
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>	<b>39.6%</b>	<b>39.6%</b>	<b>39.6%</b>	<b>39.6%</b>	<b>39.6%</b>
INTERCHANGE RETAIL PARK:	0.9%	0.9%	0.9%	0.9%	0.9%
MARTLESHAM RETAIL PARK:	0.2%	0.2%	0.2%	0.2%	0.2%
COPDOCK RETAIL PARK:	1.5%	1.5%	1.5%	1.5%	1.5%
HOMEBASE, WARREN HEATH:	0.2%	0.2%	0.2%	0.2%	0.2%
OTHER SHOPPING LOCATIONS:	0.0%	0.0%	0.0%	0.0%	0.0%
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>2.8%</b>	<b>2.8%</b>	<b>2.8%</b>	<b>2.8%</b>	<b>2.8%</b>
COLCHESTER: All Town Centre & Out-of-Centre	0.1%	0.1%	0.1%	0.1%	0.1%
SUDBURY: All Town Centre & Out-of-Centre	1.0%	1.0%	1.0%	1.0%	1.0%
FELIXSTOWE: All Town Centre & Out-of-Centre	0.1%	0.1%	0.1%	0.1%	0.1%
BURY ST EDMUNDS: All Town Centre & Out-of-Centre	18.9%	18.9%	18.9%	18.9%	18.9%
STOWMARKET: All Town Centre & Out-of-Centre	24.8%	24.8%	24.8%	24.8%	24.8%
WOODBIDGE: All Town Centre & Out-of-Centre	0.6%	0.6%	0.6%	0.6%	0.6%
ALL OTHER SHOPPING LOCATIONS:	12.0%	12.0%	12.0%	12.0%	12.0%
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>57.6%</b>	<b>57.6%</b>	<b>57.6%</b>	<b>57.6%</b>	<b>57.6%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**TABLE 9: 'SOUTHERN' CATCHMENT AREA (Zone 10) - MARKET SHARE ANALYSIS**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	26.8%	26.8%	26.8%	26.8%	26.8%
<b>ALL DISTRICT / LOCAL CENTRES:</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>IPSWICH BOROUGH AREA: OUT-OF-CENTRE</b>					
Euro Retail Park:	3.4%	3.4%	3.4%	3.4%	3.4%
Commercial Road Retail Park:	0.2%	0.2%	0.2%	0.2%	0.2%
Orwell Retail Park:	0.7%	0.7%	0.7%	0.7%	0.7%
Suffolk Retail Park:	0.8%	0.8%	0.8%	0.8%	0.8%
Anglia Retail Park:	2.8%	2.8%	2.8%	2.8%	2.8%
Other Retail Warehouses:	0.0%	0.0%	0.0%	0.0%	0.0%
Superstores - Non Food Sales:	0.0%	0.0%	0.0%	0.0%	0.0%
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>	<b>34.7%</b>	<b>34.7%</b>	<b>34.7%</b>	<b>34.7%</b>	<b>34.7%</b>
INTERCHANGE RETAIL PARK:	3.4%	3.4%	3.4%	3.4%	3.4%
MARTLESHAM RETAIL PARK:	0.4%	0.4%	0.4%	0.4%	0.4%
COPDOCK RETAIL PARK:	0.8%	0.8%	0.8%	0.8%	0.8%
HOMEBASE, WARREN HEATH:	1.1%	1.1%	1.1%	1.1%	1.1%
OTHER SHOPPING LOCATIONS:	0.0%	0.0%	0.0%	0.0%	0.0%
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>5.7%</b>	<b>5.7%</b>	<b>5.7%</b>	<b>5.7%</b>	<b>5.7%</b>
COLCHESTER: All Town Centre & Out-of-Centre	29.2%	29.2%	29.2%	29.2%	29.2%
SUDBURY: All Town Centre & Out-of-Centre	12.1%	12.1%	12.1%	12.1%	12.1%
FELIXSTOWE: All Town Centre & Out-of-Centre	0.0%	0.0%	0.0%	0.0%	0.0%
BURY ST EDMUNDS: All Town Centre & Out-of-Centre	2.5%	2.5%	2.5%	2.5%	2.5%
STOWMARKET: All Town Centre & Out-of-Centre	0.0%	0.0%	0.0%	0.0%	0.0%
WOODBIDGE: All Town Centre & Out-of-Centre	0.2%	0.2%	0.2%	0.2%	0.2%
ALL OTHER SHOPPING LOCATIONS:	15.5%	15.5%	15.5%	15.5%	15.5%
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>59.5%</b>	<b>59.5%</b>	<b>59.5%</b>	<b>59.5%</b>	<b>59.5%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Comparison Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 10: COMPARISON GOODS TURNOVER DERIVED FROM 'INNER' CATCHMENT AREA**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	£229.2	£276.6	£337.4	£411.7	£520.7
<b>ALL DISTRICT / LOCAL CENTRES:</b>	£5.7	£6.8	£8.3	£10.2	£12.8
<b>IPSWICH BOROUGH AREA: OUT-OF-CENTRE</b>					
Euro Retail Park:	£41.3	£49.8	£60.8	£74.2	£93.8
Commercial Road Retail Park:	£0.1	£0.1	£0.1	£0.2	£0.2
Orwell Retail Park:	£5.7	£6.8	£8.3	£10.2	£12.8
Suffolk Retail Park:	£2.3	£2.7	£3.4	£4.1	£5.2
Anglia Retail Park:	£34.8	£42.0	£51.2	£62.4	£79.0
Other Retail Warehouses:	£0.3	£0.3	£0.4	£0.5	£0.6
Superstores - Non Food Sales:	£1.4	£1.7	£2.1	£2.6	£3.2
<b>SUB-TOTAL</b>	<b>£320.6</b>	<b>£386.9</b>	<b>£471.9</b>	<b>£575.8</b>	<b>£728.3</b>
INTERCHANGE RETAIL PARK:	£16.5	£19.9	£24.3	£29.7	£37.5
MARTLESHAM RETAIL PARK:	£13.9	£16.7	£20.4	£24.9	£31.5
COPDOCK RETAIL PARK:	£7.9	£9.5	£11.6	£14.1	£17.9
HOMEBASE, WARREN HEATH:	£5.7	£6.9	£8.4	£10.2	£12.9
OTHER SHOPPING LOCATIONS	£3.6	£4.3	£5.3	£6.4	£8.2
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>£47.5</b>	<b>£57.4</b>	<b>£70.0</b>	<b>£85.4</b>	<b>£108.0</b>
<b>OTHER CENTRES &amp; STORES OUTSIDE ICA:</b>	£32.7	£39.4	£48.1	£58.7	£74.2
<b>TOTAL TURNOVER:</b>	<b>£400.7</b>	<b>£483.7</b>	<b>£590.0</b>	<b>£719.9</b>	<b>£910.5</b>

**TABLE 11: COMPARISON GOODS TURNOVER DERIVED FROM 'EASTERN' CATCHMENT AREA**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	£77.3	£90.0	£106.8	£127.4	£152.0
<b>ALL DISTRICT / LOCAL CENTRES:</b>	£0.0	£0.0	£0.0	£0.0	£0.0
<b>IPSWICH BOROUGH AREA: OUT-OF-CENTRE</b>					
Euro Retail Park:	£18.0	£20.9	£24.8	£29.6	£35.3
Commercial Road Retail Park:	£0.5	£0.6	£0.8	£0.9	£1.1
Orwell Retail Park:	£4.0	£4.6	£5.5	£6.5	£7.8
Suffolk Retail Park:	£0.7	£0.8	£1.0	£1.1	£1.4
Anglia Retail Park:	£5.5	£6.4	£7.6	£9.1	£10.8
Other Retail Warehouses:	£0.0	£0.0	£0.0	£0.0	£0.0
Superstores - Non Food Sales:	£0.0	£0.0	£0.0	£0.0	£0.0
<b>SUB-TOTAL</b>	<b>£106.0</b>	<b>£123.3</b>	<b>£146.4</b>	<b>£174.7</b>	<b>£208.3</b>
INTERCHANGE RETAIL PARK:	£5.5	£6.4	£7.6	£9.1	£10.8
MARTLESHAM RETAIL PARK:	£29.4	£34.2	£40.6	£48.4	£57.7
COPDOCK RETAIL PARK:	£2.3	£2.6	£3.1	£3.7	£4.5
HOMEBASE, WARREN HEATH:	£3.9	£4.5	£5.4	£6.4	£7.7
OTHER SHOPPING LOCATIONS	£1.1	£1.2	£1.5	£1.7	£2.1
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>£42.1</b>	<b>£49.0</b>	<b>£58.1</b>	<b>£69.4</b>	<b>£82.7</b>
<b>OTHER CENTRES &amp; STORES OUTSIDE ICA:</b>	£125.7	£146.2	£173.5	£207.0	£246.9
<b>TOTAL TURNOVER:</b>	<b>£273.8</b>	<b>£318.5</b>	<b>£378.0</b>	<b>£451.1</b>	<b>£537.9</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Comparison Goods Capacity Assessment**

'Baseline' Scenario:

**TABLE 12: COMPARISON GOODS TURNOVER DERIVED FROM 'NORTHERN' CATCHMENT AREA**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	£66.3	£78.6	£94.5	£113.3	£136.0
<b>ALL DISTRICT / LOCAL CENTRES:</b>	£1.4	£1.7	£2.0	£2.4	£2.9
<b>IPSWICH BOROUGH AREA: OUT-OF-CENTRE</b>					
Euro Retail Park:	£5.0	£5.9	£7.1	£8.6	£10.3
Commercial Road Retail Park:	£0.2	£0.3	£0.3	£0.4	£0.4
Orwell Retail Park:	£1.2	£1.4	£1.7	£2.0	£2.4
Suffolk Retail Park:	£0.2	£0.2	£0.3	£0.3	£0.4
Anglia Retail Park:	£27.2	£32.3	£38.8	£46.5	£55.9
Other Retail Warehouses:	£0.0	£0.0	£0.0	£0.0	£0.0
Superstores - Non Food Sales:	£0.4	£0.5	£0.6	£0.7	£0.9
<b>SUB-TOTAL</b>	<b>£101.9</b>	<b>£120.9</b>	<b>£145.3</b>	<b>£174.3</b>	<b>£209.2</b>
INTERCHANGE RETAIL PARK:	£2.3	£2.7	£3.3	£3.9	£4.7
MARTLESHAM RETAIL PARK:	£0.6	£0.7	£0.8	£0.9	£1.1
COPDOCK RETAIL PARK:	£3.9	£4.7	£5.6	£6.7	£8.1
HOMEBASE, WARREN HEATH:	£0.5	£0.5	£0.6	£0.8	£0.9
OTHER SHOPPING LOCATIONS	£0.0	£0.0	£0.0	£0.0	£0.0
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>£7.2</b>	<b>£8.6</b>	<b>£10.3</b>	<b>£12.4</b>	<b>£14.9</b>
<b>OTHER CENTRES &amp; STORES OUTSIDE ICA:</b>	£148.0	£175.6	£210.9	£253.0	£303.7
<b>TOTAL TURNOVER:</b>	<b>£257.2</b>	<b>£305.1</b>	<b>£366.5</b>	<b>£439.7</b>	<b>£527.7</b>

**TABLE 13: COMPARISON GOODS TURNOVER DERIVED FROM 'SOUTHERN' CATCHMENT AREA**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	£65.1	£77.2	£92.5	£111.2	£133.7
<b>ALL DISTRICT / LOCAL CENTRES:</b>	£0.0	£0.0	£0.0	£0.0	£0.0
<b>IPSWICH BOROUGH AREA: OUT-OF-CENTRE</b>					
Euro Retail Park:	£8.2	£9.7	£11.7	£14.0	£16.8
Commercial Road Retail Park:	£0.5	£0.6	£0.7	£0.9	£1.1
Orwell Retail Park:	£1.7	£2.0	£2.4	£2.9	£3.5
Suffolk Retail Park:	£2.0	£2.4	£2.9	£3.4	£4.1
Anglia Retail Park:	£6.9	£8.1	£9.7	£11.7	£14.1
Other Retail Warehouses:	£0.0	£0.0	£0.0	£0.0	£0.0
Superstores - Non Food Sales:	£0.0	£0.0	£0.0	£0.0	£0.0
<b>SUB-TOTAL</b>	<b>£84.4</b>	<b>£100.0</b>	<b>£119.9</b>	<b>£144.1</b>	<b>£173.3</b>
INTERCHANGE RETAIL PARK:	£8.2	£9.7	£11.7	£14.0	£16.9
MARTLESHAM RETAIL PARK:	£1.0	£1.1	£1.4	£1.6	£2.0
COPDOCK RETAIL PARK:	£1.9	£2.2	£2.7	£3.2	£3.9
HOMEBASE, WARREN HEATH:	£2.8	£3.3	£3.9	£4.7	£5.6
OTHER SHOPPING LOCATIONS	£0.1	£0.1	£0.1	£0.1	£0.2
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>£13.9</b>	<b>£16.5</b>	<b>£19.7</b>	<b>£23.7</b>	<b>£28.5</b>
<b>OTHER CENTRES &amp; STORES OUTSIDE ICA:</b>	£144.7	£171.4	£205.5	£247.0	£297.0
<b>TOTAL TURNOVER:</b>	<b>£243.0</b>	<b>£287.8</b>	<b>£345.1</b>	<b>£414.8</b>	<b>£498.8</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Comparison Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 14: TOTAL TURNOVER DERIVED FROM STUDY AREA (Zones 1 - 10)**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	£437.9	£522.4	£631.1	£763.6	£942.3
<b>ALL DISTRICT / LOCAL CENTRES:</b>	£7.1	£8.5	£10.3	£12.6	£15.7
<b>IPSWICH BOROUGH AREA: OUT-OF-CENTRE</b>					
Euro Retail Park:	£72.5	£86.4	£104.4	£126.4	£156.2
Commercial Road Retail Park:	£1.4	£1.6	£1.9	£2.3	£2.8
Orwell Retail Park:	£12.5	£14.8	£17.9	£21.6	£26.5
Suffolk Retail Park:	£5.2	£6.2	£7.4	£9.0	£11.1
Anglia Retail Park:	£74.3	£88.8	£107.3	£129.7	£159.7
Other Retail Warehouses:	£0.3	£0.3	£0.4	£0.5	£0.6
Superstores - Non Food Sales:	£1.9	£2.2	£2.7	£3.3	£4.1
<b>SUB-TOTAL</b>	<b>£612.9</b>	<b>£731.2</b>	<b>£883.5</b>	<b>£1,068.9</b>	<b>£1,319.1</b>
INTERCHANGE RETAIL PARK:	£32.5	£38.8	£46.8	£56.7	£69.9
MARTLESHAM RETAIL PARK:	£44.8	£52.7	£63.1	£75.9	£92.3
COPDOCK RETAIL PARK:	£16.0	£19.1	£23.0	£27.8	£34.3
HOMEBASE, WARREN HEATH:	£12.8	£15.2	£18.3	£22.1	£27.2
OTHER SHOPPING LOCATIONS	£4.7	£5.7	£6.9	£8.3	£10.4
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>£110.8</b>	<b>£131.4</b>	<b>£158.1</b>	<b>£190.8</b>	<b>£234.1</b>
<b>OTHER CENTRES &amp; STORES OUTSIDE ICA:</b>	£451.0	£532.6	£638.0	£765.7	£921.8
<b>TOTAL TURNOVER:</b>	<b>£1,174.7</b>	<b>£1,395.1</b>	<b>£1,679.6</b>	<b>£2,025.4</b>	<b>£2,474.9</b>

**TABLE 15: ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (i.e. beyond Zones 1-10)**

	2010	2016	2021	2026	2031
<b>BOROUGH AREA ONLY:</b>					
<b>IPSWICH TOWN CENTRE:</b>	10%	10%	10%	10%	10%
<b>ALL DISTRICT / LOCAL CENTRES:</b>	0%	0%	0%	0%	0%
<b>OUT-OF-CENTRE RETAIL WAREHOUSES:</b>					
Euro Retail Park:	0%	0%	0%	0%	0%
Commercial Road Retail Park:	0%	0%	0%	0%	0%
Orwell Retail Park:	0%	0%	0%	0%	0%
Suffolk Retail Park:	0%	0%	0%	0%	0%
Anglia Retail Park:	0%	0%	0%	0%	0%
Other Retail Warehouses:	0%	0%	0%	0%	0%
Superstores - Non Food Sales:	0%	0%	0%	0%	0%
<b>REST OF ICA:</b>					
INTERCHANGE RETAIL PARK:	0%	0%	0%	0%	0%
MARTLESHAM RETAIL PARK:	0%	0%	0%	0%	0%
COPDOCK RETAIL PARK:	0%	0%	0%	0%	0%
HOMEBASE, WARREN HEATH:	0%	0%	0%	0%	0%
OTHER SHOPPING LOCATIONS	0%	0%	0%	0%	0%

**TABLE 16: TOTAL 'POTENTIAL' TURNOVER OF ALL CENTRES & SHOPPING LOCATIONS WITHIN BOROUGH & ICA**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	£486.6	£580.4	£701.2	£848.4	£1,047.0
<b>ALL DISTRICT / LOCAL CENTRES:</b>	£7.1	£8.5	£10.3	£12.6	£15.7
<b>IPSWICH BOROUGH AREA: OUT-OF-CENTRE</b>					
Euro Retail Park:	£72.5	£86.4	£104.4	£126.4	£156.2
Commercial Road Retail Park:	£1.4	£1.6	£1.9	£2.3	£2.8
Orwell Retail Park:	£12.5	£14.8	£17.9	£21.6	£26.5
Suffolk Retail Park:	£5.2	£6.2	£7.4	£9.0	£11.1
Anglia Retail Park:	£74.3	£88.8	£107.3	£129.7	£159.7
Other Retail Warehouses:	£0.3	£0.3	£0.4	£0.5	£0.6
Superstores - Non Food Sales:	£1.9	£2.2	£2.7	£3.3	£4.1
INTERCHANGE RETAIL PARK:	£32.5	£38.8	£46.8	£56.7	£69.9
MARTLESHAM RETAIL PARK:	£44.8	£52.7	£63.1	£75.9	£92.3
COPDOCK RETAIL PARK:	£16.0	£19.1	£23.0	£27.8	£34.3
HOMEBASE, WARREN HEATH:	£12.8	£15.2	£18.3	£22.1	£27.2
OTHER SHOPPING LOCATIONS	£4.7	£5.7	£6.9	£8.3	£10.4
<b>TOTAL TURNOVER:</b>	<b>£772.4</b>	<b>£920.6</b>	<b>£1,111.7</b>	<b>£1,344.5</b>	<b>£1,657.8</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Comparison Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 17: COMPARISON GOODS CAPACITY ASSESSMENT - 'INNER CATCHMENT AREA'**

	2010	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN DISTRICT (m<sup>2</sup> net):</b>	151,293	151,293	151,293	151,293	151,293
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>					
(i) Total 'Potential' Turnover (£ million):	£772.36	£920.59	£1,111.73	£1,344.55	£1,657.83
(ii) Average Sales Density (£ per sq.m):	£5,105	£6,085	£7,348	£8,887	£10,958
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>					
(i) Total 'Benchmark' Turnover (£ million):	£679.62	£731.47	£787.23	£848.07	£913.61
(ii) Average Sales Density (£ per sq.m):	£4,492	£4,835	£5,203	£5,605	£6,039
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£92.73	£189.12	£324.50	£496.48	£744.21
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£89.13	£95.93	£103.24	£111.22	£119.82
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£3.60	£93.19	£221.25	£385.25	£624.39
STEP 7: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m)	£6,500	£6,996	£7,529	£8,111	£8,738
(ii) Net Floorspace Capacity (sq m):	554	13,320	29,386	47,498	71,458
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	791	19,029	41,981	67,854	102,083

Assume 'productivity' growth rate for all existing, new and committed comparison goods floorspace as follows

0.00%	per annum	2010
0.60%	per annum	2011
1.20%	per annum	2012
1.40%	per annum	2013-2017
1.50%	per annum	2018-2031

## **APPENDIX 11: CONVENIENCE GOODS – ECONOMIC TABLES**

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Convenience Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2010 - 2031)**

ZONE:						GROWTH (%)	
	2010	2016	2021	2026	2031	2010 - 31	
Zone 1:	35,549	38,190	40,374	42,564	44,955	26.5%	
Zone 2:	31,557	33,761	35,753	37,885	47,111	49.3%	
Zone 3:	48,360	51,107	53,631	56,271	59,112	22.2%	
Zone 4:	35,116	37,913	40,377	42,813	45,500	29.6%	
Zone 5:	39,842	41,112	42,370	43,832	45,367	13.9%	
Zone 6:	31,799	32,667	33,480	34,410	35,310	11.0%	
Zone 7:	26,131	26,882	27,651	28,564	29,449	12.7%	
Zone 8:	33,915	35,671	37,139	38,475	39,893	17.6%	
Zone 9:	57,084	59,882	62,314	64,676	67,166	17.7%	
Zone 10:	84,621	88,712	92,141	95,753	99,568	17.7%	
<b>TOTAL:</b>	<b>423,974</b>	<b>445,897</b>	<b>465,230</b>	<b>485,243</b>	<b>513,432</b>	<b>21.1%</b>	
Zones 1-4	<b>'INNER CATCHMENT AREA' (ICA):</b>	150,582	160,971	170,135	179,533	196,678	30.6%
Zones 5-7	<b>'EASTERN CATCHMENT AREA' (ECA):</b>	97,772	100,661	103,501	106,806	110,126	12.6%
Zones 8-9:	<b>'NORTHERN CATCHMENT AREA' (NCA):</b>	90,999	95,553	99,453	103,151	107,059	17.6%
Zones 10:	<b>'SOUTHERN CATCHMENT AREA' (SCA):</b>	84,621	88,712	92,141	95,753	99,568	17.7%

Sources: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Based year population derived from 2008 mid-year ONS population estimates.

Projections are based on Experian's 'demographic component model'. This takes into account 2008 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas and London Boroughs. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

**TABLE 2: EXPENDITURE PER CAPITA FORECASTS (2008 prices)**

ZONE:	2010	2016	2021	2026	2031
Zone 1:	£1,675	£1,716	£1,788	£1,864	£1,947
Zone 2:	£1,700	£1,742	£1,815	£1,892	£1,975
Zone 3:	£1,860	£1,906	£1,986	£2,070	£2,162
Zone 4:	£1,741	£1,784	£1,858	£1,937	£2,023
Zone 5:	£1,801	£1,845	£1,923	£2,005	£2,093
Zone 6:	£1,842	£1,888	£1,967	£2,050	£2,141
Zone 7:	£1,819	£1,864	£1,942	£2,025	£2,114
Zone 8:	£1,825	£1,871	£1,949	£2,032	£2,122
Zone 9:	£1,764	£1,807	£1,883	£1,963	£2,050
Zone 10:	£1,810	£1,855	£1,933	£2,015	£2,104

Sources & Notes: (1) Average spend per capita estimates for 2010 are derived from Experian 'Retail Area Planner' Reports.

(2) Annual expenditure growth forecasts informed by Experian Business Strategies - Retail Planner Briefing Note 8.1 (August 2010)

(3) Expenditure on SFT has been deducted at the outset, based on research by Experian Business Strategies (Retail Planning Briefing Notes).

**TABLE 3: TOTAL FORECAST GROWTH IN CONVENIENCE GOODS EXPENDITURE, 2010 - 2031 (£ million)**

ZONE:						GROWTH (%)	
	2010	2016	2021	2026	2031	2010 - 31	
Zone 1:	£59.5	£65.5	£72.2	£79.4	£87.5	47.0%	
Zone 2:	£53.6	£58.8	£64.9	£71.7	£93.1	73.5%	
Zone 3:	£89.9	£97.4	£106.5	£116.5	£127.8	42.1%	
Zone 4:	£61.1	£67.6	£75.0	£82.9	£92.0	50.6%	
Zone 5:	£71.8	£75.9	£81.5	£87.9	£95.0	32.3%	
Zone 6:	£58.6	£61.7	£65.9	£70.6	£75.6	29.1%	
Zone 7:	£47.5	£50.1	£53.7	£57.8	£62.3	31.0%	
Zone 8:	£61.9	£66.7	£72.4	£78.2	£84.6	36.7%	
Zone 9:	£100.7	£108.2	£117.3	£127.0	£137.7	36.8%	
Zone 10:	£153.2	£164.5	£178.1	£192.9	£209.5	36.8%	
<b>TOTAL:</b>	<b>£757.9</b>	<b>£816.5</b>	<b>£887.5</b>	<b>£964.8</b>	<b>£1,065.0</b>	<b>40.5%</b>	
Zones 1-4	<b>'INNER CATCHMENT AREA' (ICA):</b>	£264.2	£289.4	£318.6	£350.5	£400.4	51.5%
Zones 5-7	<b>'EASTERN CATCHMENT AREA' (ECA):</b>	£177.9	£187.6	£201.0	£216.3	£232.8	30.9%
Zones 8-9:	<b>'NORTHERN CATCHMENT AREA' (NCA):</b>	£162.6	£174.9	£189.7	£205.1	£222.3	36.7%
Zone 10:	<b>'SOUTHERN CATCHMENT AREA' (SCA):</b>	£153.2	£164.5	£178.1	£192.9	£209.5	36.8%

## IPSWICH BOROUGH COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Convenience Goods Capacity Assessment

'Baseline' Scenario:

**TABLE 4: EXISTING CONVENIENCE GOODS FLOORSPACE & ESTIMATED 'BENCHMARK' TURNOVER LEVELS**

		Estimated Sales Area (m <sup>2</sup> net)	Average Sales Density (£ per m <sup>2</sup> )	2010 £m	2016 £m	2021 £m	2026 £m	2031 £m
<b>IPSWICH TOWN CENTRE</b>	<b>SUB-TOTAL</b>	<b>5,006</b>	<b>£8,000</b>	<b>£40.0</b>	<b>£40.7</b>	<b>£41.5</b>	<b>£42.4</b>	<b>£43.2</b>
<b>DISTRICT CENTRES:</b>								
	Aldi, Felixstowe Road	585	£4,500	£2.6	£2.7	£2.7	£2.8	£2.8
	Asda, Stoke Park Drive	2,070	£13,655	£28.3	£28.7	£29.3	£29.9	£30.5
	All Other Floorspace:	6,750	£3,783	£25.5	£26.0	£26.5	£27.0	£27.6
	<b>SUB-TOTAL</b>	<b>9,405</b>	<b>£6,000</b>	<b>£56.4</b>	<b>£57.3</b>	<b>£58.5</b>	<b>£59.7</b>	<b>£60.9</b>
<b>ALL LOCAL CENTRES:</b>								
	<b>SUB-TOTAL</b>	<b>4,786</b>	<b>£4,300</b>	<b>£20.6</b>	<b>£20.9</b>	<b>£21.3</b>	<b>£21.8</b>	<b>£22.2</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE</b>								
	Asda Goddard Road	3,602	£13,655	£49.2	£50.0	£51.0	£52.0	£53.1
	Co-op 362 Foxhall Road	201	£5,000	£1.0	£1.0	£1.0	£1.1	£1.1
	J Sainsbury Hadleigh Road	3,333	£10,140	£33.8	£34.3	£35.0	£35.7	£36.5
	Lidl Handford Road	734	£3,520	£2.6	£2.6	£2.7	£2.7	£2.8
	W M Morrisons Sproughton Road	3,276	£11,850	£38.8	£39.4	£40.2	£41.0	£41.9
	<b>SUB-TOTAL</b>	<b>11,145</b>	<b>£11,250</b>	<b>£125.4</b>	<b>£127.4</b>	<b>£130.0</b>	<b>£132.6</b>	<b>£135.3</b>
<b>OTHER INNER CATCHMENT AREA</b>								
	Tesco Ropes Drive, Kesgrave	811	£13,500	£10.9	£11.1	£11.3	£11.6	£11.8
	Tesco Martlesham Heath	3,331	£13,500	£45.0	£45.7	£46.6	£47.6	£48.5
	Tesco Copdock Interchange	3,453	£13,500	£46.6	£47.4	£48.3	£49.3	£50.3
	J Sainsbury Warren Heath	4,654	£10,145	£47.2	£48.0	£48.9	£49.9	£50.9
	<b>SUB-TOTAL</b>	<b>12,249</b>	<b>£12,225</b>	<b>£149.8</b>	<b>£152.2</b>	<b>£155.2</b>	<b>£158.4</b>	<b>£161.6</b>
<b>TOTAL:</b>		<b>42,593</b>	<b>£9,208</b>	<b>£392.2</b>	<b>£398.5</b>	<b>£406.5</b>	<b>£414.7</b>	<b>£423.1</b>

NOTES: Assume 'productivity' growth rate for all existing, new and committed convenience goods floorspace as follows: 2010 - 2012: 0.00% per annum  
2013 - 2031: 0.40% per annum

SOURCES: Floorspace estimates have been informed by the latest IGD Stores Database; the Trevor Wood Retail Warehouse Database (2010); the Ipswich Town Centre Experian Goad 'Retail Category Report'; recent planning applications and retail assessments; the latest Council audits and floorspace estimates; and our own research.

(2) Average sales density estimates for Ipswich Town Centre, District & Local Centres have been informed by the Council's 2005 Study; the centre health check assessments; and published company averages as set out in Mintel's 'UK Retail Rankings'. Please note that SP has made an allowance for VAT & petrol sales, etc..

**TABLE 5: NEW RETAIL FLOORSPACE COMMITMENTS (ie. with planning permission and/or under construction)**

		Estimated Sales Area (m <sup>2</sup> net)	Average Sales Density (£ per m <sup>2</sup> )	2010 £m	2016 £m	2021 £m	2026 £m	2031 £m
(1) <b>Mixed Use Scheme - Grafton Way</b> (LPA Ref: 08/00953/FUL)	Convenience Goods:	4,733	£13,500	£63.9	£64.9	£66.2	£67.6	£68.9
(2) <b>Westgate Centre</b> (LPA Ref: 08/00806/FUL)	Convenience Goods:	1,625	£8,000	£13.0	£13.2	£13.5	£13.7	£14.0
<b>IPSWICH BOROUGH AREA:</b>				<b>£76.90</b>	<b>£78.13</b>	<b>£79.71</b>	<b>£81.32</b>	<b>£82.95</b>

Assume 'productivity' growth rate for all existing, new and committed convenience goods floorspace as follows: 2010 - 2012: 0.00% per annum  
2013 - 2031: 0.40% per annum

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

NOTES: (1) Planning permission is for a Tesco Extra superstore (Class A1); four retail/restaurant uses (Class A1/A3); two hotels (Class C1); and 125 residential units (Class C3). The Tesco Extra comprises an estimated net (retail planning) sales area of 7,282m<sup>2</sup>, of which of which no more than 35% will be non-food goods retailing. On this basis the convenience goods estimated retail floorspace is 4,733m<sup>2</sup> net and 2,549m<sup>2</sup> net for comparison goods.

(2) 'Westgate Centre' (aka Civic Drive site) has permission for a mixed use scheme of circa 14,928m<sup>2</sup> of additional Class A1 retailing and 258m<sup>2</sup> of Class A3 cafe/restaurant space. The proposed development will extend the existing theatre and provide 11 new dwellings, along with additional parking spaces. For the purpose of our economic assessment we have assumed that the comparison goods floorspace is some 12,428m<sup>2</sup> gross (8,078m<sup>2</sup> net) and that the permitted scheme could accommodate a smaller supermarket format with sales area of circa 2,500m<sup>2</sup> gross (1,625m<sup>2</sup> net). SP assume gross/net ratio for Open A1 retail floorspace of 65%.

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Convenience Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 6: 'INNER' CATCHMENT AREA (Zones 1 - 4) - MARKET SHARE ANALYSIS**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	<b>4.8%</b>	<b>4.8%</b>	<b>4.8%</b>	<b>4.8%</b>	<b>4.8%</b>
<b>ALL DISTRICT CENTRES:</b>					
Aldi, Felixstowe Rd	1.5%	1.5%	1.5%	1.5%	1.5%
Asda, Stoke Park Drive	3.6%	3.6%	3.6%	3.6%	3.6%
All other convenience floorspace	6.3%	6.3%	6.3%	6.3%	6.3%
<b>DISTRICT CENTRES:</b>	<b>11.4%</b>	<b>11.4%</b>	<b>11.4%</b>	<b>11.4%</b>	<b>11.4%</b>
<b>ALL LOCAL CENTRES:</b>	<b>9.9%</b>	<b>9.9%</b>	<b>9.9%</b>	<b>9.9%</b>	<b>9.9%</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda	8.7%	8.7%	8.7%	8.7%	8.7%
J Sainsbury	10.1%	10.1%	10.1%	10.1%	10.1%
Lidl	0.6%	0.6%	0.6%	0.6%	0.6%
W M Morrisons	13.6%	13.6%	13.6%	13.6%	13.6%
<b>OUT-OF-CENTRE:</b>	<b>33.0%</b>	<b>33.0%</b>	<b>33.0%</b>	<b>33.0%</b>	<b>33.0%</b>
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>	<b>59.1%</b>	<b>59.1%</b>	<b>59.1%</b>	<b>59.1%</b>	<b>59.1%</b>
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco	4.3%	4.3%	4.3%	4.3%	4.3%
Tesco	7.9%	7.9%	7.9%	7.9%	7.9%
Tesco	9.6%	9.6%	9.6%	9.6%	9.6%
J Sainsbury	16.6%	16.6%	16.6%	16.6%	16.6%
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>38.4%</b>	<b>38.4%</b>	<b>38.4%</b>	<b>38.4%</b>	<b>38.4%</b>
BURY ST EDMUNDS:	0.0%	0.0%	0.0%	0.0%	0.0%
COLCHESTER:	0.1%	0.1%	0.1%	0.1%	0.1%
DISS:	0.0%	0.0%	0.0%	0.0%	0.0%
FELIXSTOWE:	0.1%	0.1%	0.1%	0.1%	0.1%
FRAMLINGHAM:	0.0%	0.0%	0.0%	0.0%	0.0%
LOWESTOFT:	0.3%	0.3%	0.3%	0.3%	0.3%
STOWMARKET:	0.2%	0.2%	0.2%	0.2%	0.2%
SUDBURY:	0.2%	0.2%	0.2%	0.2%	0.2%
WOODBIDGE:	0.0%	0.0%	0.0%	0.0%	0.0%
ALL OTHER SHOPPING LOCATIONS:	1.7%	1.7%	1.7%	1.7%	1.7%
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>2.5%</b>	<b>2.5%</b>	<b>2.5%</b>	<b>2.5%</b>	<b>2.5%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 7: 'EASTERN' CATCHMENT AREA (Zones 5 - 7) - MARKET SHARE ANALYSIS**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	<b>0.3%</b>	<b>0.3%</b>	<b>0.3%</b>	<b>0.3%</b>	<b>0.3%</b>
<b>ALL DISTRICT CENTRES:</b>					
Aldi, Felixstowe Rd	0.2%	0.2%	0.2%	0.2%	0.2%
Asda, Stoke Park Drive	0.0%	0.0%	0.0%	0.0%	0.0%
All other convenience floorspace	1.0%	1.0%	1.0%	1.0%	1.0%
<b>DISTRICT CENTRES:</b>	<b>1.2%</b>	<b>1.2%</b>	<b>1.2%</b>	<b>1.2%</b>	<b>1.2%</b>
<b>ALL LOCAL CENTRES:</b>	<b>1.3%</b>	<b>1.3%</b>	<b>1.3%</b>	<b>1.3%</b>	<b>1.3%</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda	1.7%	1.7%	1.7%	1.7%	1.7%
J Sainsbury	0.3%	0.3%	0.3%	0.3%	0.3%
Lidl	0.0%	0.0%	0.0%	0.0%	0.0%
W M Morrisons	2.1%	2.1%	2.1%	2.1%	2.1%
<b>OUT-OF-CENTRE:</b>	<b>4.1%</b>	<b>4.1%</b>	<b>4.1%</b>	<b>4.1%</b>	<b>4.1%</b>
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>	<b>6.9%</b>	<b>6.9%</b>	<b>6.9%</b>	<b>6.9%</b>	<b>6.9%</b>
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco	28.7%	28.7%	28.7%	28.7%	28.7%
Tesco	1.0%	1.0%	1.0%	1.0%	1.0%
J Sainsbury	6.8%	6.8%	6.8%	6.8%	6.8%
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>36.5%</b>	<b>36.5%</b>	<b>36.5%</b>	<b>36.5%</b>	<b>36.5%</b>
BURY ST EDMUNDS:	0.0%	0.0%	0.0%	0.0%	0.0%
COLCHESTER:	0.0%	0.0%	0.0%	0.0%	0.0%
DISS:	1.7%	1.7%	1.7%	1.7%	1.7%
FELIXSTOWE:	23.7%	23.7%	23.7%	23.7%	23.7%
FRAMLINGHAM:	5.1%	5.1%	5.1%	5.1%	5.1%
LOWESTOFT:	2.5%	2.5%	2.5%	2.5%	2.5%
STOWMARKET:	0.6%	0.6%	0.6%	0.6%	0.6%
SUDBURY:	0.0%	0.0%	0.0%	0.0%	0.0%
WOODBIDGE:	4.2%	4.2%	4.2%	4.2%	4.2%
ALL OTHER SHOPPING LOCATIONS:	18.9%	18.9%	18.9%	18.9%	18.9%
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>56.6%</b>	<b>56.6%</b>	<b>56.6%</b>	<b>56.6%</b>	<b>56.6%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Convenience Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 8: 'NORTHERN' CATCHMENT AREA (Zones 8 - 9) - MARKET SHARE ANALYSIS**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	<b>1.2%</b>	<b>1.2%</b>	<b>1.2%</b>	<b>1.2%</b>	<b>1.2%</b>
<b>ALL DISTRICT CENTRES:</b>					
Aldi, Felixstowe Rd	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Stoke Park Drive	0.0%	0.0%	0.0%	0.0%	0.0%
All other convenience floorspace	1.1%	1.1%	1.1%	1.1%	1.1%
	<b>1.1%</b>	<b>1.1%</b>	<b>1.1%</b>	<b>1.1%</b>	<b>1.1%</b>
<b>ALL LOCAL CENTRES:</b>	<b>0.6%</b>	<b>0.6%</b>	<b>0.6%</b>	<b>0.6%</b>	<b>0.6%</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda Goddard Road	9.3%	9.3%	9.3%	9.3%	9.3%
J Sainsbury Hadleigh Road	3.0%	3.0%	3.0%	3.0%	3.0%
Lidl Handford Road	0.5%	0.5%	0.5%	0.5%	0.5%
W M Morrisons Sproughton Road	5.8%	5.8%	5.8%	5.8%	5.8%
	<b>18.6%</b>	<b>18.6%</b>	<b>18.6%</b>	<b>18.6%</b>	<b>18.6%</b>
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>	<b>21.5%</b>	<b>21.5%</b>	<b>21.5%</b>	<b>21.5%</b>	<b>21.5%</b>
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco Ropes Drive, Kesgrave	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Martlesham Heath	1.5%	1.5%	1.5%	1.5%	1.5%
Tesco Copdock Interchange	1.0%	1.0%	1.0%	1.0%	1.0%
J Sainsbury Felixstowe Road, Warren Heath	0.6%	0.6%	0.6%	0.6%	0.6%
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>3.1%</b>	<b>3.1%</b>	<b>3.1%</b>	<b>3.1%</b>	<b>3.1%</b>
<b>BURY ST EDMUNDS:</b>	<b>13.3%</b>	<b>13.3%</b>	<b>13.3%</b>	<b>13.3%</b>	<b>13.3%</b>
<b>COLCHESTER:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>DISS:</b>	<b>5.6%</b>	<b>5.6%</b>	<b>5.6%</b>	<b>5.6%</b>	<b>5.6%</b>
<b>FELIXSTOWE:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>FRAMLINGHAM:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>LOWESTOFT:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>STOWMARKET:</b>	<b>43.9%</b>	<b>43.9%</b>	<b>43.9%</b>	<b>43.9%</b>	<b>43.9%</b>
<b>SUDBURY:</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.7%</b>
<b>WOODBIDGE:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>ALL OTHER SHOPPING LOCATIONS:</b>	<b>12.0%</b>	<b>12.0%</b>	<b>12.0%</b>	<b>12.0%</b>	<b>12.0%</b>
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>75.5%</b>	<b>75.5%</b>	<b>75.5%</b>	<b>75.5%</b>	<b>75.5%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 9: 'SOUTHERN' CATCHMENT AREA (Zone 10) - MARKET SHARE ANALYSIS**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>ALL DISTRICT CENTRES:</b>					
Aldi, Felixstowe Rd	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Stoke Park Drive	0.9%	0.9%	0.9%	0.9%	0.9%
All other convenience floorspace	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>0.9%</b>	<b>0.9%</b>	<b>0.9%</b>	<b>0.9%</b>	<b>0.9%</b>
<b>ALL LOCAL CENTRES:</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.5%</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda Goddard Road	1.5%	1.5%	1.5%	1.5%	1.5%
J Sainsbury Hadleigh Road	5.0%	5.0%	5.0%	5.0%	5.0%
Lidl Handford Road	0.0%	0.0%	0.0%	0.0%	0.0%
W M Morrisons Sproughton Road	5.9%	5.9%	5.9%	5.9%	5.9%
	<b>12.4%</b>	<b>12.4%</b>	<b>12.4%</b>	<b>12.4%</b>	<b>12.4%</b>
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>	<b>13.8%</b>	<b>13.8%</b>	<b>13.8%</b>	<b>13.8%</b>	<b>13.8%</b>
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco Ropes Drive, Kesgrave	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Martlesham Heath	0.7%	0.7%	0.7%	0.7%	0.7%
Tesco Copdock Interchange	6.7%	6.7%	6.7%	6.7%	6.7%
J Sainsbury Felixstowe Road, Warren Heath	7.0%	7.0%	7.0%	7.0%	7.0%
<b>REST OF ICA - MARKET SHARE LEVELS:</b>	<b>14.4%</b>	<b>14.4%</b>	<b>14.4%</b>	<b>14.4%</b>	<b>14.4%</b>
<b>BURY ST EDMUNDS:</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.7%</b>
<b>COLCHESTER:</b>	<b>22.6%</b>	<b>22.6%</b>	<b>22.6%</b>	<b>22.6%</b>	<b>22.6%</b>
<b>DISS:</b>	<b>0.4%</b>	<b>0.4%</b>	<b>0.4%</b>	<b>0.4%</b>	<b>0.4%</b>
<b>FELIXSTOWE:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>FRAMLINGHAM:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>LOWESTOFT:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>STOWMARKET:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUDBURY:</b>	<b>22.0%</b>	<b>22.0%</b>	<b>22.0%</b>	<b>22.0%</b>	<b>22.0%</b>
<b>WOODBIDGE:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>ALL OTHER SHOPPING LOCATIONS:</b>	<b>26.2%</b>	<b>26.2%</b>	<b>26.2%</b>	<b>26.2%</b>	<b>26.2%</b>
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>71.8%</b>	<b>71.8%</b>	<b>71.8%</b>	<b>71.8%</b>	<b>71.8%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Convenience Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 10: CONVENIENCE GOODS TURNOVER DERIVED FROM 'INNER' CATCHMENT AREA**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	<b>£12.7</b>	<b>£14.0</b>	<b>£15.4</b>	<b>£16.9</b>	<b>£19.3</b>
<b>ALL DISTRICT CENTRES:</b>					
Aldi, Felixstowe Rd	£4.0	£4.3	£4.8	£5.3	£6.0
Asda, Stoke Park Drive	£9.5	£10.4	£11.5	£12.6	£14.4
All other convenience floorspace	£16.7	£18.3	£20.2	£22.2	£25.3
	<b>£30.2</b>	<b>£33.1</b>	<b>£36.4</b>	<b>£40.0</b>	<b>£45.7</b>
<b>ALL LOCAL CENTRES:</b>	<b>£26.2</b>	<b>£28.6</b>	<b>£31.5</b>	<b>£34.7</b>	<b>£39.6</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda Goddard Road	£23.1	£25.2	£27.8	£30.6	£34.9
J Sainsbury Hadleigh Road	£26.6	£29.2	£32.1	£35.3	£40.3
Lidl Handford Road	£1.5	£1.6	£1.8	£1.9	£2.2
W M Morrisons Sproughton Road	£36.0	£39.4	£43.4	£47.8	£54.6
	<b>£87.1</b>	<b>£95.4</b>	<b>£105.1</b>	<b>£115.6</b>	<b>£132.0</b>
<b>BOROUGH AREA - TURNOVER:</b>	<b>£156.2</b>	<b>£171.1</b>	<b>£188.4</b>	<b>£207.2</b>	<b>£236.7</b>
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco Ropes Drive, Kesgrave	£11.4	£12.5	£13.8	£15.2	£17.3
Tesco Martlesham Heath	£20.9	£22.9	£25.2	£27.7	£31.6
Tesco Copdock Interchange	£25.3	£27.7	£30.5	£33.6	£38.3
J Sainsbury Felixstowe Road, Warren Heath	£43.9	£48.0	£52.9	£58.2	£66.5
	<b>£101.5</b>	<b>£111.1</b>	<b>£122.4</b>	<b>£134.6</b>	<b>£153.8</b>
<b>REST OF ICA - TURNOVER:</b>	<b>£101.5</b>	<b>£111.1</b>	<b>£122.4</b>	<b>£134.6</b>	<b>£153.8</b>
BURY ST EDMUNDS:	£0.0	£0.0	£0.0	£0.0	£0.0
COLCHESTER:	£0.2	£0.2	£0.2	£0.3	£0.3
DISS:	£0.0	£0.0	£0.0	£0.0	£0.0
FELIXSTOWE:	£0.3	£0.3	£0.3	£0.4	£0.4
FRAMLINGHAM:	£0.0	£0.0	£0.0	£0.0	£0.0
LOWESTOFT:	£0.8	£0.9	£1.0	£1.1	£1.2
STOWMARKET:	£0.4	£0.4	£0.5	£0.5	£0.6
SUDBURY:	£0.4	£0.4	£0.5	£0.5	£0.6
WOODBIDGE:	£0.0	£0.0	£0.0	£0.0	£0.0
ALL OTHER SHOPPING LOCATIONS:	£4.5	£4.9	£5.4	£6.0	£6.8
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>£6.5</b>	<b>£7.2</b>	<b>£7.9</b>	<b>£8.7</b>	<b>£9.9</b>
<b>TOTAL TURNOVER:</b>	<b>£264.2</b>	<b>£289.4</b>	<b>£318.6</b>	<b>£350.5</b>	<b>£400.4</b>

**TABLE 11: CONVENIENCE GOODS TURNOVER DERIVED FROM 'EASTERN' CATCHMENT AREA**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	<b>£0.5</b>	<b>£0.6</b>	<b>£0.6</b>	<b>£0.6</b>	<b>£0.7</b>
<b>ALL DISTRICT CENTRES:</b>					
Aldi, Felixstowe Rd	£0.3	£0.3	£0.4	£0.4	£0.4
Asda, Stoke Park Drive	£0.0	£0.0	£0.0	£0.0	£0.0
All other convenience floorspace	£1.8	£1.9	£2.0	£2.2	£2.3
	<b>£2.1</b>	<b>£2.2</b>	<b>£2.4</b>	<b>£2.5</b>	<b>£2.7</b>
<b>ALL LOCAL CENTRES:</b>	<b>£2.4</b>	<b>£2.5</b>	<b>£2.7</b>	<b>£2.9</b>	<b>£3.1</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda Goddard Road	£3.1	£3.2	£3.5	£3.7	£4.0
J Sainsbury Hadleigh Road	£0.5	£0.6	£0.6	£0.6	£0.7
Lidl Handford Road	£0.0	£0.0	£0.0	£0.0	£0.0
W M Morrisons Sproughton Road	£3.7	£3.9	£4.2	£4.5	£4.9
	<b>£7.3</b>	<b>£7.7</b>	<b>£8.3</b>	<b>£8.9</b>	<b>£9.6</b>
<b>BOROUGH AREA - TURNOVER:</b>	<b>£12.3</b>	<b>£13.0</b>	<b>£13.9</b>	<b>£15.0</b>	<b>£16.1</b>
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco Ropes Drive, Kesgrave	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Martlesham Heath	£51.1	£53.9	£57.7	£62.1	£66.9
Tesco Copdock Interchange	£1.7	£1.8	£2.0	£2.1	£2.3
J Sainsbury Felixstowe Road, Warren Heath	£12.1	£12.8	£13.7	£14.8	£15.9
	<b>£65.0</b>	<b>£68.5</b>	<b>£73.4</b>	<b>£79.0</b>	<b>£85.0</b>
<b>REST OF ICA - TURNOVER:</b>	<b>£65.0</b>	<b>£68.5</b>	<b>£73.4</b>	<b>£79.0</b>	<b>£85.0</b>
BURY ST EDMUNDS:	£0.0	£0.0	£0.0	£0.0	£0.0
COLCHESTER:	£0.0	£0.0	£0.0	£0.0	£0.0
DISS:	£3.1	£3.2	£3.5	£3.7	£4.0
FELIXSTOWE:	£42.1	£44.4	£47.5	£51.1	£55.1
FRAMLINGHAM:	£9.0	£9.5	£10.2	£10.9	£11.8
LOWESTOFT:	£4.4	£4.6	£5.0	£5.4	£5.8
STOWMARKET:	£1.0	£1.1	£1.2	£1.2	£1.3
SUDBURY:	£0.0	£0.0	£0.0	£0.0	£0.0
WOODBIDGE:	£7.5	£7.9	£8.5	£9.1	£9.8
ALL OTHER SHOPPING LOCATIONS:	£33.5	£35.4	£37.9	£40.8	£43.9
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>£100.6</b>	<b>£106.1</b>	<b>£113.7</b>	<b>£122.3</b>	<b>£131.7</b>
<b>TOTAL TURNOVER:</b>	<b>£177.9</b>	<b>£187.6</b>	<b>£201.0</b>	<b>£216.3</b>	<b>£232.8</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Convenience Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 12: CONVENIENCE GOODS TURNOVER DERIVED FROM 'NORTHERN' CATCHMENT AREA**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	<b>£1.9</b>	<b>£2.1</b>	<b>£2.2</b>	<b>£2.4</b>	<b>£2.6</b>
<b>ALL DISTRICT CENTRES:</b>					
Aldi, Felixstowe Rd	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, Stoke Park Drive	£0.0	£0.0	£0.0	£0.0	£0.0
All other convenience floorspace	£1.7	£1.9	£2.0	£2.2	£2.4
	<b>£1.7</b>	<b>£1.9</b>	<b>£2.0</b>	<b>£2.2</b>	<b>£2.4</b>
<b>ALL LOCAL CENTRES:</b>	<b>£0.9</b>	<b>£1.0</b>	<b>£1.1</b>	<b>£1.2</b>	<b>£1.3</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda	£15.1	£16.3	£17.6	£19.1	£20.7
J Sainsbury	£4.8	£5.2	£5.6	£6.1	£6.6
Lidl	£0.9	£0.9	£1.0	£1.1	£1.2
W M Morrisons	£9.5	£10.2	£11.1	£11.9	£13.0
	<b>£30.3</b>	<b>£32.6</b>	<b>£35.3</b>	<b>£38.2</b>	<b>£41.4</b>
<b>BOROUGH AREA - TURNOVER:</b>	<b>£34.9</b>	<b>£37.5</b>	<b>£40.7</b>	<b>£44.0</b>	<b>£47.7</b>
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco	£2.4	£2.6	£2.8	£3.1	£3.3
Tesco	£1.6	£1.7	£1.8	£2.0	£2.2
J Sainsbury	£1.0	£1.0	£1.1	£1.2	£1.3
<b>REST OF ICA - TURNOVER:</b>	<b>£5.0</b>	<b>£5.4</b>	<b>£5.8</b>	<b>£6.3</b>	<b>£6.8</b>
<b>BURY ST EDMUNDS:</b>	<b>£21.6</b>	<b>£23.3</b>	<b>£25.2</b>	<b>£27.3</b>	<b>£29.6</b>
<b>COLCHESTER:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>DISS:</b>	<b>£9.1</b>	<b>£9.8</b>	<b>£10.6</b>	<b>£11.5</b>	<b>£12.4</b>
<b>FELIXSTOWE:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>FRAMLINGHAM:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>LOWESTOFT:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>STOWMARKET:</b>	<b>£71.4</b>	<b>£76.8</b>	<b>£83.3</b>	<b>£90.1</b>	<b>£97.7</b>
<b>SUDBURY:</b>	<b>£1.1</b>	<b>£1.2</b>	<b>£1.3</b>	<b>£1.4</b>	<b>£1.5</b>
<b>WOODBIDGE:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>ALL OTHER SHOPPING LOCATIONS:</b>	<b>£19.5</b>	<b>£20.9</b>	<b>£22.7</b>	<b>£24.6</b>	<b>£26.6</b>
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>£122.7</b>	<b>£132.0</b>	<b>£143.2</b>	<b>£154.8</b>	<b>£167.8</b>
<b>TOTAL TURNOVER:</b>	<b>£162.6</b>	<b>£174.9</b>	<b>£189.7</b>	<b>£205.1</b>	<b>£222.3</b>

**TABLE 13: CONVENIENCE GOODS TURNOVER DERIVED FROM 'SOUTHERN' CATCHMENT AREA**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>ALL DISTRICT CENTRES:</b>					
Aldi, Felixstowe Rd	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, Stoke Park Drive	£1.4	£1.5	£1.6	£1.8	£1.9
	<b>£1.4</b>	<b>£1.5</b>	<b>£1.6</b>	<b>£1.8</b>	<b>£1.9</b>
<b>ALL LOCAL CENTRES:</b>	<b>£0.7</b>	<b>£0.8</b>	<b>£0.8</b>	<b>£0.9</b>	<b>£1.0</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda	£2.3	£2.5	£2.7	£2.9	£3.1
J Sainsbury	£7.7	£8.3	£8.9	£9.7	£10.5
Lidl	£0.0	£0.0	£0.0	£0.0	£0.0
W M Morrisons	£9.0	£9.7	£10.5	£11.3	£12.3
	<b>£19.0</b>	<b>£20.4</b>	<b>£22.1</b>	<b>£23.9</b>	<b>£26.0</b>
<b>BOROUGH AREA - TURNOVER:</b>	<b>£21.1</b>	<b>£22.7</b>	<b>£24.6</b>	<b>£26.6</b>	<b>£28.9</b>
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco	£1.0	£1.1	£1.2	£1.3	£1.4
Tesco	£10.2	£11.0	£11.9	£12.9	£14.0
J Sainsbury	£10.8	£11.6	£12.5	£13.6	£14.7
<b>REST OF ICA - TURNOVER:</b>	<b>£22.0</b>	<b>£23.7</b>	<b>£25.6</b>	<b>£27.7</b>	<b>£30.1</b>
<b>BURY ST EDMUNDS:</b>	<b>£1.1</b>	<b>£1.2</b>	<b>£1.3</b>	<b>£1.4</b>	<b>£1.5</b>
<b>COLCHESTER:</b>	<b>£34.7</b>	<b>£37.2</b>	<b>£40.3</b>	<b>£43.7</b>	<b>£47.4</b>
<b>DISS:</b>	<b>£0.6</b>	<b>£0.6</b>	<b>£0.7</b>	<b>£0.7</b>	<b>£0.8</b>
<b>FELIXSTOWE:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>FRAMLINGHAM:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>LOWESTOFT:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>STOWMARKET:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>SUDBURY:</b>	<b>£33.6</b>	<b>£36.1</b>	<b>£39.1</b>	<b>£42.4</b>	<b>£46.0</b>
<b>WOODBIDGE:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>ALL OTHER SHOPPING LOCATIONS:</b>	<b>£40.1</b>	<b>£43.0</b>	<b>£46.6</b>	<b>£50.5</b>	<b>£54.8</b>
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>£110.0</b>	<b>£118.2</b>	<b>£127.9</b>	<b>£138.6</b>	<b>£150.5</b>
<b>TOTAL TURNOVER:</b>	<b>£153.2</b>	<b>£164.5</b>	<b>£178.1</b>	<b>£192.9</b>	<b>£209.5</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Convenience Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 14: TOTAL TURNOVER DERIVED FROM STUDY AREA (Zones 1 - 10)**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	<b>£15.2</b>	<b>£16.6</b>	<b>£18.2</b>	<b>£20.0</b>	<b>£22.6</b>
<b>ALL DISTRICT CENTRES:</b>					
Aldi, Felixstowe Rd	£4.3	£4.7	£5.1	£5.6	£6.4
Asda, Stoke Park Drive	£10.9	£11.9	£13.1	£14.4	£16.4
All other convenience floorspace	£20.2	£22.1	£24.2	£26.5	£30.0
	<b>£35.4</b>	<b>£38.7</b>	<b>£42.5</b>	<b>£46.6</b>	<b>£52.8</b>
<b>ALL LOCAL CENTRES:</b>	<b>£30.2</b>	<b>£32.9</b>	<b>£36.1</b>	<b>£39.7</b>	<b>£45.0</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda Goddard Road	£43.5	£47.2	£51.6	£56.3	£62.8
J Sainsbury Hadleigh Road	£39.7	£43.2	£47.3	£51.8	£58.2
Lidl Handford Road	£2.3	£2.5	£2.7	£3.0	£3.4
W M Morrisons Sproughton Road	£58.2	£63.2	£69.1	£75.6	£84.7
	<b>£143.7</b>	<b>£156.1</b>	<b>£170.8</b>	<b>£186.6</b>	<b>£209.0</b>
<b>BOROUGH AREA - TURNOVER:</b>	<b>£224.6</b>	<b>£244.3</b>	<b>£267.6</b>	<b>£292.8</b>	<b>£329.5</b>
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco Ropes Drive, Kesgrave	£11.4	£12.5	£13.8	£15.2	£17.3
Tesco Martlesham Heath	£75.4	£80.5	£87.0	£94.2	£103.3
Tesco Copdock Interchange	£38.8	£42.2	£46.2	£50.5	£56.8
J Sainsbury Felixstowe Road, Warren Heath	£67.7	£73.4	£80.3	£87.7	£98.4
<b>REST OF ICA - TURNOVER:</b>	<b>£193.4</b>	<b>£208.7</b>	<b>£227.2</b>	<b>£247.6</b>	<b>£275.7</b>
BURY ST EDMUNDS:	£22.7	£24.5	£26.5	£28.7	£31.1
COLCHESTER:	£34.9	£37.4	£40.5	£43.9	£47.7
DISS:	£12.7	£13.6	£14.8	£15.9	£17.3
FELIXSTOWE:	£42.3	£44.7	£47.9	£51.5	£55.5
FRAMLINGHAM:	£9.0	£9.5	£10.2	£10.9	£11.8
LOWESTOFT:	£5.2	£5.5	£5.9	£6.4	£7.0
STOWMARKET:	£72.8	£78.4	£85.0	£91.9	£99.6
SUDBURY:	£35.1	£37.7	£40.8	£44.3	£48.1
WOODBIDGE:	£7.5	£7.9	£8.5	£9.1	£9.8
ALL OTHER SHOPPING LOCATIONS:	£97.5	£104.3	£112.6	£121.7	£132.1
<b>ALL CENTRES &amp; STORES OUTSIDE ICA:</b>	<b>£339.8</b>	<b>£363.5</b>	<b>£392.7</b>	<b>£424.4</b>	<b>£459.8</b>
<b>TOTAL TURNOVER:</b>	<b>£757.9</b>	<b>£816.5</b>	<b>£887.5</b>	<b>£964.8</b>	<b>£1,065.0</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Convenience Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 15: ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (i.e. beyond Zones 1-10)**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	5.0%	5.0%	5.0%	5.0%	5.0%
<b>ALL DISTRICT CENTRES:</b>					
Felixstowe Road, Aldi	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke Park Drive, Asda	0.0%	0.0%	0.0%	0.0%	0.0%
All other convenience floorspace	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL LOCAL CENTRES:</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl	0.0%	0.0%	0.0%	0.0%	0.0%
W M Morrisons	0.0%	0.0%	0.0%	0.0%	0.0%
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury	0.0%	0.0%	0.0%	0.0%	0.0%

**TABLE 16: TOTAL 'POTENTIAL' TURNOVER OF ALL CENTRES & SHOPPING LOCATIONS WITHIN BOROUGH & ICA**

	2010	2016	2021	2026	2031
<b>IPSWICH TOWN CENTRE:</b>	<b>£16.0</b>	<b>£17.5</b>	<b>£19.2</b>	<b>£21.0</b>	<b>£23.8</b>
<b>ALL DISTRICT CENTRES:</b>					
Felixstowe Road, Aldi	£4.3	£4.7	£5.1	£5.6	£6.4
Stoke Park Drive, Asda	£10.9	£11.9	£13.1	£14.4	£16.4
All other convenience floorspace	£20.2	£22.1	£24.2	£26.5	£30.0
<b>DISTRICT CENTRES: SUB-TOTAL</b>	<b>£35.4</b>	<b>£38.7</b>	<b>£42.5</b>	<b>£46.6</b>	<b>£52.8</b>
<b>ALL LOCAL CENTRES:</b>	<b>£30.2</b>	<b>£32.9</b>	<b>£36.1</b>	<b>£39.7</b>	<b>£45.0</b>
<b>IPSWICH BOROUGH: OUT-OF-CENTRE STORES:</b>					
Asda	£43.5	£47.2	£51.6	£56.3	£62.8
J Sainsbury	£39.7	£43.2	£47.3	£51.8	£58.2
Lidl	£2.3	£2.5	£2.7	£3.0	£3.4
W M Morrisons	£58.2	£63.2	£69.1	£75.6	£84.7
<b>OUT-OF-CENTRE STORES: SUB-TOTAL:</b>	<b>£143.7</b>	<b>£156.1</b>	<b>£170.8</b>	<b>£186.6</b>	<b>£209.0</b>
<b>BOROUGH AREA - TURNOVER:</b>	<b>£225.4</b>	<b>£245.2</b>	<b>£268.5</b>	<b>£293.9</b>	<b>£330.7</b>
<b>OTHER INNER CATCHMENT AREA</b>					
Tesco	£11.4	£12.5	£13.8	£15.2	£17.3
Tesco	£75.4	£80.5	£87.0	£94.2	£103.3
Tesco	£38.8	£42.2	£46.2	£50.5	£56.8
J Sainsbury	£67.7	£73.4	£80.3	£87.7	£98.4
<b>REST OF ICA - TURNOVER:</b>	<b>£193.4</b>	<b>£208.7</b>	<b>£227.2</b>	<b>£247.6</b>	<b>£275.7</b>
<b>TOTAL TURNOVER:</b>	<b>£418.8</b>	<b>£453.9</b>	<b>£495.8</b>	<b>£541.5</b>	<b>£606.4</b>

**IPSWICH BOROUGH COUNCIL**
**2010 RETAIL STUDY UPDATE**
**Convenience Goods Capacity Assessment**
**'Baseline' Scenario:**
**TABLE 17: IPSWICH BOROUGH & INNER CATCHMENT AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT**

	2010	2016	2021	2026	2031
<b>STEP 1: TOTAL EXISTING FLOORSPACE IN IPSWICH BOROUGH &amp; ICA (m<sup>2</sup> net):</b>	42,593	42,593	42,593	42,593	42,593
<b>STEP 2: TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>					
(i) Total 'Potential' Turnover (£ million):	£418.81	£453.85	£495.76	£541.49	£606.40
(ii) Average Sales Density (£ per sq.m):	£9,833	£10,656	£11,640	£12,713	£14,237
<b>STEP 3: TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>					
(i) Total 'Benchmark' Turnover (£ million):	£392.20	£398.51	£406.55	£414.74	£423.10
(ii) Average Sales Density (£ per sq.m):	£9,208	£9,356	£9,545	£9,737	£9,934
<b>STEP 4: TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£26.61	£55.34	£89.21	£126.75	£183.30
<b>STEP 5: FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£76.90	£78.13	£79.71	£81.32	£82.95
<b>STEP 6: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-£50.28	-£22.79	£9.50	£45.44	£100.34
<b>STEP 7: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>CAPACITY FOR NEW SUPERSTORE (sq m):</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,193	£12,439	£12,690	£12,946
(ii) Net Floorspace Capacity (sq m):	-4,190	-1,869	764	3,580	7,751
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-5,986	-2,670	1,091	5,115	11,073
<b>CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m):</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,097	£6,219	£6,345	£6,473
(ii) Net Floorspace Capacity (sq m):	-8,381	-3,738	1,528	7,161	15,502
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-11,973	-5,341	2,183	10,230	22,146

NOTES: Assume 'productivity' growth rate for all existing, new and committed convenience goods floorspace as follows: 2008 - 2012: 0.0% per annum  
2013 - 2031: 0.4% per annum

## **APPENDIX 12: CACI SPORT & LEISURE PARTICIPATION PROFILE**



## Participation Profile - Sports & Leisure

Report for: Ipswich Borough Council  
 Area: Ipswich  
 Base: Great Britain  
 Year: 2009

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### Individual Sports and Activities

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Athletics	2,035	2.0	1.6	127			
Badminton	2,482	2.4	3.0	82			
Bowls	2,276	2.2	2.2	102			
Boxing	1,321	1.3	0.8	159			
Bird Watching	3,635	3.6	3.7	97			
Cycling	11,581	11.4	10.6	108			
Dance Classes	2,422	2.4	3.3	72			
Fishing	4,636	4.6	3.4	135			
Golf	4,595	4.5	5.3	85			
Horse Riding	1,678	1.7	1.4	115			
Ice Skating	355	0.3	1.0	36			
Marathon Running	375	0.4	0.7	54			
Running	5,722	5.6	5.2	109			
Shooting	919	0.9	0.8	115			
Show Jumping	455	0.4	0.4	110			
Squash	1,525	1.5	1.2	120			
Swimming	11,620	11.4	12.7	90			
Table Tennis	1,007	1.0	1.3	78			
Tennis	1,427	1.4	2.1	68			
Wrestling	663	0.7	0.2	267			

### Team Sports

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Basketball	778	0.8	1.0	80			
Cricket	2,054	2.0	1.8	111			
Football	8,129	8.0	6.1	131			
Hockey	455	0.4	0.6	69			
Ice Hockey	104	0.1	0.2	63			
Rugby Union	713	0.7	1.0	68			
Rugby League	107	0.1	0.5	21			

## Participation Profile: Sports & Leisure

Report for:

Area: Ipswich  
Base: Great Britain  
Year: 2009

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### Adventure Sports

	Profile	Data as %		Index	0	100	200
		for area	for base				
Camping	3,757	3.7	3.8	98			
Climbing / Mountaineering	784	0.8	1.8	44			
Extreme Sports (e.g. BMX, Skateboarding)	1,545	1.5	1.3	118			
Motor-cycle Racing	338	0.3	0.4	89			
Motor Racing	240	0.2	0.6	39			
Motor Rallying	116	0.1	0.2	48			
Mountain Biking	2,405	2.4	2.6	90			
Sailing / Motor Boating	1,358	1.3	1.1	118			
Skiing	1,174	1.2	1.5	75			
Snowboarding	275	0.3	0.4	61			
Stock-car Racing	344	0.3	0.1	230			
Surfing	352	0.3	0.3	107			
Water Skiing	42	0.0	0.2	26			
Windsurfing	107	0.1	0.2	68			

### Games and Gambling

	Profile	Data as %		Index	0	100	200
		for area	for base				
Bingo	3,363	3.3	2.3	142			
Bridge	319	0.3	0.6	53			
Chess	1,569	1.5	1.5	106			
Darts	3,898	3.8	3.1	123			
Snooker	3,306	3.3	3.1	106			
Ten Pin Bowling	3,102	3.1	3.0	102			
Football Pools	3,294	3.2	3.4	95			
Game Machines	1,726	1.7	2.1	81			
Greyhound Racing (Paid to watch)	5,714	5.6	3.5	161			
Horse Racing	4,527	4.5	4.7	95			
National Lottery - Wednesday Draw (Plays every week)	24,762	24.4	23.9	102			
National Lottery - Saturday Draw (Plays every week)	43,840	43.2	39.3	110			
National Lottery Instants Scratch Cards	10,377	10.2	10.9	94			
Other Scratch Cards	2,685	2.6	2.3	116			

### Health and Fitness

	Profile	Data as %		Index	0	100	200
		for area	for base				
Yoga	2,638	2.6	3.3	79			
Aerobics / Keep-Fit	9,501	9.4	11.2	84			
Weight Training / Weight Machines	6,731	6.6	7.0	94			
Jogging	6,778	6.7	8.2	81			
Walking / Rambling	15,619	15.4	18.3	84			
Health Club / Gym	37,931	37.3	43.6	86			

## Participation Profile: Sports & Leisure

Report for:

Area: Ipswich  
Base: Great Britain  
Year: 2009

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### Club Membership

	Profile	Data as %		Index	0	100	200
		for area	for base				
Athletics Club	1,521	1.5	1.1	136			
Angling Club	1,933	1.9	1.2	154			
Golf Club	2,100	2.1	3.4	60			
Riding Club	901	0.9	0.3	261			
Rugby or Football Club	6,847	6.7	6.9	98			
Sailing Club	507	0.5	0.7	74			
Squash Club	779	0.8	0.5	147			
Tennis Club	643	0.6	1.1	60			
Other sports club	8,365	8.2	10.1	82			
Member of the National Trust	9,381	9.2	13.3	69			
Member of English Heritage	1,996	2.0	2.5	79			

### Outings in the last 12 months

	Profile	Data as %		Index	0	100	200
		for area	for base				
Art Galleries	15,605	15.4	25.1	61			
Archæological Sites	9,613	9.5	11.2	84			
Parks and Gardens	15,489	15.2	22.2	69			
Museums	34,250	33.7	36.3	93			
Nature Reserves	15,650	15.4	14.3	108			
Theme Parks	31,526	31.0	30.5	102			
Zoos / Safari Parks	31,709	31.2	21.9	143			
Stately Homes and Castles	26,775	26.4	30.2	87			

### Exhibitions in the last 12 months

	Profile	Data as %		Index	0	100	200
		for area	for base				
Air Shows	8,808	8.7	5.2	168			
Gardening Shows	5,490	5.4	7.5	72			
Ideal Home Exhibition	2,439	2.4	2.9	81			
International Boat Show	1,522	1.5	1.4	107			
International Motor Show	2,135	2.1	2.2	97			
Other Exhibitions	12,617	12.4	14.3	87			

# Participation Profile: Sports & Leisure

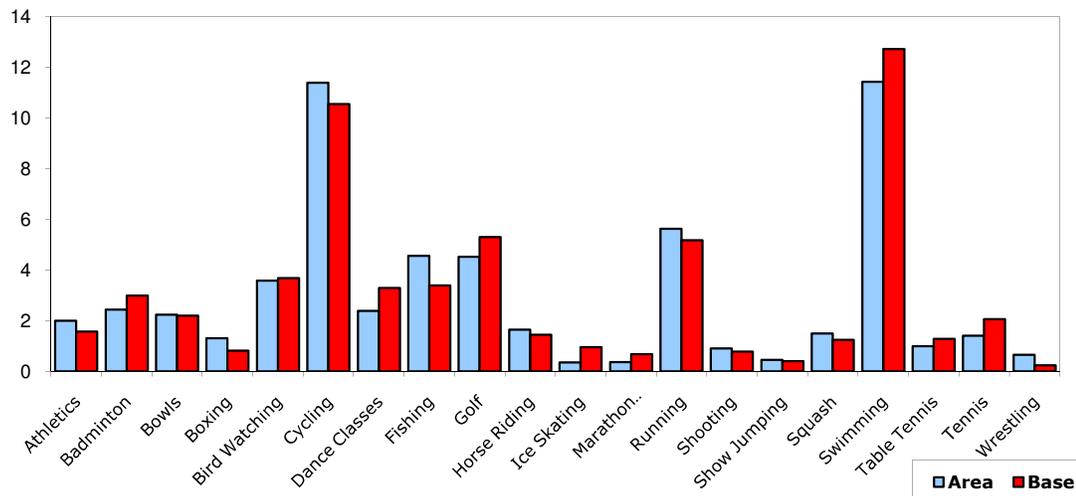
Report for:  
 Area: Ipswich  
 Base: Great Britain  
 Year: 2009

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## Performances (at least once a month)

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Ballet	379	0.4	0.2	163			
Cinema	25,974	25.6	27.6	93			
Contemporary Dance	49	0.0	0.2	24			
Classical Music Concerts	647	0.6	1.0	67			
Jazz Concerts	433	0.4	0.5	82			
Opera	155	0.2	0.3	48			
Plays	1,301	1.3	1.6	80			
Pop / Rock Concerts	673	0.7	2.0	34			
Theatre	2,979	2.9	2.5	116			

## Individual Sports

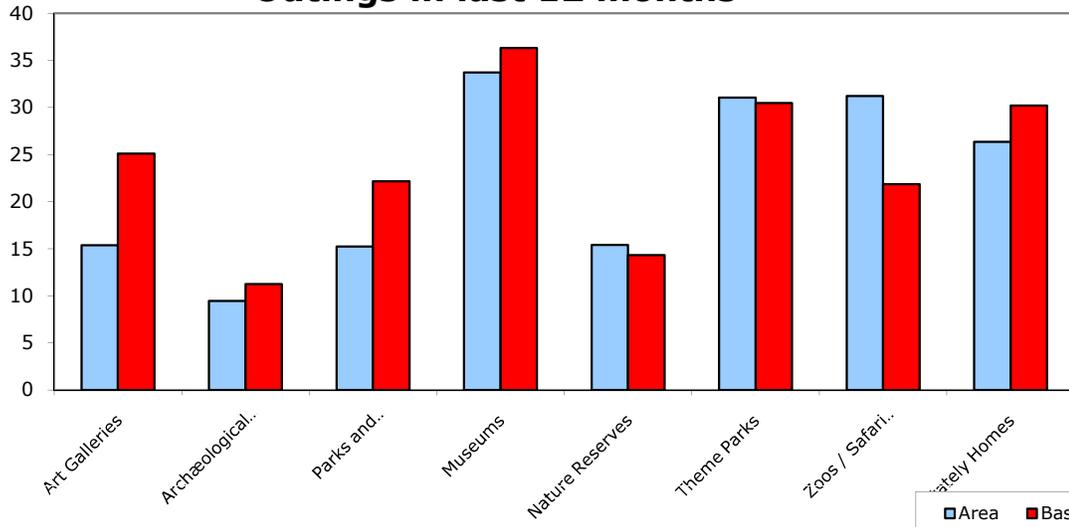


# Participation Profile: Sports & Leisure

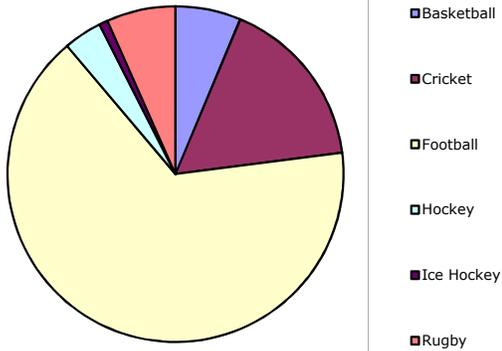
Report for:  
 Area: Ipswich  
 Base: Great Britain  
 Year: 2009

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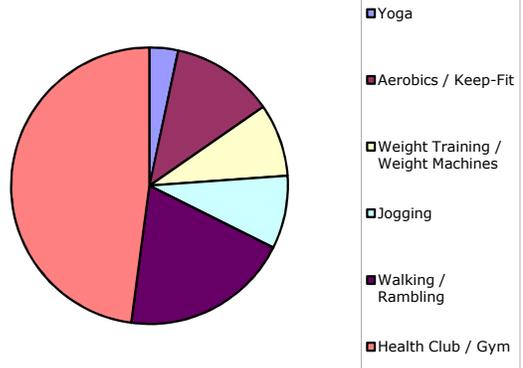
## Outings in last 12 months



## Team Sports



## Health and Fitness



## **APPENDIX 13: CINEMA CAPACITY ASSESSMENT**

**IPSWICH RETAIL & LEISURE STUDY: CINEMA CAPACITY ASSESSMENT**

**Stage 1: Cinema Penetration Rates and Population Catchment (2010)**

	INNER CATCHMENT AREA (Zones 1-4)	EASTERN CATCHMENT AREA (Zones 5-7)	NORTHERN CATCHMENT AREA (Zones 8-9)	SOUTHERN CATCHMENT AREA (Zone 10)	TOTAL
<b>Population @ 2010</b>	150,582	97,772	90,999	84,621	423,974
<b>Responses from Household Survey</b>					
<b>Ipswich Borough</b>	%	%	%	%	
Cineworld, Cardinal Park, Ipswich	91.7%	44.9%	58.5%	53.5%	
Sub-total	91.7%	44.9%	58.5%	53.5%	
<b>Other Centres</b>					
The Regal, Stowmarket	0.0%	0.8%	10.8%	0.0%	
The Palace, Felixstowe	0.4%	12.2%	0.0%	0.0%	
Riverside Centre, Woodbridge	6.4%	22.7%	4.2%	5.3%	
Odeon, Head Street, Colchester	0.0%	0.0%	0.0%	26.5%	
Film Theatre, Leiston	0.0%	8.8%	0.0%	0.0%	
Cineworld, Parkway, Bury St Edmunds	0.0%	0.0%	21.9%	5.4%	
All Other Responses	1.5%	10.6%	4.6%	9.3%	
Sub-total	8.3%	55.1%	41.5%	46.5%	
Grand Total	100.00%	100.00%	100.00%	100.00%	

**Stage 2: Market Share Retention of Existing Cinema Trips**

Potential Cinema Catchment Population (from Inner Catchment Area) (market share within borough multiplied by zonal population)	138,084	43,900	53,234	45,272
<b>Sum of Potential Catchment Population</b>	<b>280,490</b>			
Market Share (sum of Potential Catchment Population as a % of Total Population in Study Area)	<b>66 %</b>			

**Stage 3: Potential for Cinema Screens and Seats (2010 - 2031)**

		2010	2016	2021	2026	2031
Study Area Population ('000s)	A	423,974	445,897	465,230	485,243	513,432
Market Share (%)	B	66	66	66	66	66
<b>Potential Catchment Population</b>	<b>C = A x B</b>	280,490	294,994	307,784	321,024	339,673
Visits per annum <sup>(1)(2)</sup>	D	2.90	3.32	3.72	4.17	4.68
<b>Total Visits Per Annum</b>	<b>E = C x D</b>	<b>813,421</b>	<b>980,538</b>	<b>1,146,241</b>	<b>1,339,509</b>	<b>1,587,988</b>
Optimum Visits per Screen <sup>(1)</sup>	F	75,000	75,000	75,000	75,000	75,000
Optimum Visits per Seat <sup>(1)</sup>	G	300	300	300	300	300
<b>Screen Potential</b>	<b>H = E / F</b>	<b>11</b>	<b>13</b>	<b>15</b>	<b>18</b>	<b>21</b>
<b>Seat Potential</b>	<b>I = E / G</b>	<b>2,711</b>	<b>3,268</b>	<b>3,821</b>	<b>4,465</b>	<b>5,293</b>
<b>Existing number of seats</b>						
Cineworld, Cardinal Park, Ipswich	J	2543	2543	2543	2543	2543
	<b>K = J - I</b>	<b>168</b>	<b>725</b>	<b>1,278</b>	<b>1,922</b>	<b>2,750</b>

(1) Source: Dodona Research - Cinemagoing 14 Report (March 2005)

(2) Derived from Dodona Research (UK Forecasts). The baseline 2009 figure for visits per person figure is a conservative assumption reflecting the current state of the UK economy. It is based on the average rate as at 2005 which is increasingly being used by most consultants as a starting point. The projection from 2009 onwards is at a rate of 2.3% per annum based on a continuation of Dodona's annualised growth rate between 2005 and 2009.

## **APPENDIX 14: ON-LINE SURVEY RESULTS**

**IPSWICH ONLINE BUSINESS SURVEY - RESULTS**

**Q01 What is the name and address of your business**

**N/A - Data Anonymised**

**Q02 How would you describe your business**

*(one answer only)*

1 Food Retailer		<b>3%</b>
2 Non-Food Retailer (e.g. clothing, footwear, DIY, Books, jewellery etc)		<b>36%</b>
3 Retail service (e.g. hairdresser, beauty parlour, dry cleaner, optician, travel agent, repairs & alteration, photo processing)		<b>0%</b>
4 Leisure Service (e.g. public houses, wine bars, cafes, betting offices, takeaways, fast food, sports & leisure facilities)		<b>12%</b>
5 Professional Service (e.g. Estate Agent, Insurance Broker, Bank, Building Society, Financial Services, Legal Services)		<b>15%</b>
6 Other		<b>33%</b>
		<b>100%</b>

Refer to 'comments' and 'other' responses overleaf.

**Q03 Approximately, how long has the business been trading in Ipswich**

*(one answer only)*

1 Under six months	(0 - 6 months)	<b>3%</b>
2 Under one Year	(7 - 12 months)	<b>3%</b>
3 Under three years	(1 - 3 Years)	<b>15%</b>
4 Between three and five years	(3 - 5 Years)	<b>3%</b>
5 Between five and ten years	(5 - 10 Years)	<b>9%</b>
6 Between ten and twenty years	(10 - 20 Years)	<b>33%</b>
7 Over twenty years	(20+ Years)	<b>33%</b>
		<b>100%</b>

**Q04 Is your business:**

*(one answer only)*

1 A local independent / individual business (i.e. 1 store)		<b>76%</b>
2 Part of a regional multiple chain (i.e. up to 5 stores in East Anglia)		<b>9%</b>
3 Part of a national multiple chain (over 10 stores nationally)		<b>15%</b>
		<b>100%</b>

**Q05 How many staff does the business employ?**

1 Full Time	(Average)	<b>57</b>
2 Part Time	(Average)	<b>18</b>

**Q06(a) Has your business always operated from Ipswich ?**

1 Yes	<b>(Go to Q07)</b>	<b>85%</b>
2 No	<b>(Go to Q06b)</b>	<b>15%</b>
		<b>100%</b>

**Q06(b) If 'no' have you relocated from elsewhere or do you operate more than one business - please explain below:**

Refer to 'comments' and 'other' responses overleaf.

**Q07 Over the last five years, would you say broadly that your business turnover/sales performance has.....**

*(one answer only)*

1 Increased by 100%+		<b>9%</b>
2 Increased by 75-100%		<b>0%</b>
3 Increased by 50-74%		<b>6%</b>
4 Increased by 25-49%		<b>6%</b>
5 Increased by 11-24%		<b>18%</b>
6 Increased by 1-10%		<b>21%</b>
7 No change		<b>15%</b>
8 Decreased by 1-10%		<b>6%</b>
9 Decreased by 11-24%		<b>15%</b>
10 Decreased by 25-49%		<b>0%</b>
11 Decreased by 50-74%		<b>3%</b>
12 Decreased by 75-100%		<b>0%</b>
13 Decreased by 100%+		<b>0%</b>
		<b>100%</b>

**Q08 In general terms, how would you say your business has performed over the last 12 months?**

*(one answer only)*

1 Increased by 100%+		<b>0%</b>
2 Increased by 75-100%		<b>0%</b>
3 Increased by 50-74%		<b>3%</b>
4 Increased by 25-49%		<b>3%</b>
5 Increased by 11-24%		<b>18%</b>
6 Increased by 1-10%		<b>30%</b>
7 No change		<b>15%</b>
8 Decreased by 1-10%		<b>15%</b>
9 Decreased by 11-24%		<b>6%</b>
10 Decreased by 25-49%		<b>3%</b>
11 Decreased by 50-74%		<b>3%</b>
12 Decreased by 75-100%		<b>0%</b>
13 Decreased by 100%+		<b>3%</b>
		<b>100%</b>

**Q09 From where do you estimate the majority of your turnover comes from?**

*(one answer only)*

1 Local residents		<b>30%</b>
2 Other residents within the Borough		<b>21%</b>
3 Office employees / People working locally		<b>9%</b>
4 Tourist visitors		<b>0%</b>
5 Commuters		<b>0%</b>
6 Residents from rural areas around Ipswich		<b>9%</b>
7 Other	Refer to 'comments' and 'other' responses overleaf.	<b>30%</b>
		<b>100%</b>

**Q10 What, if anything, do you consider are the main barriers to the trading performance of your business?**

	Very Important	Important	Neither important or unimportant	Unimportant	Very Unimportant	Total
1 Anti-social behaviour	18%	30%	36%	9%	6%	100%
2 Competition from other centres	18%	33%	21%	18%	9%	100%
3 Competition from other traders in Ipswich	21%	30%	18%	18%	12%	100%
4 Current economic climate	61%	36%	3%	0%	0%	100%
5 High Rents / Overheads incl. rates	39%	42%	9%	6%	3%	100%
6 Inadequacy of your current premises	12%	15%	24%	27%	21%	100%
7 Inadequate car parking	30%	24%	21%	15%	9%	100%
8 Lack of day visitors / tourists to the town	15%	42%	24%	12%	6%	100%
9 Lack of passing trade outside your business	30%	24%	18%	18%	9%	100%
10 Poor location of your premises	12%	18%	30%	24%	15%	100%
11 Poor quality of the shopping environment	48%	21%	18%	9%	3%	100%
12 Poor security	15%	12%	52%	12%	9%	100%
13 Competition from out-of-centre stores and retail parks	15%	21%	30%	18%	15%	100%
14 Poor quality shops	39%	30%	18%	9%	3%	100%
15 Too many discount and charity shops	42%	15%	27%	6%	9%	100%
16 Staff recruitment and retention problems	0%	24%	45%	21%	9%	100%
17 Other	Refer to 'comments' and 'other' responses overleaf.					

**Q11 In your opinion are there any recent changes or developments in the town centre, or elsewhere, that you consider have impacted (positively or negatively) on your business (e.g. Closure of Crown Car Park; closure of Vergo Department Store; Closure of Woolworths; Competition from the Arc shopping centre in Bury St Edmunds). Please describe change and resulting impact.**

Refer to 'comments' and 'other' responses overleaf.

**Q12 If you have any further comments on the performance of your business then please feel free to express your view below.**

Refer to 'comments' and 'other' responses overleaf.

**Questions on your business premises**

**Q13 Regarding the premises from which you operate, are they leased or owned by you?**

(one answer only)

1 Leased	67%
2 Owner Occupier	33%
	<u>100%</u>

**Q14a Are you satisfied with the premises?**

(one answer only)

1 Satisfied	79%
2 Not Satisfied	21%
	<u>100%</u>

**Q14b Reason if not satisfied**

(one answer only)

1 Too large	0%
2 Too small	29%
3 Poor conditions	14%
4 Other	57%
	<u>100%</u>

Refer to 'comments' and 'other' responses overleaf.

## Your future plans

### Q15a Do you have any plans to change your business in any way over the next twelve months?

(one answer only, please tick)

1 No	52%
2 Yes - Close down	6%
3 Yes - Relocate elsewhere in Ipswich	0%
4 Yes - Relocate outside Ipswich	3%
5 Yes - Refurbish existing floorspace	9%
6 Yes - Extend Floorspace	6%
7 Yes - Invest further	12%
8 Yes - Reduce Floorspace	0%
9 Yes - Change trading type / format	0%
10 Other Refer to 'comments' and 'other' responses overleaf.	12%
	<b>100%</b>

### Q15b What is the main reason for closing down?

Refer to 'comments' and 'other' responses overleaf.

### Q15c If you are relocating, where are you considering moving to?

Refer to 'comments' and 'other' responses overleaf.

### Q15d If you are relocating, what is the main reason for this decision.

Refer to 'comments' and 'other' responses overleaf.

### Q15e What is influencing this decision?

Refer to 'comments' and 'other' responses overleaf.

### Q15f. Could you expand on your answer?

Refer to 'comments' and 'other' responses overleaf.

### Q16 What specific support would help your business?

Refer to 'comments' and 'other' responses overleaf.

### Q17a Do you have any plans to change your business in any way over the next 2 to 5 years?

(one answer only, please tick)

1 No	44%
2 Yes - Close down	0%
3 Yes - Relocate elsewhere in Ipswich	8%
4 Yes - Relocate outside Ipswich	0%
5 Yes - Refurbish existing floorspace	4%
6 Yes - Extend Floorspace	8%
7 Yes - Invest further	24%
8 Yes - Reduce Floorspace	0%
9 Yes - Change trading type / format	4%
10 Other Refer to 'comments' and 'other' responses overleaf.	8%
	<b>100%</b>

### Q17b What is the main reason for closing down?

None

### Q17c If you are relocating, where are you considering moving to?

Refer to 'comments' and 'other' responses overleaf.

### Q17d If you are relocating, what is the main reason for this decision.

Refer to 'comments' and 'other' responses overleaf.

### Q17e What is influencing this decision?

Refer to 'comments' and 'other' responses overleaf.

### Q18 What specific support would help your business?

Refer to 'comments' and 'other' responses overleaf.

## Your views on Ipswich Town Centre

### Q19 How do you rate the following aspects of the Town Centre

#### A. TRANSPORT AND ACCESS

- Location and quality of car parks
- Amount of car parking
- Cost of car parking
- Access by public transport
- Access by foot and bicycle
- Park & Ride Provision
- Any further comments?

Refer to 'comments' and 'other' responses overleaf.

Very Good	Good	Fair	Poor	Very Poor	Total
3%	33%	30%	18%	15%	100%
3%	24%	33%	21%	18%	100%
3%	3%	30%	30%	33%	100%
9%	39%	36%	12%	3%	100%
12%	39%	30%	15%	3%	100%
21%	48%	30%	0%	0%	100%

#### B. SECURITY AND ENVIRONMENT

- Quality of the built environment
- Pedestrian environment
- Security (CCTV / policing)
- Personal Safety
- Signposting and information
- Cleanliness
- Public toilets
- Daytime safety
- Nighttime safety
- Lighting, landscaping and planting
- Any further comments?

Refer to 'comments' and 'other' responses overleaf.

Very Good	Good	Fair	Poor	Very Poor	Total
3%	27%	39%	21%	9%	100%
0%	61%	24%	12%	3%	100%
0%	36%	39%	15%	9%	100%
3%	36%	27%	18%	15%	100%
0%	27%	45%	24%	3%	100%
9%	30%	30%	24%	6%	100%
0%	6%	33%	39%	21%	100%
15%	55%	24%	6%	0%	100%
0%	21%	30%	24%	24%	100%
0%	21%	48%	21%	9%	100%

#### C. SHOPPING

- Promotion of the centre
- Shopping environment
- Range of shops & services
- Foodstore provision
- Quality / frequency of market
- Level of vacant units
- Any further comments?

Refer to 'comments' and 'other' responses overleaf.

Very Good	Good	Fair	Poor	Very Poor	Total
0%	15%	33%	36%	15%	100%
0%	12%	33%	33%	21%	100%
0%	15%	15%	36%	33%	100%
3%	39%	33%	15%	9%	100%
12%	33%	27%	18%	9%	100%
3%	6%	15%	30%	45%	100%

**D. LEISURE**

- 26 Entertainment/Leisure Facilities
- 27 Events and festivals
- 28 Any further comments?

Very Good	Good	Fair	Poor	Very Poor	Total
3%	42%	33%	18%	3%	100%
12%	36%	36%	15%	0%	100%

Refer to 'comments' and 'other' responses overleaf.

**Q20 What are the main improvements would you like to see in Ipswich Town Centre .**

**A. ACCESS improvements**

- 1 Improved access by foot and cycle
- 2 Improved public transport
- 3 More / better car parking
- 4 More / better disabled access
- 5 Any further comments?

Very Important	Important	Moderately Important	Little Importance	Unimportant	Total
15%	27%	24%	27%	6%	100%
18%	27%	36%	15%	3%	100%
45%	33%	12%	6%	3%	100%
6%	27%	36%	24%	6%	100%

Refer to 'comments' and 'other' responses overleaf.

**B. SECURITY AND ENVIRONMENTAL improvements**

- 6 Improved security / CCTV
- 7 More / better policing
- 8 More street cleaning
- 9 Improvements in the built environment
- 10 More / better signposting and information
- 11 More better parks / green spaces
- 12 Provision of public toilets
- 13 Improved street furniture
- 14 More / better seats
- 15 Any further comments?

Very Important	Important	Moderately Important	Little Importance	Unimportant	Total
12%	42%	30%	12%	3%	100%
33%	39%	24%	3%	0%	100%
24%	42%	24%	6%	3%	100%
27%	45%	18%	9%	0%	100%
21%	36%	33%	6%	3%	100%
9%	33%	42%	9%	6%	100%
12%	64%	24%	0%	0%	100%
15%	61%	12%	12%	0%	100%
15%	33%	42%	6%	3%	100%

Refer to 'comments' and 'other' responses overleaf.

**C. SHOPPING improvements**

- 16 Greater promotion of the town centre
- 17 More / better range of multiple retailers
- 18 More / better smaller independent & specialist shops
- 19 More / better choice of food shops
- 20 More / better choice of non-food shops
- 21 More / better clothing & fashion shops
- 22 More specialist street markets
- 23 Any further comments?

Very Important	Important	Moderately Important	Little Importance	Unimportant	Total
61%	27%	9%	3%	0%	100%
52%	30%	9%	3%	6%	100%
70%	24%	6%	0%	0%	100%
24%	30%	30%	12%	3%	100%
42%	39%	18%	0%	0%	100%
45%	33%	12%	6%	3%	100%
21%	33%	21%	21%	3%	100%

Refer to 'comments' and 'other' responses overleaf.

**D. LEISURE improvements**

- 24 More / better cultural facilities
- 25 More / better entertainment & leisure facilities
- 26 More / better public houses
- 27 More quality restaurants /pavement cafes
- 28 Any further comments?

Very Important	Important	Moderately Important	Little Importance	Unimportant	Total
12%	45%	15%	21%	6%	100%
21%	52%	15%	12%	0%	100%
6%	15%	36%	24%	18%	100%
24%	36%	30%	3%	6%	100%

Refer to 'comments' and 'other' responses overleaf.

**Q21 Do you have any further comments to make about Ipswich Town Centre?**

Refer to 'comments' and 'other' responses overleaf.

**Q22 Which three centres do you view as the most serious competitors to Ipswich Town Centre?**

Location	Responses	Rank
1 Norwich	25%	1
2 Bury St. Edmunds	17%	2
3 Cambridge	13%	3
4 Colchester	11%	
5 Internet	6%	
6 Woodbridge	5%	
7 Bluewater Shopping Centre	5%	
8 Thurrock - Lakeside Shopping Centr	4%	
9 Catalogue / Mail order	3%	
10 Braintree - Freeport	3%	
11 Aldeburgh	2%	
12 Ipswich - Euro Retail Park	2%	
13 Thurrock - Lakeside Retail Park	1%	
14 Stowmarket	1%	
15 Ipswich - Suffolk Retail Park	1%	
16 Ipswich - Anglia Retail Park	1%	
17 Braintree	1%	
18 Warren Heath Retail Park	0%	
19 Sudbury - Shawlands Retail Park	0%	
20 Sudbury	0%	
21 Southwold	0%	
22 Other	0%	
23 Newmarket - Studlands Retail Park	0%	
24 Martlesham Heath - Martlesham Ret	0%	
25 Manningtree	0%	
26 Lowestoft - Tower Retail Park	0%	
27 Lowestoft	0%	
28 Leiston	0%	
29 Ipswich - Orwell Retail Park	0%	
30 Interchange Retail Park	0%	
31 Halesworth	0%	
32 Framlingham	0%	
33 Felixstowe	0%	
34 Copdock - Copdock Retail Park	0%	
35 Clacton	0%	
36 Bury St. Edmunds - St Edmundsbury	0%	
37 Bury St. Edmunds - Robert Bobby Wa	0%	
38 Braintree - Braintree Retail Park	0%	

**Q23** Focussing on the centres identified by you in Q23, in your opinion, what are the relative advantages these have over Ipswich town centre. Please state below.

Refer to 'comments' and 'other' responses overleaf.

**Q24** Do you have any further comments on Ipswich as a trading centre then please feel free to express your view below.

Refer to 'comments' and 'other' responses overleaf.

## **IPSWICH ONLINE BUSINESS SURVEY - 'COMMENTS' AND 'OTHER' RESPONSES**

### **Q02 How would you describe your business**

#### 'Other' Responses

- > Other: arts facility
- > Other: charity shop
- > Other: Healthcare service
- > Other: Hotel restaurant
- > Other: manufacturer
- > Other: Passenger Transport
- > Other: Private Members Club
- > Other: property
- > Other: SHOPPING CENTRE
- > Other: specialist foods
- > Other: transport

### **Q06(b) If 'no' have you relocated from elsewhere or do you operate more than one business - please explain below:**

- > more than 1 business
- > Relocated from Brantham Nr Manningtree to move Internet only business into retail premises
- > Relocated from Colchester
- > We have another shop.

### **Q09 From where do you estimate the majority of your turnover comes from?**

#### 'Other' Responses

- > Other: all of the above and on line
- > Other: Corporate / visitors
- > Other: Corporates
- > Other: Internet Sales
- > Other: Local Businesses
- > Other: National and international sales
- > Other: Our old Colchester customers
- > Other: Outside Ipswich
- > Other: students
- > Other: worldwide clients

### **Q10 What, if anything, do you consider are the main barriers to the trading performance of your business?**

#### 'Other' Responses

- > Banks lack of investment in SMEs
- > Cleanliness of the paths around our place of business
- > Council lack of awareness of retail in the Town-in particular unrealistic, isolated planning department
- > derelict buildings on waterfront and lack of lighting at Stoke Bridge end
- > Expensive car parking
- > Lack of decision making as to whether the'Mint Quarter' will be developed
- > PERCEPTION THAT IPSWICH IS A VALUE TOWN FULL OF CHEAP SHOPS
- > Residents perception of the town is generally poor...lack of civic pride.
- > run down road, with many shops boarded up
- > street drinkers
- > The whole of Ipswich Town Centre needs a facelift; there is very little in the town to attract visitors.  
Compared to Norwich, we are 20 years behind.

**Q11. Are there any recent changes or developments in the town centre, or elsewhere, that you consider have impacted positively or negatively on your business? Please describe change and resulting impact?**

- > 9 small shops closing down within a 100 yard radius since we opened for business last August. The appalling neglect of the empty shops in Upper Orwell Street owned By NCP.
- > Arrival of UCS and development of waterfront are impacting us on a positive way.
- > Business moving out of town due to high rates and lack of parking for their clients. Its a trial when one has to enter the town for business purposes. Clients complain and then the business decides to move out of town center.
- > By taking away the disabled parking outside our premises when the one way system changed we lost many patients who cannot walk from the nearest disabled parking in Great Colman Street. Also the loss of any decent shops at this end of town has resulted in less passing trade. On the plus side the pavements in Northgate Street are much better.
- > Closure of Crown Park
- > Closure of shops nearby. You mentioned Woolworths and Vergo and also the closure of the Crown Car Park.
- > Closure of Vergo and Woolworths, lack of parking in Crown St, inadequate policing of drunks and drug takers in local area have all impacted negatively.
- > far to many immigrants who have no jobs and encourage the local drop outs.
- > Improvements to the Waterfront esp. university and Dance East has broadened the visitor base...with a more intellectual element certainly visiting our part of town, on a positive note. However on a negative note the decision to allow a very large Tesco to be built on the old B&Q site is in my opinion crazy.I feel that it will have a negative effect on the town centre and many small independent businesses.
- > Loss of 2 major shops - Woolworths & Co-op/Vergo have meant the town is seen as a ghost town. We need better quality shops. Need to try and fill the 2 shopping malls before even contemplating building another. Council keep pushing the Waterfront area as the place to be but what about us in the town centre. Car parking is far too expensive. No use having a £1 rate on a sunday when many independent traders are closed.The amount of litter in the town is a disgrace. I know it is cleaner within the bid area but walk a few yards outside and it is embarassing. McDondald near us need to keep the area cleaner. The seats outside our shop are littered with their packaging - somehow we need to educate people to put their rubbish in the bins. Tavern Street consist of little else than mobile phone shops - what is there to attract people outside the town?
- > Loss of Woolworth, Vergo and other shops at Major's Corner end of Carr Street - empty shops create a bad impression - that there is nothing to see at that end of the street. There needs to be a strong "player" recruited to the old Co-Op building to draw people along the street.
- > Loss of Woolworths & Coop/Vergo stores. Amount of off licence premises in the surrounding area causing increase in street drinkers in the area. Our area is not treated as part of the town centre by Ipswich Central & other bodies.
- > Minor but positive - the Waterfront development - it helps to reposition Ipswich positively
- > More shops closing. No new shops to interest the public. The mint quarter development does not seem to be starting. The closed shops on upper orwell street are falling apart, Making the town look a disgrace.
- > negative-a new superstore opening on the edge of Town Car park out of action Obsession with food markets counteracting our business Councils moving out of Town Never see any councillors..who are they Other regional centres have invested heavily over the past few years and appear to have taken the quality shopper away from Ipswich BID is not performing especially on marketing.

- > Obviously, the recession. Many shops have closed, i.e. the Co-op and there are no real traffic generators to help customers find our business. The shopping centres are half empty, with no real "anchor" stores apart from Debenhams. Safety is an issue, with many tramps and young people projecting threatening behaviour. Finally, the buses are too expensive compared to other towns and cities, again offering limited incentive to visit the town - it is cheaper to drive; the car parking is significantly more versus Colchester. The regeneration of the Ipswich docks area is a positive sign for the town - but is this the town's only focus? The activities run throughout the summer in Christchurch Park have done a lot for the businesses in the town. Ipswich has some beautiful buildings that are often missed through the negative impact of the closed and run-down shops - it's a real shame. Upper Orwell Street is in a very poor state.
- > PEOPLE ALWAYS COMPLAIN ABOUT PARKING - BUT IT IS ABOUT THE SAME AS EVER - ALTHOUGH TOO EXPENSIVE AND THE PAY AND DISPLAY MEANS THAT PEOPLE HAVE A TIME LIMIT ON THEIR TIME IN TOWN. VERGO AND WOOWORTHS CLOSING MAKE CARR STREET A DESERT INHABITED TO A CERTAIN EXTENT BY THE UNEMPLOYED AND UNEMPLOYABLE. THERE IS CERTAINLY NOTHING TO LURE CASUAL SHOPPERS BEYOND THE WHITE HORSE JUNCTION. UPPER ORWELL STREET IS A BLIGHT ON THE WHOLE TOWN, A VERY POOR ADVERT FOR THE PEOPLE WHO ARRIVE ON BOATS AT THE DOCKS AND HEAD INTO TOWN THIS WAY. IT REALLY IS A DISGRACE THAT SUCCESSIVE COUNCILS HAVE ALLOWED IT TO REMAIN THE SAME FOR ALMOST TWENTY YEARS. RECENT ATTEMPTS TO BRIGHTEN UP THE OLD BARNES BUILDING WITH "COMMERCIAL GRAFFITI" ARE, IN OUR OPINION, LAUGHABLE. THE SEATING AREA OPPOSITE TO IT HAS BEEN TIDIED UP RECENTLY BUT I CAN ONLY SEE OUR RESIDENT DRUNKS BEING ABLE TO GAZE UPON IT FOR ANY LENGTH OF TIME WITHOUT BEING EVEN MORE DEPRESSED BY THE AREA. WE HAVE AT LEAST TWO PREMISES SELLING ALCOHOL WITHIN TWENTY YARDS OF OUR SHOP AND MORE IN UPPER ORWELL STREET AND EAGLE STREET. WE ARE ONLY TOO AWARE OF THE CLIENTELE WHO USE THEM. WE KNOW THIS IS A PROBLEM FOR ALL EXTREMITIES OF THE TOWN BUT IT SEEMS THE AUTHORITIES ARE FIGHTING A LOSING BATTLE - PARTLY OF THEIR OWN MAKING BY ALLOWING SO MANY OFF LICENCES.
- > planning permission given to tesco development on grafton way
- > THE APPROVAL FOR THE TESCO DEVELOPMENT HAS CONDEMNED THE TOWN TO RETAINING THE AFOREMENTIONED VALUE IMAGE AND WILL RESULT IN CLOSED SHOPS AND A RELUCTANCE TO INVEST BY MANY OTHER BUSINESSES
- > The development of the University is and will have a positive impact to the night economy. As this develops it will bring additional non-uni persons to the town for an evening out generating trade for my business.
- > the re development of giles circus king street has been closed to traffic since january competition from bury st edmunds and norwich for shopping
- > The slow decline and death of retail overall in Ipswich, and the massively superior shopping experience in Bury st Edmunds have had a huge impact
- > the waterfront is a fantastic improvement and we can't lose momentum and need to use this as a tourist destination.
- > too early for us to say
- > We thought that the docks and the new shopping centre would bring more business to this side of town. Ipswich is in a shocking state at the moment and I personally will travel to Norwich or London to shop

**Q12 Do you have any further comments on the performance of your business?**

- > Being a new business it is hard for us to comment. our business is increasing more or less in line with expectations
- > economic downturn caused by banks and the previous government
- > I do feel as a small business that more promotion of the town to both residents and visitors is vitally important. Ipswich Central are doing a great job in this respect but engaging with media partners to increase awareness and instill a sense of civic pride must be an ongoing project. It is also important that support is offered to small businesses should they be affected by Tesco...a town needs its small businesses!!!
- > Independent Retailers are the life and soul of a town centre, bring an individuality to each town, they should be encouraged and supported more so than the big multi nationals. We are coming out of the downturn by a small margin but how many like us have gone under for the sake of a little support (rate reduction).
- > Ipswich buses are my main competitor, but they have the advantage of using the bus lane and being able to get passengers from A - B much quicker. As my business is mainly Private-hire we have to sit in the traffic during rush periods and look at the empty bus lanes.
- > Need better marketing on Ipswich in a positive light Local people to shop locally Need a complimentary anchor store to recover the quality shopper Stop the pseudo continental markets in Buttermarket
- > Our business has noticed a dramatic decline in white collar service companies in the town center due to the lack of easy access for clients.
- > Our continued success is due solely to our own efforts. With little or no help from the local borough.
- > Our business profitability rides on sales - without the sales, there will be no business. We struggle with signage as we are positioned within a listed building. However, we have applied on more than 3 occasions for portable barriers and umbrellas for comfort and display on our 3 outside tables (only 3 outside tables - why can't we have more?). There is another coffee shop, Jaceys Coffee House that offers their customers such facilities. Hasn't Ipswich Borough Council set a precedent? This shortsighted approach does not help us to compete and how do other towns and cities approve such small changes to their shopping environments (Colchester, Norwich, Chelmsford etc)?
- > Performance is generally dependant on the economic environment in a variety of industry sector in Ipswich and surrounding areas.
- > Sales in 2010 had been improving until the loss of the Vergo store - sales on July have dropped away steeply. The closing down sale also badly hit June's figures, along with the World Cup, et al.
- > Some of our problems are due to the Government putting tax up on the alcohol that we sell and our having to constantly increase our prices to meet these costs. We are next to a supermarket that has many discounts on alcohol and this affects our trade. This was very noticeable during the World Cup. Something else that indirectly effects our business is the rates that Sky TV charge us. These are based on the rateable value that the Council places on these premises.
- > Thankfully my internet sales keep me afloat - if it was just based on my Ipswich trade I would have been out of business ages ago
- > WE ARE FORTUNATE IN THAT WE ARE A DESTINATION SHOP. PEOPLE COME TO US FOR PICTURE FRAMING AND, DESPITE ALL THE ABOVE, WE ARE GAINING NEW CUSTOMERS ALL THE TIME. HOWEVER, THIS IS CERTAINLY NOT THE STREET THAT WE STARTED OUT IN 25 YEARS AGO AND THE APPEARANCE OF OUR NEIGHBOURS PROPERTIES, THE SORT OF SHOPS AND CLIENTELE AND GENERAL AIR OF DECAY DO NOT DO US ANY FAVOURS. FREE PARKING IN THE CAR PARK IN BOND STREET WOULD BE A HELP!
- > We are holding up reasonably well but we need to attract people into the town from outside.
- > We are seriously concerned about the current economic climate and how it will impact on new buildings like ours that are just finding their feet, drawing new audiences and offering culture/leisure to the community, this cannot be jeopardized otherwise we will not be an attractive community to attract businesses and families to live and work.
- > We need some development on upper orwell street. At least have the old building knocked down and turned to car parking. This will at least open up the area!
- > With increased competition and more scheduled, we are worried that not enough is being done to attract new businesses and visitors.

**Q14b Reason if not satisfied**

'Other' Responses

- > Other: bad location
- > Other: Lack of signage
- > Other: rent to high
- > Other: too small & poor access for deliveries

**Q15a Do you have any plans to change your business in any way over the next twelve months?**

'Other' Responses

- > Other: improve window displays
- > Other: Review direction
- > Other: SELL IT
- > Other: The continues operation of our store depends on our sales.

**Q15b What is the main reason for closing down?**

- > Lack of support by the council in the Town
- > The road is so run down. Business rates does not reflect this at all. On top of that the BID have threatened to take us to court. BID are supposed to be there to support local businesses but instead are threatening to close down places if they cant afford to pay the BID levy.

**Q15c If you are relocating, where are you considering moving to?**

- > Woodbridge

**Q15d If you are relocating, what is the main reason for this decision.**

- > To increase quality customers - Ipswich High Streets are too expensive and the calibre of customer is not there

**Q15e What is influencing this decision?**

- > conversion to care home
- > customer demand
- > I beleive that IPswich is a town on the change.....and there is a need for small independent business, to create a vibrant and interesting destination for shopping. So long we have been the poor relation to our neighbours.
- > Increased competition, changing needs of customers
- > need more space
- > Some of the Club has not been refurbished for several years and is looking tired. The carpets are showing signs of wear and tear so will need replacing and possibly some of the furnishings.
- > the need to increase turnover
- > Whilst my company is developping well, I fully understand there are areas that could be improved and I intend to improve them, ensuring the customer gets a service I would like to recieve. To improve you need to change, to change you need to identify areas that need to improve.

**Q15f Could you expand on your answer?**

- > Our lease does not finish until Feb 2012, so we have to make the best of what we have. We need to focus on creating eye catching windows to draw passing people into the shop, and have lots of good stock to sell them when they do.
- > Unfortunately, I cannot comment any further.
- > WE ARE NEARING RETIREMENT AND ARE LOOKING TO BRING SOMEBODY NEW INTO THE BUSINESS SO THAT WE CAN COME OUT WITHIN THE NEXT TWO YEARS. WE HAVE SOME INTERESTED PARTIES.

**Q16 What specific support would help your business?**

- > a better town centre, better perceived access to the town
- > cheaper parking , lower rates,
- > consent by planners and more policing
- > grants for historic buildings when refurbishment and energy saving nessasary
- > I am all for customer safety, and identifying safe waiting & collection areas for passengers late at nighth would benifit all.
- > Making sure that the path outside is kept clean and free from urine. Quality shops to attract more people to the town centre.  
We may have to replace our roof in the next couple of years. The restrictions on placing scaffolding being eased would help.  
This building has been here longer than many of the surrounding businesses yet I feel we will be penalised because of our location when we have to do any structural work on the premises.
- > Promotion of the town and its offer, highlighting its unique qualities. More parking , maybe slightly cheaper parking.
- > Selling the town of Ipswich, changing the image of the town as it has a lot more to offer than people believe. Getting new companies to use Ipswich as a base and a clear tourism strategy to develop visitor numbers.

**Q17c If you are relocating, where are you considering moving to?**

- > Woodbridge
- > Between town centre and railway station
- > Edge of town
- > Undecided.

**Q17d If you are relocating, what is the main reason for this decision.**

- > To increase quality customers - Ipswich High Streets are too expensive and the callibre of customer is not there
- > better facilities
- > Lack of space in current premises
- > Lease expires. Overheads. Competition.

**Q17e What is influencing this decision?**

- > customer demand for better facilities
- > Customers changing needs
- > economic climate
- > Hopefully increasing turnover and customer numbers
- > need for artist accommodation, need for additional studio space
- > over time we will need extra shelf space
- > Same as above
- > see more potential trade to win
- > To keep up with current trends / modernisation

**Q17f Could you expand on your answer?**

- > I am hoping in the coming years I can use my experiance and expand in another town like Colchester or Norwich.
- > if the turnover does not increase i will consider changing the formatof the business on selling the business.

**Q18 What specific support would help your business?**

- > A bank account would be nice, they are not supportive in any way for small retail businesses, in fact it is more expensive to have a bank account than it is to rent a small shop premises.
- > advertising our side of the town centre
- > help with a grant for historic building
- > Maintain promotion....strive to make it an interesting destination...keep up investment on the Waterfront.
- > planners cooperation
- > the regeneration of the buildings at the stoke bridge end of the waterfront; more retail and cafes in the Mill at the waterfront and create a waterfront that extends from east to west as we are at a very difficult end of it that is drawing drug dealers and unsavory types to the courtyard due to lack of lighting and lack of businesses operating in this area which makes our customers very vulnerable especially in the winter months.
- > Selling the town of Ipswich, changing the image of the town as it has a lot more to offer than people believe. Getting new companies to use Ipswich as a base and a clear tourism strategy to develop visitor numbers.

**Q19 How do you rate the following aspects of the Town Centre****A. TRANSPORT AND ACCESS - Further Comments**

- > Because of the one way systems and because I live within walking distance of the town centre, I rarely drive into town. From what I have seen of the car parks they are worn out. The pavements are in poor condition and I wonder about the security aspect. Crown Pools Car Park has been closed for quite some time now and is very much missed by the residents. I recently parked in a car park near the docks to go out to dinner and was very worried that I would fall as the ground was covered in broken cement and dirt.
- > Car Parking in Ipswich is an unmitigated disaster. Not only is it poor and expensive for shoppers it is a total failure for those business people who have an office in the town centre but who also need convenient and quick access to their car during the working day e.g. Estate Agents, Employment Agencies etc.
- > In 2005, a monthly bus pass for First Bus Zone 1 was Â£24.00; it is now Â£57.00. It costs Â£5.20 to get from Kegrave Zone 1 to Ipswich Town centre - how can this be?
- > Just make parking more reasonable.
- > My business has a green transport policy and we try to encourage our staff to use other means of transport rather than their cars. Unfortunately public transport within Ipswich is disjointed and buses do not run at appropriate times or frequencies that would attract my staff to use them. Bike lanes are a joke in the town centre and need a radical review to make travel by bike sensible and safe.
- > Needs to be a safe cycling / walking access from Town Centre to Waterfront and back. Needs to be a cycling first outlook on all road developments. investment in public transport needed or at least reprioritisation.
- > Not enough car parking spaces and very expensive
- > park and ride is a good idea but no one wants to use it and people tend to forget that we live in a county town that is accessed by people from rural communities that have no public transport to the town. We need to attract these people to our town as they live in rural suffolk and make parking and access easy for them and not ignore them as they bring wealth, spending power etc.. to the town!
- > Public transport (i.e. buses) are my main competitor. I am reliably told they are 3-4% down this year, while I am 9 - 10% up. Something is being said here.
- > The lack of car parks and exhorbitant costs mean many of our patients ask us to post them contact lenses and glasses rather than have to collect them and park in Ipswich!
- > The town has lost its center of life. It lacks quality retail. The charges on town center business is too high given that in order to get custom the customer has to go to great trouble to get into town. Most customers live outskirts of ipswich and its so easy to shop just down the ring road.
- > Turn the boarded building on upper orwell street to a car park!

## **B. SECURITY AND ENVIRONMENT - Further Comments**

- > Again are area around upper orwell street is very run down, does not feel safe. Hardly any pedestrians walk past this road at night/evening
- > As a 55 year old male I do not enter Ipswich after 8.30 at night. Leaving work at night I have to navigate past vagrants in Tower St and all the drunks with piles of rubbish that I HAVE TO CLEAN UP THE NEXT MORNING IN MY CAR PARK.
- > Have recently had squatters and at night time the area is a no go area with the amount of alcohol and drugs overtly being consumed by the under classes.
- > Huge number of Shop Burglaries around June 2010...lack of information from police and BID. it took shop keepers to spread the word.
- > I do not feel safe in Ipswich at night other than on the waterfont
- > Ipswich is a very pleasant town centre which is what drew us to it in the first place.
- > Lighting could be better in certain areas for the night economy.
- > The only public toilet that I have used is in Tower Ramparts and I only used it because I was desperate. It was filthy and I felt dirty after leaving it. The others may be different so I can't comment on them. I do not go into town at night because I do not feel safe. Last winter I reported several lights that were out and it was months before anything was done about it. Landscaping and planting is very nice and I can find no fault with any of that. It does make a difference to how the town looks but still there is lots of litter on the streets and paths mainly due to the youth culture. I have been to Denmark and Sweden, Australia and New Zealand and San Francisco and you don't see litter like we have here. I don't know what the schools do to teach children to put litter in the bins but perhaps more needs to be done there.
- > the town centre at night is dead and sinister except for St. Nicholas street and the waterfront. it feels very dnagerous and their are unsavory types lurking, no security, no cafes or restaurants open.. very odd and thank goodness for the life at the waterfront..
- > There are no town CCTV cameras that cover the corner of Carr St and Northgate St (by the Great White Horse and Santander bank). We have been victims of crime on more than several occasions and the police are powerless wihout evidence.
- > What public toilets? Other than those in the shopping precincts (for which there is no access after the precincts are shut) I am not aware of any public toilets. I find that "revellers" use my office driveway or car-park as a urinal and, because it is private property, the council do not get the cleaning bill!
- > You need more CCTV in places like Oak Lane

### **C. SHOPPING - Further Comments**

- > Demolish buildings in Upper Orwell Street and use space created for car parking.
- > IPSWICH DOES NOT ATTRACT QUALITY SHOPS.
- > large numbers of vacant shops and offices reflecting the current economic climate.
- > Living in Ipswich, I see very little promotion of the town centre. I think the market is good for food & veg, but needs more variety (better quality non food stalls) and to be bigger. Too many empty shops, all through the town - many have been empty for a long time.
- > Shopping should be a pleasure, unfortunately Ipswich is to spread out and you are exhausted before you have done anything. Having a electric tram or something free to transport passengers around the town centre is a start.
- > The "market" is a joke, it provides little and of no quality.
- > The amount of empty units has a detrimental affect on the surrounding outlets (Carr Street), the main focus of the promotional activities seems to be the two shopping centres rather than the whole town.
- > The town centre seems to be full of charity shops and discount stores. There is very little in the way of quality shops/department stores.
- > There are too many vacant units and not enough individual stores , all town centres are now exactly the same.
- > There are too many vacant units. Ipswich Market is fantastic.
- > There has been too much infiltration of the town centre by the big supermarkets (especially tesco) and this has proved detrimental to the small trader. Without these small traders the character of Ipswich becomes bland and people based in the villages will travel to Bury St Edmunds, Woodbridge, Colchester etc. to shop where they have greater choice. I cannot believe that the council have approved the Tesco applicationd to put yet another store in Ipswich. This will simply reduce the need for people to shop in the town centre and reduce passing trade yet further.
- > Too many empty shops
- > Trying to encourage creative use of vacant units and/or smarten up long term empty units.develop links with local artists to paint murals etc.
- > Unless you get a major store like John Lewis into the town less and less people will come to Ipswich. The town now looks like the 'poor relative' of Bury St Edmunds and Norwich with a plethora of charity and pound shops. Why has the old Littlewoods site in Tower Ramparts been empty for so long it looks appalling when people arrive and they're greeted with boarded up shops?

### **D. LEISURE - Further Comments**

- > Communication is key - so much is happening but no one knows about it.
- > Crown pools is grotty and hasn't had any improvements in the last 15 years from what I can see. We should have a town centre cinema, the Odean site is still empty and the Corn Exchange cinema is struggling to survive due to lack of council support from what I can gather its run entirely by volunteers.
- > I live next to Christchurch Park and was very happy to see the park used so much this summer for films, theatre and music events.
- > IPart this year was great...again!
- > No rollerskating rink, no iceskating rink, only 2 nightclubs - businesses don't want to invest here.
- > Should be more events. If Christchurch Park included then I would rate events as good.
- > The night industry is poor. Night clubs and pubs are nothing like other towns. We need areas that is totally entertainment. With free transport laid on to transport passengers to and from these areas.
- > Too many night clubs. I work with Brownies and Guides and there is nothing in the town centre for the 7 - 15 year olds and their families. How about making the old odean into an iceskating rink (we have to go to Chelmsford), Rollerskating (Bury or Colchester) childrens play centre but NO MORE pubs and nightclubs?

## Q20 What are the main improvements would you like to see in Ipswich Town Centre .

### A. ACCESS improvements - Further Comments

- > Disabled parking is very limited and what there is seems to be used by very able bodied people with blue badges or taxi drivers.
- > I don't think it's so much to do with how people come to the centre, but why. ie is there enough interest to bring people in?
- > the average resident has a poor perception of parking in Ipswich ...mainly cost.
- > Whilst public transport is a great idea in principle, I believe it is far easier for families and people making bulking / numerous purchases to be able to park close to the town centre.

### B. SECURITY AND ENVIRONMENTAL improvements - Further Comments

- > I believe that if you provide a facility you should continue to maintain it and that is more important than putting in new or additional facilities. Why are there benches on the Cornhill that are decrepit and falling apart? Why were public toilets removed from Electric house and Cattle Market without a satisfactory alternative being put in place? Where is the pride in the town? While none of these things have any direct impact on my business, they do affect the attitude towards the town by potential employees and this indirectly affects my ability to recruit.
- > Improvements in street cleaning would be unimportant because it is already well done.
- > MORE SEATS, MORE DRUNKS
- > more seats= more vagrants. No police=more vagrants
- > Stopping begging and pestering from drunks / and or homeless people would make Ipswich a more pleasurable place to shop. Limiting the number of people collecting for charities or questioning for surveys would also help. Maybe have a central charity point, where all registered charities could have a stall, thereby making it easier for those who want to donate to do so, rather than everybody being regularly pestered, even though you may have already donated something to the same cause a few yards up the road.
- > Too much crime going on in town centre and far to much begging and people sitting in shop doorways.
- > we have some of the best parks in the country so this is the least of our problems but do need sign posting to them!
- > When improvements were made to Christchurch Park and the Arboretum the benches outside the park entrance were removed. I was sorry to see them go as I frequently used them to have a resting place either going to work or returning home. Some of the benches in the town centre are dirty. I think we have the right amount of parks and green spaces at present. I was happy to see that the Northern Fringe development has been stopped. We don't need any more houses. I feel that the vacant shops in parts of the town centre could be revamped for businesses or turned into housing.

### C. SHOPPING improvements - Further Comments

- > Ipswich centre needs to offer what people can't get anywhere else. For example, I travel to Norwich to go to John Lewis. Ipswich needs to offer an exciting mix of big names and unusual, independent shops.
- > Ipswich is in desperate need of a high quality department store such as John Lewis
- > It is the small independents that create the character of the town, but you also need anchor stores. A healthy blend is required.
- > Need complimentary shops to support one another ..there is a need to build up quality trade not scrap for the precious amount available...
- > The promotion needs to include the whole town shopping area where the more specialist shops are situated and attract more people into Ipswich rather than the multiple retailers who are in every town (although a retailer like John Lewis going into the Coop unit would benefit).
- > The retail composition is very poor - we need a strategic approach to our retail offering not a first come first served approach. There seems to have been little joined up thinking about the retail offer over the past 20 years and we are now suffering as a consequence!
- > The Street markets are okay but block access to the existing shops making deliveries to our businesses impossible. we are here all year!
- > WE HAVE A FANTASTIC MARKET ALREADY
- > We need waitrose and john lewis as this will have a ripple effect on smaller businesses opening up and attracting the county set to shop in the town. the new university will in the next decade create second hand record, book and clothes shops and no doubt add some characterful cafes.

#### **D. LEISURE improvements - Further Comments**

- > As mentioned earlier something for families - iceskating, rollerskating, play centre Soft play etc) Things for the under 18's
- > Ipswich does not need anymore fast food premises.
- > NO MORE PUBS AND NIGHT CLUBS REQUIRED PLEASE!!!!
- > Pavement cafes provide more vibrancy...more please.

#### **Q21 Do you have any further comments to make about Ipswich Town Centre?**

- > During this difficult period of trading, and with my restaurant being on one of the worst streets of Ipswich, can someone please let me know if there are any plans for this area. This will help me decide whether I should close down or wait for potential growth in the area.
- > Everything seems to be done for the very centre of the town and nothing for the periphery, as the town expands not doing more in these areas is shortsighted. Promotion of smaller independent businesses is vitally important to keep bringing new people to the town.
- > I think there is a need for more public bins and for them to be emptied every day. The ones outside of Sainsburys were overflowing on Sunday. There is a rat problem in Ipswich and this could partly be attributed to the amount of rubbish/litter.
- > Ipswich has huge potential but there needs to be strategic investment and we need to remember it is not just about retail but a mix of retail, good food and good things to see and do that make us a destination.
- > Ipswich town centre is not just the area around the market - many events, markets etc are focused in that area. Looking at it from the outer end of Carr Street, it would be good to have activities that drew people beyond the Tavern Street area.
- > it is currently a very untidy area with a lot of undesirable people frequenting the area and causing a nuisance and being anti social.
- > Look at Colchester to see what not to do and look at Bury St Edmunds to see what will work then spend our taxes wisely!
- > Please do not let it suffer at the hand of Tesco's monitor the impact that the new store has + and -.
- > The council need to be seen to be helping the existing traders as well as encouraging new ones. Please NO MORE mobile phone shops, cheap shops. Where are the good quality stores - House of Fraser, John Lewis? and more independent stores.
- > The Ipswich Central initiative has been very good for the town but it needs additional support from the Borough and County Councils and a joined up strategic approach from all stakeholders. The Vision is now being put in place so let's get behind it and deliver on it. We have huge potential in Ipswich with many natural assets and its about time we turned that potential into reality.
- > The potential of Ipswich town centre has been ignored by current bodies charged with running the town centre.
- > UNTIL IT CAN ATTRACT THE SORT OF PEOPLE WHO ARE GOING TO BURY ST EDMUNDS AND NORWICH, NOTHING WILL CHANGE. ALLOWING TESCO ON TO THE GRAFTON ROAD SITE IS A SLAP IN THE FACE FOR EVERY RETAILER IN THE TOWN, A POOR USE OF WHAT COULD BE AN ATTRACTIVE RIVERSIDE SITE AND WILL SURELY LEAD TO MORE CONGESTION.
- > Vist Bury or Woodbridge and you'll come back feeling ashamed at how poor Ipswich is.
- > Yes. The planning authorities need to make up their mind where the "centre" is and stop approving planning applications that divert attention from the "centre". Having separate restaurant and leisure districts from the main shopping area is OK and works in many cities. The Waterfront area is lovely but what about the wasteground between it and the leisure/shopping districts? Lets have some joined up thinking about how to improve the interconnectivity between the areas that were previously industrial, and are now becoming residential/leisure, with the traditional town centre.

**Q23 Focussing on the centres identified, in your opinion, what are the relative advantages these have over Ipswich town centre. Please state below.**

- > Access
- > All have better access and easier parking and a bigger variety of shops
- > Awareness and image - people are able to recognise them as nice places to go.
- > Better and free parking at Bluewater....good variety of quality stores and small boutiques under 1 roof. For Cambridge and Norwich both have an intellectual draw which translates into having more variety of small independent shops and cafes that are often very quirky. A sense of providing a good day out.
- > Braintree Freeport - bargains all year round. Bury St Edmunds - new shopping areas with interesting shops. Norwich - big names, incl John Lewis.
- > Bury - cheap parking - new shops plus independent ones Freeport - free parking - bargains, pleasant surroundings with no groups of young people hanging around. Family restaurants, cinema all in the area Norwich - bigger choice of shops - good market - reasonable parking
- > Bury St Eds - Better range of shops than Ipswich, including good quality independents which are easily accessible. Norwich - a superb selection of large department stores and multi-national stores. Excellent access by public transport, park and ride etc. Internet - convenient.
- > Catalog/mail order and internet shopping do not require parking or carrying of packages. You place your order and it is delivered to your home or business. I put Euro Retail Park but only because I needed to put down a third place. I do not know for sure where any of the Ipswich Retail Parks are by name. Most have only one or two shops of interest to me but all have adequate parking so you can go into the shops and browse/shop without having to pay for parking and not having far to go to put your purchase(s) in your car.
- > Chapelfields in Norwich, The Arc in Bury St Edmunds and Lion Walk in Colchester. All the public transport and car parking is cheaper.
- > cleaner, safer and better range of shops and malls
- > Ease of access in case of internet. Ease of parking in case of Woodbridge Better quality shops (e.g. John Lewis and House of Fraser) in terms of Norwich
- > In our opinion there aren't any it is in the minds of the people of Ipswich that their town centre is lacking.
- > Internet - massive range, easy to compare prices, home delivery so no fuel and parking costs. Norwich great range of shops and attractive shopping centres and cultural sites like the castle for families to visit, good places to eat. Bury St Edmunds the same since the new shopping centre which has transformed it and lots of cheap central parking
- > More choice. more designer wear
- > More shopping choice
- > Norwich has a much wider choice of individual shops and cultural events. Colchester has a Waitrose which many people go for. Thurrock has easy access and parking.
- > norwich has good shops and john lewis; woodbridge has independent shops, easy parking and is charming and accessible and mail order/internet is just easy because we just don't have shops here!
- > They all have a vastly better range of small independent traders.
- > THEY ALL HAVE A WIDE VARIETY OF SHOPS - QUALITY MULTIPLES AS WELL AS SMALL INDEPENDENT RETAILERS. THEIR LAYOUT IS SUCH THAT THE SHOPPER IS CONTAINED WITHIN A WEB OF STREETS - IPSWICH CANNOT HELP ITS RIBBON LAYOUT BUT IT DOESN'T HELP.
- > They each have well known competitive advantages. Even Bury St Edmunds is fast becoming a preferred alternative to Ipswich with Braintree and Blue Water also major threats. A choice of three isn't enough - that's how far behind we are slipping.
- > They have ensured a good combination of larger and independent stores and have reinvested well for the future. (Norwich and Cambridge) Woodbridge has successfully created an image of quality and wealth.
- > variety of shops, and character of the town.

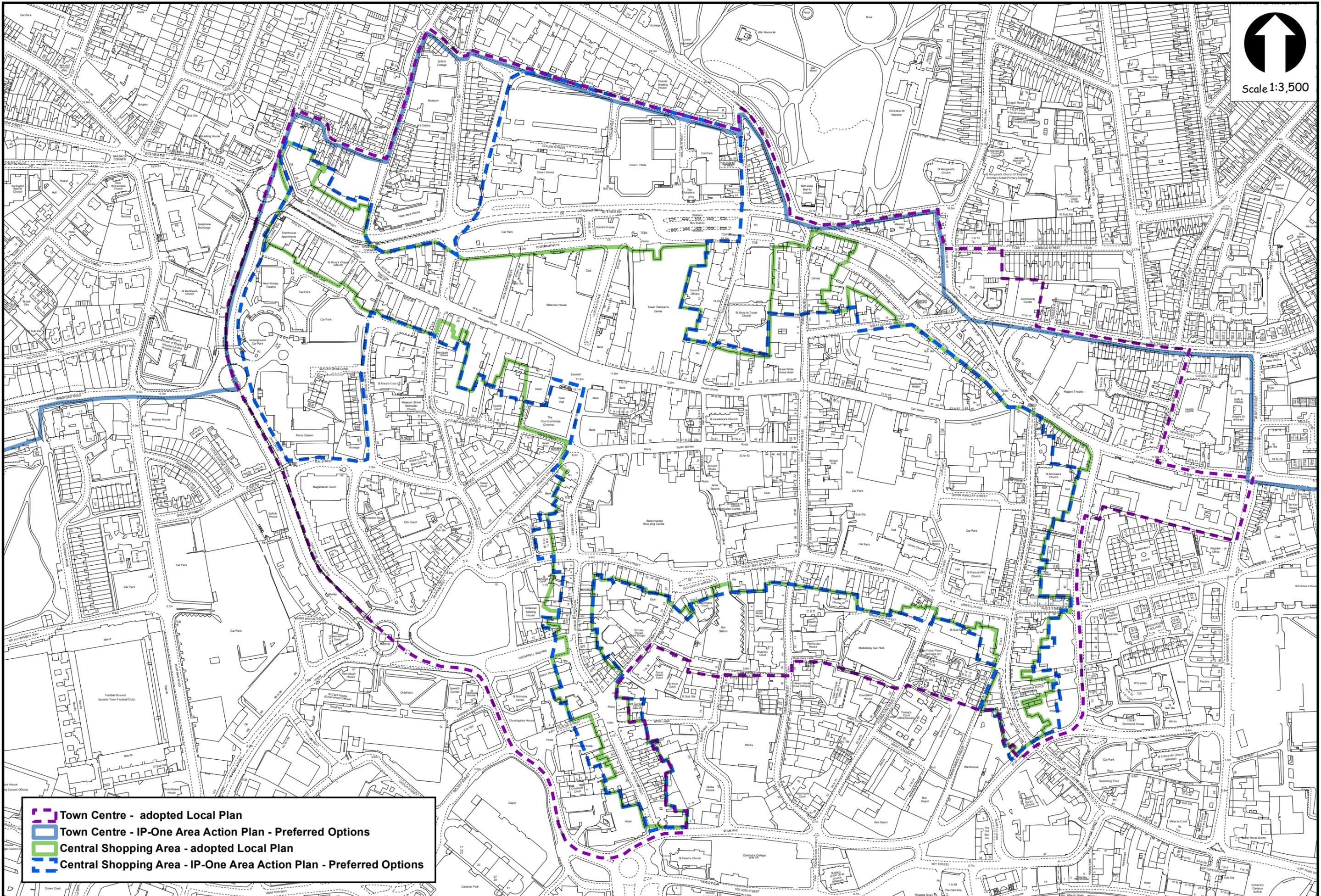
**Q24 Do you have any further comments on Ipswich as a trading centre then please feel free to express your view below.**

- > I consider that compared to other main town centres in this area, it is rapidly sliding into oblivion !
- > Improve the pedestrian area all the way down St Nicholas Street to the waterfront with outside cafe style seating. this will form a link between Town Centre and the Waterfront as well as a vibrant cafe/bar style quarter that we can legitimately begin to market as such.
- > Ipswich seems to be struggling during the recession. Worse than other towns!
- > It could be brilliant but there seems to be no imagination going into its planning, all decisions are done like the squeek of a mouse rather than the roar of a lion. There seems to be little long term planning and everything seems to be very short term.
- > It has all the potential to be as good as its neighbours...why has it been overlooked all these years. Encourage a wider retail offer and the residents will come back.
- > It is run down and tired. Full of second rate shops and charity shops. It desperately needs a flagship department store such as John Lewis or House of Fraser and it needs a food retailer of the quality of Waitrose.
- > It is slowly deteriorating every year.
- > It just needs to be given a good kick up the backside to get it moving in the right direction
- > its declining
- > tacky and poor quality on the way down like thetford
- > terrible shopping!! I go to London
- > The number of "quality" retailers seems to reduce year on year, only to be replaced by more and more charity and discount shops.
- > THE TOWN CENTRE IS ATTRACTIVE, AND WELL LAID OUT FOR PEDESTRIANS. IPSWICH HAS SOME FANTASTIC BUILDINGS, MEDIEVAL CHURCHES AND A FASCINATING HISTORY. THE DOCKSIDE IS COMING ON WELL AND, ONCE THERE, THE ATMOSPHERE IS GOOD. PITY WE CAN'T DRAG THE TWO CLOSER TOGETHER! WHILST STAR LANE EXISTS THIS WILL ALWAYS BE A PROBLEM AND WITH THE RECESSION CHANGES ARE UNLIKELY TO HAPPEN IN FINISHING OFF THE DOCK AREA. ALL IN ALL, I CAN'T SEE ANY GREAT CHANGES TO PERIPHERAL SHOPS LIKE OURS FOR ANOTHER 25 YEARS, EXCEPT TO BECOME EVEN MORE CULTURALLY DIVERSE.

## **APPENDIX 15: TOWN CENTRE & CSA BOUNDARY**



Scale 1:3,500



-  Town Centre - adopted Local Plan
-  Town Centre - IP-One Area Action Plan - Preferred Options
-  Central Shopping Area - adopted Local Plan
-  Central Shopping Area - IP-One Area Action Plan - Preferred Options

## **APPENDIX 16: BUS ROUTE MAP**

# IPSWICH BUSES GUIDE

## January 2010

### Key

**Ipswich Buses Daytime Routes**  
**Service Numbers:**

- 1.3
- 3 peak hours
- 2
- 2 off peak hours
- 5.7.11.15
- 6
- 8
- 8.8
- 9.10
- 12
- 13
- 14,14A,22
- 14A,22 peak hours
- 16
- 19

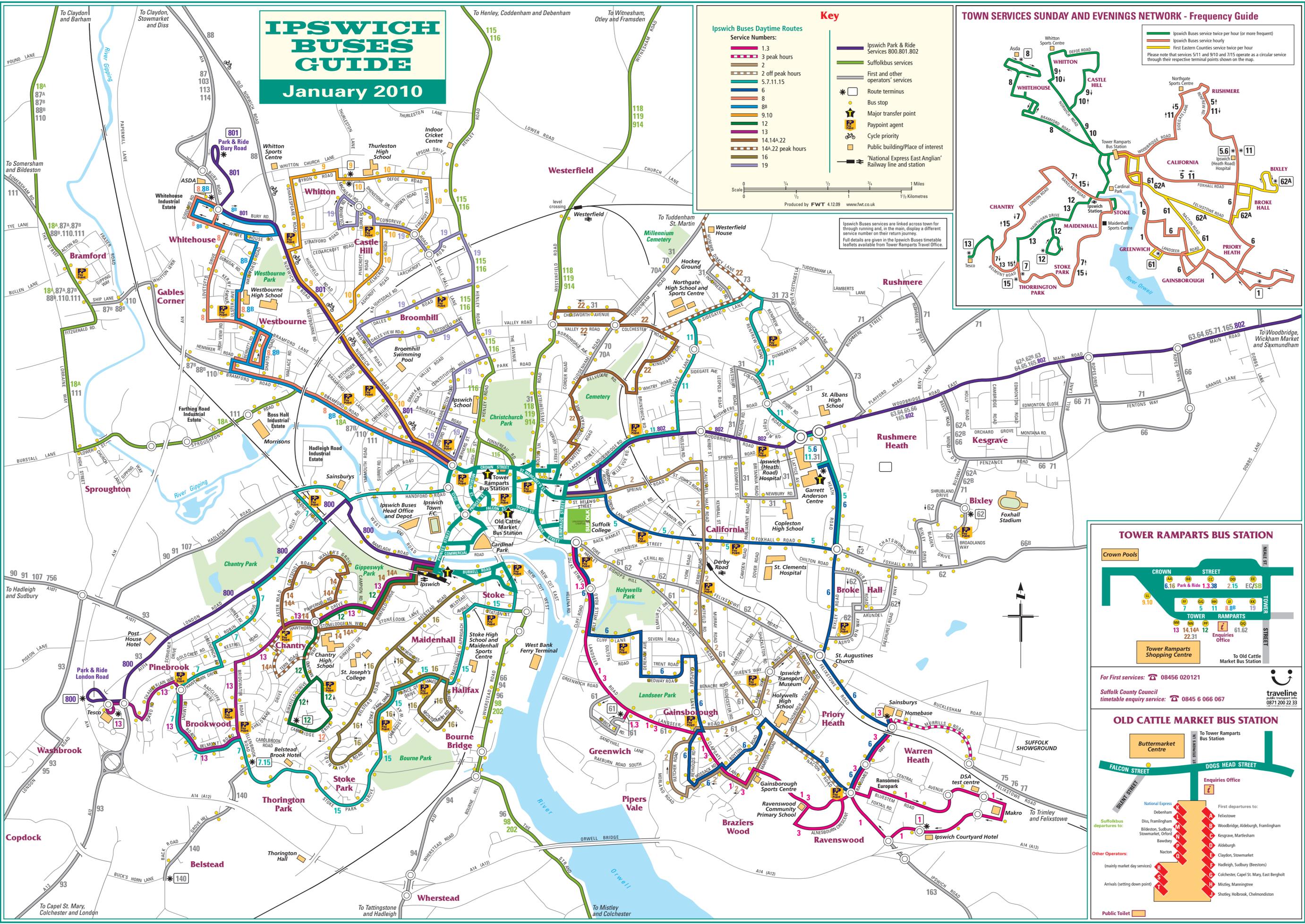
- Ipswich Park & Ride Services 800.801.802
- Suffolkbus services
- First and other operators' services
- Route terminus
- Bus stop
- Major transfer point
- Paypoint agent
- Cycle priority
- Public building/Place of interest
- 'National Express East Anglian' Railway line and station

Scale 0 1/4 1/2 3/4 1 Miles  
 0 1/4 1/2 3/4 1 1/2 Kilometres

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### TOWN SERVICES SUNDAY AND EVENINGS NETWORK - Frequency Guide

— Ipswich Buses service twice per hour (or more frequent)  
— Ipswich Buses service hourly  
— First Eastern Counties service twice per hour  
 Please note that services 5/11 and 9/10 and 7/15 operate as a circular service through their respective terminal points shown on the map.



### TOWER RAMPARTS BUS STATION

**Crown Pools**  
 CROWN STREET  
 6.16 Park & Ride 1.3.38 2.15 EC/SB  
 9.10  
 TOWER RAMPARTS  
 13 14.14A 12 22.31  
**Tower Ramparts Shopping Centre**  
 To Old Cattle Market Bus Station

For First services: ☎ 08456 020121  
 Suffolk County Council  
 timetable enquiry service: ☎ 0845 6 066 067

### OLD CATTLE MARKET BUS STATION

**Buttermarket Centre**  
 FALCON STREET  
 DOGS HEAD STREET  
**Enquiries Office**  
 National Express  
 First departures to:  
 Debenham  
 Diss, Framlingham  
 Blydenham, Sudbury  
 Stowmarket, Oxford  
 Bawdsey  
 Nacton  
 (mainly market day services)  
 Arrivals (setting down point)  
 Public Toilet