

**Q1. At which food store do you normally do your household's main food shopping?**

	Base: Excluding varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding varies	1012	100.0%	84	100.0%	89	100.0%	120	100.0%
Asda, North Shoebury Road, Southend-on-Sea	104	10.3%	0	.0%	1	1.1%	0	.0%
Sainsbury's, Stadium Way, Thundersley	87	8.6%	0	.0%	3	3.4%	31	25.8%
Tesco Extra, Off Station Lane, Pitsea	87	8.6%	50	59.5%	10	11.2%	18	15.0%
Tesco, Prince Avenue, Westcliff-on-Sea	80	7.9%	1	1.2%	0	.0%	1	.8%
Sainsbury's, London Road, Southend-on-Sea	73	7.2%	0	.0%	0	.0%	0	.0%
Morrisons, London Road, Hadleigh	61	6.0%	0	.0%	1	1.1%	38	31.7%
Morrisons, Northwick Road, Canvey Island	58	5.7%	5	6.0%	43	48.3%	8	6.7%
Waitrose, Eastern Avenue, Southend-on-Sea	57	5.6%	0	.0%	1	1.1%	0	.0%
Asda, Queen Elizabeth Square, South Woodham	32	3.2%	0	.0%	2	2.2%	1	.8%
Tesco, Mayflower Retail Park, Basildon	29	2.9%	4	4.8%	1	1.1%	0	.0%
Sainsbury's, Cricketers Way, Nevendon	27	2.7%	9	10.7%	1	1.1%	0	.0%
Morrisons, Western Approaches, Southend-on-Sea	25	2.5%	0	.0%	0	.0%	0	.0%
Internet	20	2.0%	2	2.4%	0	.0%	4	3.3%
Tesco Express, Southchurch Road, Southend-on-Sea	18	1.8%	0	.0%	0	.0%	0	.0%
Somerfield, St Peter's Terrace, Wickford	17	1.7%	0	.0%	0	.0%	0	.0%
Waitrose, London Road, Leigh-on-Sea	17	1.7%	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

	Base: Excluding varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Aldi, Eastern Avenue, Southend-on-Sea	11	1.1%	0	.0%	0	.0%	1	.8%
Asda, Pipp's Hill Retail Park, Miles Gray Road, Basildon	11	1.1%	3	3.6%	2	2.2%	2	1.7%
Somerfield, Eastwood Road, Rayleigh	10	1.0%	0	.0%	1	1.1%	0	.0%
Tesco Express, Heygate Avenue, Southend-on-Sea	9	.9%	0	.0%	1	1.1%	0	.0%
Tesco Express, London Road, Westcliff-on-Sea	9	.9%	0	.0%	0	.0%	0	.0%
Tesco Express, Leigh	5	.5%	0	.0%	0	.0%	0	.0%
Co-op, Roche Close (off North Street), Rochford	4	.4%	0	.0%	0	.0%	0	.0%
Co-op, Hamlet Court Road, Westcliff-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
Lidl, Greyhound Retail Park, Southend-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
Lidl, Woodgrange Drive, Southend-on-Sea	4	.4%	0	.0%	0	.0%	1	.8%
Somerfield, Rochford Road, Southend-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
Savacentre, Eastgate Centre, Basildon	3	.3%	1	1.2%	0	.0%	0	.0%
Tesco, Mandeville Way, Laindon	3	.3%	2	2.4%	0	.0%	0	.0%
Co-op, Leigh Road, Leigh-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
Iceland, York Road, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
Co-op, Eastwood Road North, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
Co-op, London Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
Lidl, High Road, Pitsea	1	.1%	1	1.2%	0	.0%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

	Base: Excluding varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
M&S BP Connect, West Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
Asda, Rawreth Lane, Rayleigh	21	2.1%	0	.0%	0	.0%	2	1.7%
Sainsbury's, Knightswick Centre, Canvey Island	16	1.6%	0	.0%	15	16.9%	0	.0%
Aldi, The Broadway, Wickford	10	1.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, High Street, Southend-on-Sea	7	.7%	0	.0%	0	.0%	0	.0%
Asda, Eastgate, Basildon	6	.6%	4	4.8%	0	.0%	1	.8%
Iceland, London Road, Leigh-on-Sea	5	.5%	0	.0%	0	.0%	0	.0%
Somerfield, Spa Road, Hockley	5	.5%	0	.0%	0	.0%	0	.0%
Co-op, High Road, Benfleet	4	.4%	0	.0%	0	.0%	4	3.3%
Sainsbury's, Knightswick Centre, Canvey Island	4	.4%	0	.0%	4	4.5%	0	.0%
Other								
Co-op, St Peters Terrace, Wickford	3	.3%	0	.0%	0	.0%	0	.0%
Morrisons, Wycke Hill, Maldon	3	.3%	0	.0%	0	.0%	0	.0%
Somerfield, Golden Cross Parade, Ashingdon Road, Rochford	3	.3%	0	.0%	0	.0%	0	.0%
Somerfield, London Road, Westcliff-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
Co-op, Eastwood Road, Rayleigh	2	.2%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Great Wakering, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
Co-op, Southchurch Road, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
Co-op, Sutton Road, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
Honeycomb, The Broadway, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

		Base: Excluding varies		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Lidl, Castle Street, Telford	2	.2%	0	.0%	1	1.1%	1	.8%
	Lidl, London Road, Hadleigh	2	.2%	0	.0%	0	.0%	2	1.7%
	Makro, Rawreth Industrial Estate, Rayleigh	2	.2%	1	1.2%	0	.0%	1	.8%
	Marks & Spencer, Town Square, Basildon	2	.2%	0	.0%	0	.0%	1	.8%
	Aldi, London Road, Grays	1	.1%	0	.0%	0	.0%	0	.0%
	Aldi, Rectory Park Drive, Pitsea	1	.1%	1	1.2%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	1	.1%	0	.0%	1	1.1%	0	.0%
	Canvey Island	1	.1%	0	.0%	1	1.1%	0	.0%
	Co-op, Ferry Road, Hullbridge, Hockley	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Guilford Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.8%
	Co-op, Spa Road, Hockley	1	.1%	0	.0%	0	.0%	0	.0%
	Costcutter, Bridgewater Drive, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Costcutter, Southbourne Grove, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Daily Fresh, London Road, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Iceland, High Street, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Iceland, High Street, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Iceland, London Road, Leigh-on-sea	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Parsonage Retail Park, Parsonage Way, Leigh	1	.1%	0	.0%	0	.0%	1	.8%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

		Base: Excluding varies		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Sainsbury's, White Hart Lane, Springfield	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco , Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco Express, Hamlet Court Road, Westcliff-On-Sea, Essex	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Great Tarpots, Benfleet	1	.1%	0	.0%	0	.0%	1	.8%
	Tesco, Southend Road, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Springfield Road, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, High Street, Billericay	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding varies	122	100.0%	127	100.0%	115	100.0%	147	100.0%
Asda, North Shoebury Road, Southend-on-Sea	2	1.6%	2	1.6%	2	1.7%	11	7.5%
Sainsbury's, Stadium Way, Thundersley	1	.8%	36	28.3%	11	9.6%	2	1.4%
Tesco Extra, Off Station Lane, Pitsea	6	4.9%	0	.0%	3	2.6%	0	.0%
Tesco, Prince Avenue, Westcliff-on-Sea	1	.8%	18	14.2%	16	13.9%	26	17.7%
Sainsbury's, London Road, Southend-on-Sea	1	.8%	0	.0%	5	4.3%	46	31.3%
Morrisons, London Road, Hadleigh	1	.8%	5	3.9%	11	9.6%	4	2.7%
Morrisons, Northwick Road, Canvey Island	1	.8%	0	.0%	1	.9%	0	.0%
Waitrose, Eastern Avenue, Southend-on-Sea	0	.0%	4	3.1%	7	6.1%	14	9.5%
Asda, Queen Elizabeth Square, South Woodham	28	23.0%	1	.8%	0	.0%	0	.0%
Tesco, Mayflower Retail Park, Basildon	16	13.1%	6	4.7%	0	.0%	1	.7%
Sainsbury's, Cricketers Way, Nevendon	16	13.1%	1	.8%	0	.0%	0	.0%
Morrisons, Western Approaches, Southend-on-Sea	0	.0%	1	.8%	20	17.4%	4	2.7%
Internet	1	.8%	7	5.5%	3	2.6%	1	.7%
Tesco Express, Southchurch Road, Southend-on-Sea	0	.0%	4	3.1%	1	.9%	4	2.7%
Somerfield, St Peter's Terrace, Wickford	17	13.9%	0	.0%	0	.0%	0	.0%
Waitrose, London Road, Leigh-on-Sea	0	.0%	0	.0%	15	13.0%	1	.7%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Aldi, Eastern Avenue, Southend-on-Sea	0	.0%	2	1.6%	3	2.6%	1	.7%
Asda, Pipp's Hill Retail Park, Miles Gray Road, Basildon	3	2.5%	0	.0%	0	.0%	1	.7%
Somerfield, Eastwood Road, Rayleigh	0	.0%	8	6.3%	1	.9%	0	.0%
Tesco Express, Heygate Avenue, Southend-on-Sea	0	.0%	1	.8%	2	1.7%	2	1.4%
Tesco Express, London Road, Westcliff-on-Sea	0	.0%	1	.8%	0	.0%	3	2.0%
Tesco Express, Leigh	0	.0%	0	.0%	4	3.5%	0	.0%
Co-op, Roche Close (off North Street), Rochford	0	.0%	0	.0%	0	.0%	1	.7%
Co-op, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	4	2.7%
Lidl, Greyhound Retail Park, Southend-on-Sea	0	.0%	0	.0%	1	.9%	1	.7%
Lidl, Woodgrange Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
Somerfield, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	1	.9%	2	1.4%
Savacentre, Eastgate Centre, Basildon	1	.8%	0	.0%	0	.0%	0	.0%
Tesco, Mandeville Way, Laindon	1	.8%	0	.0%	0	.0%	0	.0%
Co-op, Leigh Road, Leigh-on-Sea	0	.0%	1	.8%	1	.9%	0	.0%
Iceland, York Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
Co-op, Eastwood Road North, Leigh-on-Sea	0	.0%	1	.8%	0	.0%	0	.0%
Co-op, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
Lidl, High Road, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
M&S BP Connect, West Street, Southend-on-Sea	0	.0%	1	.8%	0	.0%	0	.0%
Asda, Rawreth Lane, Rayleigh	1	.8%	15	11.8%	0	.0%	1	.7%
Sainsbury's, Knightswick Centre, Canvey Island	1	.8%	0	.0%	0	.0%	0	.0%
Aldi, The Broadway, Wickford	9	7.4%	1	.8%	0	.0%	0	.0%
Marks & Spencer, High Street, Southend-on-Sea	0	.0%	0	.0%	2	1.7%	3	2.0%
Asda, Eastgate, Basildon	1	.8%	0	.0%	0	.0%	0	.0%
Iceland, London Road, Leigh-on-Sea	0	.0%	0	.0%	4	3.5%	1	.7%
Somerfield, Spa Road, Hockley	0	.0%	5	3.9%	0	.0%	0	.0%
Co-op, High Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
Other								
Co-op, St Peters Terrace, Wickford	3	2.5%	0	.0%	0	.0%	0	.0%
Morrisons, Wycke Hill, Maldon	3	2.5%	0	.0%	0	.0%	0	.0%
Somerfield, Golden Cross Parade, Ashingdon Road, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	3	2.0%
Co-op, Eastwood Road, Rayleigh	0	.0%	2	1.6%	0	.0%	0	.0%
Co-op, High Street, Great Wakering, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
Co-op, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Sutton Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	2	1.4%
Honeycomb, The Broadway, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Lidl, Castle Street, Telford	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, London Road, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Makro, Rawreth Industrial Estate, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Town Square, Basildon	1	.8%	0	.0%	0	.0%	0	.0%
	Aldi, London Road, Grays	1	.8%	0	.0%	0	.0%	0	.0%
	Aldi, Rectory Park Drive, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	0	.0%	0	.0%	0	.0%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Ferry Road, Hullbridge, Hockley	0	.0%	1	.8%	0	.0%	0	.0%
	Co-op, Guilford Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	Co-op, London Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Spa Road, Hockley	0	.0%	1	.8%	0	.0%	0	.0%
	Costcutter, Bridgewater Drive, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	Costcutter, Southbourne Grove, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	Daily Fresh, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, High Street, Rayleigh	0	.0%	1	.8%	0	.0%	0	.0%
	Iceland, High Street, Wickford	1	.8%	0	.0%	0	.0%	0	.0%
	Iceland, London Road, Leigh-on-sea	0	.0%	0	.0%	1	.9%	0	.0%
	Local stores, Wickford	1	.8%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Parsonage Retail Park, Parsonage Way, Leigh	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, White Hart Lane, Springfield	1	.8%	0	.0%	0	.0%	0	.0%
	Tesco , Rayleigh	0	.0%	1	.8%	0	.0%	0	.0%
	Tesco Express, Hamlet Court Road, Westcliff-On-Sea, Essex	0	.0%	0	.0%	0	.0%	1	.7%
	Tesco, Great Tarpots, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Southend Road, Wickford	1	.8%	0	.0%	0	.0%	0	.0%
	Tesco, Springfield Road, Chelmsford	1	.8%	0	.0%	0	.0%	0	.0%
	Waitrose, High Street, Billericay	1	.8%	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding varies	100	100.0%	56	100.0%	52	100.0%
Asda, North Shoebury Road, Southend-on-Sea	37	37.0%	46	82.1%	3	5.8%
Sainsbury's, Stadium Way, Thundersley	0	.0%	0	.0%	3	5.8%
Tesco Extra, Off Station Lane, Pitsea	0	.0%	0	.0%	0	.0%
Tesco, Prince Avenue, Westcliff-on-Sea	4	4.0%	2	3.6%	11	21.2%
Sainsbury's, London Road, Southend-on-Sea	16	16.0%	4	7.1%	1	1.9%
Morrisons, London Road, Hadleigh	0	.0%	0	.0%	1	1.9%
Morrisons, Northwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
Waitrose, Eastern Avenue, Southend-on-Sea	23	23.0%	2	3.6%	6	11.5%
Asda, Queen Elizabeth Square, South Woodham	0	.0%	0	.0%	0	.0%
Tesco, Mayflower Retail Park, Basildon	0	.0%	0	.0%	1	1.9%
Sainsbury's, Cricketers Way, Nevendon	0	.0%	0	.0%	0	.0%
Morrisons, Western Approaches, Southend-on-Sea	0	.0%	0	.0%	0	.0%
Internet	2	2.0%	0	.0%	0	.0%
Tesco Express, Southchurch Road, Southend-on-Sea	3	3.0%	0	.0%	6	11.5%
Somerfield, St Peter's Terrace, Wickford	0	.0%	0	.0%	0	.0%
Waitrose, London Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.9%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Aldi, Eastern Avenue, Southend-on-Sea	1	1.0%	0	.0%	3	5.8%
Asda, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
Somerfield, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
Tesco Express, Heygate Avenue, Southend-on-Sea	1	1.0%	0	.0%	2	3.8%
Tesco Express, London Road, Westcliff-on-Sea	3	3.0%	0	.0%	2	3.8%
Tesco Express, Leigh	0	.0%	0	.0%	1	1.9%
Co-op, Roche Close (off North Street), Rochford	0	.0%	0	.0%	3	5.8%
Co-op, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
Lidl, Greyhound Retail Park, Southend-on-Sea	1	1.0%	0	.0%	1	1.9%
Lidl, Woodgrange Drive, Southend-on-Sea	2	2.0%	0	.0%	0	.0%
Somerfield, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	1	1.9%
Savacentre, Eastgate Centre, Basildon	1	1.0%	0	.0%	0	.0%
Tesco, Mandeville Way, Laindon	0	.0%	0	.0%	0	.0%
Co-op, Leigh Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
Iceland, York Road, Southend-on-Sea	1	1.0%	0	.0%	0	.0%
Co-op, Eastwood Road North, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
Co-op, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
Lidl, High Road, Pitsea	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
M&S BP Connect, West Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
Asda, Rawreth Lane, Rayleigh	0	.0%	0	.0%	2	3.8%
Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
Aldi, The Broadway, Wickford	0	.0%	0	.0%	0	.0%
Marks & Spencer, High Street, Southend-on-Sea	2	2.0%	0	.0%	0	.0%
Asda, Eastgate, Basildon	0	.0%	0	.0%	0	.0%
Iceland, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
Somerfield, Spa Road, Hockley	0	.0%	0	.0%	0	.0%
Co-op, High Road, Benfleet	0	.0%	0	.0%	0	.0%
Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
Other						
Co-op, St Peters Terrace, Wickford	0	.0%	0	.0%	0	.0%
Morrisons, Wycke Hill, Maldon	0	.0%	0	.0%	0	.0%
Somerfield, Golden Cross Parade, Ashingdon Road, Rochford	0	.0%	0	.0%	3	5.8%
Somerfield, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
Co-op, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
Co-op, High Street, Great Wakering, Southend-on-Sea	0	.0%	1	1.8%	0	.0%
Co-op, Southchurch Road, Southend-on-Sea	2	2.0%	0	.0%	0	.0%
Co-op, Sutton Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
Honeycomb, The Broadway, Southend-on-Sea	1	1.0%	1	1.8%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Lidl, Castle Street, Telford	0	.0%	0	.0%	0	.0%
	Lidl, London Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Makro, Rawreth Industrial Estate, Rayleigh	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Aldi, London Road, Grays	0	.0%	0	.0%	0	.0%
	Aldi, Rectory Park Drive, Pitsea	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	0	.0%	0	.0%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%
	Co-op, Ferry Road, Hullbridge, Hockley	0	.0%	0	.0%	0	.0%
	Co-op, Guilford Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Benfleet	0	.0%	0	.0%	0	.0%
	Co-op, Spa Road, Hockley	0	.0%	0	.0%	0	.0%
	Costcutter, Bridgewater Drive, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Costcutter, Southbourne Grove, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Daily Fresh, London Road, Westcliff-on-Sea	0	.0%	0	.0%	1	1.9%
	Iceland, High Street, Rayleigh	0	.0%	0	.0%	0	.0%
	Iceland, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Iceland, London Road, Leigh-on-sea	0	.0%	0	.0%	0	.0%
	Local stores, Wickford	0	.0%	0	.0%	0	.0%
	Sainsbury's, Parsonage Retail Park, Parsonage Way, Leigh	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. At which food store do you normally do your household's main food shopping?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Sainsbury's, White Hart Lane, Springfield	0	.0%	0	.0%	0	.0%
	Tesco , Rayleigh	0	.0%	0	.0%	0	.0%
	Tesco Express, Hamlet Court Road, Westcliff-On-Sea, Essex	0	.0%	0	.0%	0	.0%
	Tesco, Great Tarpots, Benfleet	0	.0%	0	.0%	0	.0%
	Tesco, Southend Road, Wickford	0	.0%	0	.0%	0	.0%
	Tesco, Springfield Road, Chelmsford	0	.0%	0	.0%	0	.0%
	Waitrose, High Street, Billericay	0	.0%	0	.0%	0	.0%

**Q2a. When you did your household's last main food shop, did you do any non-food shopping in any other centres or food stores in the same journey?**

	Base: Excluding internet		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	993	100.0%	82	100.0%	89	100.0%	116	100.0%	121	100.0%
Yes	269	27.1%	30	36.6%	19	21.3%	29	25.0%	29	24.0%
No	724	72.9%	52	63.4%	70	78.7%	87	75.0%	92	76.0%

(cont.)

**Q2a. When you did your household's last main food shop, did you do any non-food shopping in any other centres or food stores in the same journey?**

	Zone							
	5		6		7		8	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	121	100.0%	112	100.0%	146	100.0%	98	100.0%
Yes	37	30.6%	31	27.7%	40	27.4%	25	25.5%
No	84	69.4%	81	72.3%	106	72.6%	73	74.5%

(cont.)

**Q2a. When you did your household's last main food shop, did you do any non-food shopping in any other centres or food stores in the same journey?**

	Zone			
	9		10	
	Num	%	Num	%
Base: Excluding internet	56	100.0%	52	100.0%
Yes	10	17.9%	19	36.5%
No	46	82.1%	33	63.5%

Q2b. Where did you you go?

	Base: Those who undertake linked trips		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Those who undertake linked trips	269	100.0%	30	100.0%	19	100.0%	29	100.0%
Southend Town Centre	53	19.7%	0	.0%	2	10.5%	2	6.9%
Basildon	33	12.3%	14	46.7%	3	15.8%	4	13.8%
Shoeburyness Town Centre	9	3.3%	0	.0%	1	5.3%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	9	3.3%	0	.0%	0	.0%	1	3.4%
Rochford	5	1.9%	0	.0%	0	.0%	0	.0%
Leigh Town Centre	3	1.1%	0	.0%	0	.0%	0	.0%
Airport Retail Park	2	.7%	0	.0%	0	.0%	0	.0%
Fossett's Way Park	2	.7%	0	.0%	0	.0%	1	3.4%
Lakeside	2	.7%	1	3.3%	0	.0%	0	.0%
London Road Retail Park	2	.7%	0	.0%	0	.0%	0	.0%
Chelmsford	1	.4%	0	.0%	0	.0%	0	.0%
Greyhound Retail Park	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Q2b. Where did you you go?

	Base: Those who undertake linked trips		Zone							
	Num	%	1		2		3			
			Num	%	Num	%	Num	%		
Rayleigh Town Centre	14	5.2%	0	.0%	0	.0%	2	6.9%		
Pitsea	12	4.5%	8	26.7%	0	.0%	4	13.8%		
Canvey Island	8	3.0%	0	.0%	7	36.8%	1	3.4%		
Asda, North Shoebury Road, Shoeburyness	7	2.6%	0	.0%	0	.0%	0	.0%		
Tesco, Prince Avenue, Westcliffe-on-Sea	7	2.6%	0	.0%	0	.0%	0	.0%		
Waitrose, Eastern Avenue, Southend-on-Sea	6	2.2%	0	.0%	0	.0%	0	.0%		
Wickford Town Centre	5	1.9%	0	.0%	0	.0%	0	.0%		
Marks & Spencer, High Street, Southend-on-Sea	4	1.5%	0	.0%	0	.0%	0	.0%		
Hadleigh Town Centre	3	1.1%	0	.0%	0	.0%	2	6.9%		
Iceland, Furtherwick Road, Canvey Island	3	1.1%	0	.0%	3	15.8%	0	.0%		
Lidl, Woodgrange Drive, Southend-on-Sea	3	1.1%	0	.0%	0	.0%	1	3.4%		
Morrisons, London Road, Hadleigh	3	1.1%	0	.0%	0	.0%	2	6.9%		
Sainsbury's, Stadium Way, Benfleet	3	1.1%	0	.0%	0	.0%	1	3.4%		
Asda, Pipp's Hill Retail Park, Basildon	2	.7%	0	.0%	0	.0%	2	6.9%		
Asda, Queen Elizabeth II Square, South Woodham Ferrers	2	.7%	0	.0%	0	.0%	1	3.4%		
Asda, Raweth Lane, Rayleigh	2	.7%	0	.0%	0	.0%	0	.0%		
Boots, High Street, Southend-on-Sea	2	.7%	0	.0%	0	.0%	0	.0%		
Farm Foods, Greyhound Trading Estate, Greyhound Way, Southend-on-Sea	2	.7%	0	.0%	0	.0%	0	.0%		
Other										

(cont.)

Q2b. Where did you you go?

	Base: Those who undertake linked trips		Zone							
	Num	%	1		2		3			
			Num	%	Num	%	Num	%		
Hockley	2	.7%	0	.0%	0	.0%	0	.0%		
Homebase, Stadium Way, Benfleet	2	.7%	0	.0%	0	.0%	0	.0%		
Makro, Rawreth Lane, Rawreth Industrial Estate, Rayleigh	2	.7%	0	.0%	0	.0%	0	.0%		
Mayflower Retail Park, Basildon	2	.7%	2	6.7%	0	.0%	0	.0%		
Morrisons, Western Approaches, Berry Lane, Eastwood	2	.7%	0	.0%	0	.0%	0	.0%		
Rayleigh Wier Industrial Estate, Benfleet	2	.7%	0	.0%	0	.0%	0	.0%		
Sainsbury's, Cricketers Way, Basildon	2	.7%	1	3.3%	0	.0%	0	.0%		
Shoeburyness	2	.7%	0	.0%	0	.0%	0	.0%		
Tesco, Off station Lane, Pitsea, Basildon	2	.7%	0	.0%	0	.0%	2	6.9%		
Other										
Tesco, Mayflower, Gardiners Way, Basildon	2	.7%	0	.0%	0	.0%	0	.0%		
Aldi, Eastern Avenue, Southend-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%		
B&Q Fossets Way, Eastern Avenue, Southend-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%		
London Road, Benfleet	1	.4%	0	.0%	0	.0%	1	3.4%		
Ladygate Centre, Wickford	1	.4%	0	.0%	0	.0%	0	.0%		
Boots, Rayleigh	1	.4%	0	.0%	0	.0%	0	.0%		
Camden Market, Camden Road, London	1	.4%	0	.0%	0	.0%	0	.0%		
Currys, London Road, Southend-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%		
Debenhams, Eastgate Centre, Basildon	1	.4%	0	.0%	0	.0%	0	.0%		

(cont.)

Q2b. Where did you you go?

		Base: Those who undertake linked trips				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Debenhams, High Street, Southend-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%
	Farmfoods, The Broadway, Pitsea	1	.4%	1	3.3%	0	.0%	0	.0%
	Game, Southend-on-Sea	1	.4%	1	3.3%	0	.0%	0	.0%
	Great Wakering	1	.4%	0	.0%	0	.0%	0	.0%
	Happy Days, Furtherwick Road, Canvey Island	1	.4%	0	.0%	1	5.3%	0	.0%
	Homebase, Mayflower Retail Park, Basildon	1	.4%	0	.0%	0	.0%	0	.0%
	Iceland, Rectory Road, Hadleigh	1	.4%	0	.0%	0	.0%	1	3.4%
	Iceland, London Road, Leigh-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%
	Iceland, York Road, Southend-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%
	Lidl, High Road, Pitsea, Basildon	1	.4%	1	3.3%	0	.0%	0	.0%
	Lidl, London Road, Hadleigh	1	.4%	0	.0%	0	.0%	0	.0%
	Local Farmers Market, Barley Lane, Wickford	1	.4%	1	3.3%	0	.0%	0	.0%
	Southend-on-Sea market	1	.4%	0	.0%	0	.0%	0	.0%
	Matalan, Cricketers Retail Park, Basildon	1	.4%	0	.0%	0	.0%	0	.0%
	Morleys Nurseries, Southend Road, Southend-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%
	Sutton Road, Southend-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%
	Poundland, Wickford	1	.4%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	1	.4%	0	.0%	1	5.3%	0	.0%
	Sainsbury's, London Road, Southend-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

**Q2b. Where did you you go?**

		Base: Those who undertake linked trips				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Shoe Care, Lionel Road, Canvey Island	1	.4%	0	.0%	1	5.3%	0	.0%
	Smith's Toy Shop, Rayleigh Way, Benfleet	1	.4%	0	.0%	0	.0%	1	3.4%
	Somerfield, Spa Road, Hockley	1	.4%	0	.0%	0	.0%	0	.0%
	Southwood, Chelmsford	1	.4%	0	.0%	0	.0%	0	.0%
	Tesco, Cygnet View, Lakeside	1	.4%	0	.0%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%
	The Broadway, Thorpe Bay	1	.4%	0	.0%	0	.0%	0	.0%
	Co-op, Hamlet Court Road, Westcliff-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%
	The Fabric Warehouse, London Road, Vange, Basildon	1	.4%	0	.0%	0	.0%	0	.0%
	The Factory Shop, Rochford	1	.4%	0	.0%	0	.0%	0	.0%
	Thorpe Bay, Southend-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%
	Wilkinson, Talza Way, Southend-on-Sea	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

**Q2b. Where did you you go?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Those who undertake linked trips	29	100.0%	37	100.0%	31	100.0%	40	100.0%
Southend Town Centre	1	3.4%	4	10.8%	8	25.8%	13	32.5%
Basildon	9	31.0%	2	5.4%	0	.0%	1	2.5%
Shoeburyness Town Centre	1	3.4%	0	.0%	2	6.5%	1	2.5%
Westcliff Town Centre/ Hamlet Court Road	0	.0%	0	.0%	0	.0%	6	15.0%
Rochford	1	3.4%	1	2.7%	0	.0%	1	2.5%
Leigh Town Centre	0	.0%	1	2.7%	1	3.2%	1	2.5%
Airport Retail Park	1	3.4%	0	.0%	1	3.2%	0	.0%
Fossett's Way Park	0	.0%	1	2.7%	0	.0%	0	.0%
Lakeside	0	.0%	0	.0%	1	3.2%	0	.0%
London Road Retail Park	0	.0%	0	.0%	0	.0%	1	2.5%
Chelmsford	1	3.4%	0	.0%	0	.0%	0	.0%
Greyhound Retail Park	0	.0%	0	.0%	1	3.2%	0	.0%

(cont.)

Q2b. Where did you go?

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Rayleigh Town Centre	0	.0%	11	29.7%	0	.0%	0	.0%		
	Pitsea	0	.0%	0	.0%	0	.0%	0	.0%		
	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
	Asda, North Shoebury Road, Shoeburyness	0	.0%	0	.0%	1	3.2%	1	2.5%		
	Tesco, Prince Avenue, Westcliffe-on-Sea	0	.0%	2	5.4%	2	6.5%	2	5.0%		
	Waitrose, Eastern Avenue, Southend-on-Sea	0	.0%	1	2.7%	1	3.2%	1	2.5%		
	Wickford Town Centre	5	17.2%	0	.0%	0	.0%	0	.0%		
	Marks & Spencer, High Street, Southend-on-Sea	0	.0%	0	.0%	2	6.5%	1	2.5%		
	Hadleigh Town Centre	0	.0%	1	2.7%	0	.0%	0	.0%		
	Iceland, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
	Lidl, Woodgrange Drive, Southend-on-Sea	0	.0%	1	2.7%	0	.0%	0	.0%		
	Morrisons, London Road, Hadleigh	0	.0%	0	.0%	1	3.2%	0	.0%		
	Sainsbury's, Stadium Way, Benfleet	0	.0%	1	2.7%	1	3.2%	0	.0%		
	Asda, Pipp's Hill Retail Park, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
	Asda, Queen Elizabeth II Square, South Woodham Ferrers	1	3.4%	0	.0%	0	.0%	0	.0%		
	Asda, Raweth Lane, Rayleigh	0	.0%	1	2.7%	0	.0%	0	.0%		
	Boots, High Street, Southend-on-Sea	0	.0%	0	.0%	1	3.2%	0	.0%		
Farm Foods, Greyhound Trading Estate, Greyhound Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	2.5%			

(cont.)

**Q2b. Where did you you go?**

	Zone										
	4		5		6		7				
	Num	%	Num	%	Num	%	Num	%			
Other	Hockley	0	.0%	2	5.4%	0	.0%	0	.0%		
	Homebase, Stadium Way, Benfleet	0	.0%	1	2.7%	1	3.2%	0	.0%		
	Makro, Rawreth Lane, Rawreth Industrial Estate, Rayleigh	1	3.4%	1	2.7%	0	.0%	0	.0%		
	Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
	Morrisons, Western Approaches, Berry Lane, Eastwood	0	.0%	0	.0%	2	6.5%	0	.0%		
	Rayleigh Wier Industrial Estate, Benfleet	0	.0%	0	.0%	2	6.5%	0	.0%		
	Sainsbury's, Cricketers Way, Basildon	1	3.4%	0	.0%	0	.0%	0	.0%		
	Shoeburyness	0	.0%	0	.0%	0	.0%	1	2.5%		
	Tesco, Off station Lane, Pitsea, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
	Tesco, Mayflower, Gardiners Way, Basildon	0	.0%	2	5.4%	0	.0%	0	.0%		
	Aldi, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	2.5%		
	B&Q Fossets Way, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	2.5%		
	London Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%		
	Ladygate Centre, Wickford	1	3.4%	0	.0%	0	.0%	0	.0%		
	Boots, Rayleigh	0	.0%	1	2.7%	0	.0%	0	.0%		
	Camden Market, Camden Road, London	1	3.4%	0	.0%	0	.0%	0	.0%		
	Currys, London Road, Southend-on-Sea	0	.0%	0	.0%	1	3.2%	0	.0%		
Debenhams, Eastgate Centre, Basildon	1	3.4%	0	.0%	0	.0%	0	.0%			

(cont.)

Q2b. Where did you you go?

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Debenhams, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Farmfoods, The Broadway, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%		
	Game, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Great Wakering	0	.0%	0	.0%	0	.0%	0	.0%		
	Happy Days, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
	Homebase, Mayflower Retail Park, Basildon	0	.0%	1	2.7%	0	.0%	0	.0%		
	Iceland, Rectory Road, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%		
	Iceland, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	1	2.5%		
	Iceland, York Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	2.5%		
	Lidl, High Road, Pitsea, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
	Lidl, London Road, Hadleigh	0	.0%	0	.0%	1	3.2%	0	.0%		
	Local Farmers Market, Barley Lane, Wickford	0	.0%	0	.0%	0	.0%	0	.0%		
	Southend-on-Sea market	0	.0%	0	.0%	0	.0%	1	2.5%		
	Matalan, Cricketers Retail Park, Basildon	1	3.4%	0	.0%	0	.0%	0	.0%		
	Morleys Nurseries, Southend Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Sutton Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	2.5%		
	Poundland, Wickford	1	3.4%	0	.0%	0	.0%	0	.0%		
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
	Sainsbury's, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q2b. Where did you you go?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Shoe Care, Lionel Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Smith's Toy Shop, Rayleigh Way, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Spa Road, Hockley	0	.0%	1	2.7%	0	.0%	0	.0%
	Southwood, Chelmsford	1	3.4%	0	.0%	0	.0%	0	.0%
	Tesco, Cygnet View, Lakeside	1	3.4%	0	.0%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	1	2.5%
	The Broadway, Thorpe Bay	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	1	3.2%	0	.0%
	The Fabric Warehouse, London Road, Vange, Basildon	0	.0%	1	2.7%	0	.0%	0	.0%
	The Factory Shop, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	Thorpe Bay, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	2.5%
	Wilkinson, Talza Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	2.5%

(cont.)

**Q2b. Where did you you go?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Those who undertake linked trips	25	100.0%	10	100.0%	19	100.0%
Southend Town Centre	14	56.0%	3	30.0%	6	31.6%
Basildon	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	2	8.0%	2	20.0%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	0	.0%	0	.0%	2	10.5%
Rochford	1	4.0%	0	.0%	1	5.3%
Leigh Town Centre	0	.0%	0	.0%	0	.0%
Airport Retail Park	0	.0%	0	.0%	0	.0%
Fossett's Way Park	0	.0%	0	.0%	0	.0%
Lakeside	0	.0%	0	.0%	0	.0%
London Road Retail Park	0	.0%	0	.0%	1	5.3%
Chelmsford	0	.0%	0	.0%	0	.0%
Greyhound Retail Park	0	.0%	0	.0%	0	.0%

(cont.)

**Q2b. Where did you you go?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Rayleigh Town Centre	0	.0%	0	.0%	1	5.3%
	Pitsea	0	.0%	0	.0%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%
	Asda, North Shoebury Road, Shoeburyness	3	12.0%	1	10.0%	1	5.3%
	Tesco, Prince Avenue, Westcliffe-on-Sea	0	.0%	0	.0%	1	5.3%
	Waitrose, Eastern Avenue, Southend-on-Sea	1	4.0%	1	10.0%	1	5.3%
	Wickford Town Centre	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Southend-on-Sea	1	4.0%	0	.0%	0	.0%
	Hadleigh Town Centre	0	.0%	0	.0%	0	.0%
	Iceland, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Lidl, Woodgrange Drive, Southend-on-Sea	0	.0%	1	10.0%	0	.0%
	Morrisons, London Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Asda, Pipp's Hill Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Asda, Queen Elizabeth II Square, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Asda, Raweth Lane, Rayleigh	0	.0%	0	.0%	1	5.3%
	Boots, High Street, Southend-on-Sea	0	.0%	0	.0%	1	5.3%
	Farm Foods, Greyhound Trading Estate, Greyhound Way, Southend-on-Sea	0	.0%	0	.0%	1	5.3%

(cont.)

**Q2b. Where did you you go?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Hockley	0	.0%	0	.0%	0	.0%
Homebase, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
Makro, Rawreth Lane, Rawreth Industrial Estate, Rayleigh	0	.0%	0	.0%	0	.0%
Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%
Morrisons, Western Approaches, Berry Lane, Eastwood	0	.0%	0	.0%	0	.0%
Rayleigh Wier Industrial Estate, Benfleet	0	.0%	0	.0%	0	.0%
Sainsbury's, Cricketers Way, Basildon	0	.0%	0	.0%	0	.0%
Shoeburyness	1	4.0%	0	.0%	0	.0%
Tesco, Off station Lane, Pitsea, Basildon	0	.0%	0	.0%	0	.0%
Other						
Tesco, Mayflower, Gardiners Way, Basildon	0	.0%	0	.0%	0	.0%
Aldi, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%
B&Q Fossets Way, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%
London Road, Benfleet	0	.0%	0	.0%	0	.0%
Ladygate Centre, Wickford	0	.0%	0	.0%	0	.0%
Boots, Rayleigh	0	.0%	0	.0%	0	.0%
Camden Market, Camden Road, London	0	.0%	0	.0%	0	.0%
Currys, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
Debenhams, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%

(cont.)

**Q2b. Where did you you go?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Debenhams, High Street, Southend-on-Sea	0	.0%	0	.0%	1	5.3%
	Farmfoods, The Broadway, Pitsea	0	.0%	0	.0%	0	.0%
	Game, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Great Wakering	1	4.0%	0	.0%	0	.0%
	Happy Days, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Homebase, Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Iceland, Rectory Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Iceland, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Iceland, York Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Lidl, High Road, Pitsea, Basildon	0	.0%	0	.0%	0	.0%
	Lidl, London Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Local Farmers Market, Barley Lane, Wickford	0	.0%	0	.0%	0	.0%
	Southend-on-Sea market	0	.0%	0	.0%	0	.0%
	Matalan, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Morleys Nurseries, Southend Road, Southend-on-Sea	0	.0%	1	10.0%	0	.0%
	Sutton Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Poundland, Wickford	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
	Sainsbury's, London Road, Southend-on-Sea	0	.0%	1	10.0%	0	.0%

(cont.)

**Q2b. Where did you you go?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Shoe Care, Lionel Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Smith's Toy Shop, Rayleigh Way, Benfleet	0	.0%	0	.0%	0	.0%
	Somerfield, Spa Road, Hockley	0	.0%	0	.0%	0	.0%
	Southwood, Chelmsford	0	.0%	0	.0%	0	.0%
	Tesco, Cygnet View, Lakeside	0	.0%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	The Broadway, Thorpe Bay	1	4.0%	0	.0%	0	.0%
	Co-op, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	The Fabric Warehouse, London Road, Vange, Basildon	0	.0%	0	.0%	0	.0%
	The Factory Shop, Rochford	0	.0%	0	.0%	1	5.3%
	Thorpe Bay, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Wilkinson, Talza Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%

**Q3. When you do you your household's main food shopping at Q1, how do you usually travel?**

	Base: Excluding internet		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding internet	993	100.0%	82	100.0%	89	100.0%	116	100.0%
Car / van (own/ company)	647	65.2%	49	59.8%	56	62.9%	82	70.7%
Car / van (as passenger in friends/ relatives car)	155	15.6%	15	18.3%	13	14.6%	19	16.4%
Walk	99	10.0%	9	11.0%	6	6.7%	8	6.9%
Bus/ coach	63	6.3%	5	6.1%	8	9.0%	6	5.2%
Taxi	13	1.3%	3	3.7%	3	3.4%	1	.9%
Bicycle	7	.7%	1	1.2%	2	2.2%	0	.0%
Motorcycle/ moped	3	.3%	0	.0%	0	.0%	0	.0%
Other								
Goods delivered	5	.5%	0	.0%	1	1.1%	0	.0%
Mobility scooter	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q3. When you do you your household's main food shopping at Q1, how do you usually travel?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	121	100.0%	121	100.0%	112	100.0%	146	100.0%
Car / van (own/ company)	85	70.2%	87	71.9%	75	67.0%	68	46.6%
Car / van (as passenger in friends/ relatives car)	14	11.6%	20	16.5%	13	11.6%	24	16.4%
Walk	15	12.4%	9	7.4%	13	11.6%	29	19.9%
Bus/ coach	5	4.1%	4	3.3%	8	7.1%	16	11.0%
Taxi	2	1.7%	0	.0%	0	.0%	3	2.1%
Bicycle	0	.0%	1	.8%	1	.9%	2	1.4%
Motorcycle/ moped	0	.0%	0	.0%	0	.0%	1	.7%
Other								
Goods delivered	0	.0%	0	.0%	2	1.8%	2	1.4%
Mobility scooter	0	.0%	0	.0%	0	.0%	1	.7%

(cont.)

**Q3. When you do you your household's main food shopping at Q1, how do you usually travel?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding internet	98	100.0%	56	100.0%	52	100.0%
Car / van (own/ company)	66	67.3%	40	71.4%	39	75.0%
Car / van (as passenger in friends/ relatives car)	18	18.4%	11	19.6%	8	15.4%
Walk	6	6.1%	3	5.4%	1	1.9%
Bus/ coach	6	6.1%	2	3.6%	3	5.8%
Taxi	1	1.0%	0	.0%	0	.0%
Bicycle	0	.0%	0	.0%	0	.0%
Motorcycle/ moped	1	1.0%	0	.0%	1	1.9%
Other						
Goods delivered	0	.0%	0	.0%	0	.0%
Mobility scooter	0	.0%	0	.0%	0	.0%

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	870	100.0%	75	100.0%	71	100.0%	106	100.0%
Tesco Extra, Off Station Lane, Pitsea	43	4.9%	34	45.3%	2	2.8%	4	3.8%
Asda, North Shoebury Road, Southend-on-Sea	32	3.7%	0	.0%	0	.0%	0	.0%
Morrisons, London Road, Hadleigh	31	3.6%	0	.0%	0	.0%	22	20.8%
Tesco, Prince Avenue, Westcliff-on-Sea	25	2.9%	1	1.3%	0	.0%	2	1.9%
Sainsbury's, Stadium Way, Thundersley	23	2.6%	0	.0%	3	4.2%	8	7.5%
Somerfield, St Peter's Terrace, Wickford	23	2.6%	0	.0%	0	.0%	0	.0%
Morrisons, Northwick Road, Canvey Island	22	2.5%	0	.0%	18	25.4%	1	.9%
Somerfield, Eastwood Road, Rayleigh	21	2.4%	0	.0%	0	.0%	0	.0%
Tesco Express, Southchurch Road, Southend-on-Sea	21	2.4%	0	.0%	0	.0%	0	.0%
Waitrose, Eastern Avenue, Southend-on-Sea	20	2.3%	0	.0%	2	2.8%	0	.0%
Asda, Queen Elizabeth Square, South Woodham	19	2.2%	0	.0%	0	.0%	0	.0%
Sainsbury's, London Road, Southend-on-Sea	17	2.0%	0	.0%	1	1.4%	0	.0%
Morrisons, Western Approaches, Southend-on-Sea	16	1.8%	0	.0%	0	.0%	0	.0%
Co-op, London Road, Leigh-on-Sea	13	1.5%	0	.0%	0	.0%	4	3.8%
Co-op, Leigh Road, Leigh-on-Sea	11	1.3%	0	.0%	0	.0%	1	.9%
Co-op, Roche Close (off North Street), Rochford	10	1.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Somerfield, Rochford Road, Southend-on-Sea	10	1.1%	0	.0%	0	.0%	0	.0%
Waitrose, London Road, Leigh-on-Sea	10	1.1%	0	.0%	0	.0%	0	.0%
Tesco Express, Leigh	9	1.0%	0	.0%	0	.0%	1	.9%
Tesco Express, London Road, Westcliff-on-Sea	9	1.0%	0	.0%	0	.0%	0	.0%
Co-op, Eastwood Road North, Leigh-on-Sea	8	.9%	0	.0%	0	.0%	1	.9%
Co-op, Hamlet Court Road, Westcliff-on-Sea	7	.8%	0	.0%	0	.0%	0	.0%
Aldi, Eastern Avenue, Southend-on-Sea	6	.7%	0	.0%	0	.0%	0	.0%
Lidl, High Road, Pitsea	6	.7%	6	8.0%	0	.0%	0	.0%
Co-op, Linden Way, Canvey Island	5	.6%	0	.0%	3	4.2%	1	.9%
Co-op, The Broadway, Leigh-on-Sea	5	.6%	0	.0%	0	.0%	1	.9%
Iceland, York Road, Southend-on-Sea	5	.6%	1	1.3%	0	.0%	1	.9%
Asda, Pippis Hill Retail Park, Miles Gray Road, Basildon	4	.5%	1	1.3%	0	.0%	1	.9%
Lidl, Greyhound Retail Park, Southend-on-Sea	4	.5%	0	.0%	0	.0%	0	.0%
Lidl, Woodgrange Drive, Southend-on-Sea	4	.5%	0	.0%	0	.0%	0	.0%
M&S BP Connect, London Road, Southend-on-sea	4	.5%	0	.0%	1	1.4%	0	.0%
Sainsbury's, Cricketers Way, Nevendon	4	.5%	1	1.3%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Tesco, Mayflower Retail Park, Basildon	4	.5%	0	.0%	2	2.8%	0	.0%
Farmfoods, Greyhound Trading Estate, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
M&S BP Connect, West Street, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
Tesco Express, Heygate Avenue, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
Co-op, Long Road, Canvey Island	2	.2%	0	.0%	2	2.8%	0	.0%
Savacentre, Eastgate Centre, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
Tesco, Mandeville Way, Laindon	1	.1%	1	1.3%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Base: Excluding don't do/ varies									
				Zone							
		Num	%	1		2		3			
				Num	%	Num	%	Num	%		
Other	Co-op, High Road, Benfleet	22	2.5%	1	1.3%	0	.0%	21	19.8%		
	Sainsbury's, Knightswick Centre, Canvey Island	14	1.6%	0	.0%	14	19.7%	0	.0%		
	Somerfield, Spa Road, Hockley	12	1.4%	0	.0%	0	.0%	0	.0%		
	Co-op, High Street, Great Wakering, Southend-on-Sea	11	1.3%	0	.0%	0	.0%	1	.9%		
	Asda, Rawreth Lane, Rayleigh	9	1.0%	0	.0%	0	.0%	1	.9%		
	Local stores, Southend-on-Sea	9	1.0%	0	.0%	0	.0%	0	.0%		
	Tesco, The Broadway, Thorpe Bay, Southend-on-Sea	9	1.0%	0	.0%	0	.0%	0	.0%		
	Honeycombe, The Broadway, Southend-on-Sea	8	.9%	0	.0%	0	.0%	0	.0%		
	Somerfield, Golden Cross Parade, Ashingdon Road, Rochford	8	.9%	0	.0%	0	.0%	0	.0%		
	Co-op, Eastwood Road, Rayleigh	7	.8%	0	.0%	0	.0%	0	.0%		
	Co-op, Ferry Road, Hullbridge	7	.8%	0	.0%	0	.0%	0	.0%		
	Local stores, Hockley	7	.8%	0	.0%	0	.0%	0	.0%		
	Local stores, Shoeburyness	7	.8%	0	.0%	0	.0%	0	.0%		
	Marks & Spencer, High Street, Southend-on-Sea	7	.8%	0	.0%	0	.0%	0	.0%		
	Nearbuys, Dovervelt Road, Canvey Island	7	.8%	0	.0%	7	9.9%	0	.0%		
	Tesco, Southend Road, Wickford	7	.8%	0	.0%	0	.0%	0	.0%		
	Co-op, London Road, Great Tarpots, Benfleet	6	.7%	0	.0%	0	.0%	6	5.7%		
	Iceland, High Street, Rayleigh	6	.7%	0	.0%	0	.0%	0	.0%		
	Local stores, Leigh-on-Sea	6	.7%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Base: Excluding don't do/ varies							
				Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Spar, Warwick Parade, South Woodham Ferrers	6	.7%	0	.0%	0	.0%	0	.0%
	Local stores, Basildon	5	.6%	5	6.7%	0	.0%	0	.0%
	Costcutter, Woodgrange Drive, Southend-on-sea	5	.6%	0	.0%	0	.0%	0	.0%
	Local stores, Rochford	5	.6%	0	.0%	0	.0%	0	.0%
	Somerfield, High Street, Wickford	5	.6%	0	.0%	0	.0%	0	.0%
	Somerfield, London Road, Westcliff-on-Sea	5	.6%	0	.0%	0	.0%	0	.0%
	Aldi, Rectory Park Drive, Pitsea	4	.5%	4	5.3%	0	.0%	0	.0%
	Co-op, Church Road, Benfleet	4	.5%	0	.0%	0	.0%	4	3.8%
	Co-op, Sutton Road, Southend on Sea	4	.5%	0	.0%	0	.0%	0	.0%
	Costcutter Southbourne Grove, Westcliff-on-Sea	4	.5%	0	.0%	0	.0%	0	.0%
	Costcutter, Rayleigh Road, Leigh-On-Sea	4	.5%	0	.0%	0	.0%	0	.0%
	Costcutter, The Broadway, Leigh-on-Sea	4	.5%	0	.0%	0	.0%	0	.0%
	Iceland, Furtherwick Road, Canvey Island	4	.5%	0	.0%	4	5.6%	0	.0%
	Iceland, London Road, Leigh-on-Sea	4	.5%	0	.0%	0	.0%	0	.0%
	Iceland, Rectory Road, Hadleigh	4	.5%	0	.0%	0	.0%	4	3.8%
	Laceys, Kent Hill Road, Benfleet	4	.5%	0	.0%	0	.0%	4	3.8%
	Local stores, South Woodham	4	.5%	0	.0%	0	.0%	0	.0%
	Local stores, Wickford	4	.5%	0	.0%	0	.0%	0	.0%
Local stores, Westcliffe-on-Sea	4	.5%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Base: Excluding don't do/ varies									
				Zone							
		Num	%	1		2		3			
				Num	%	Num	%	Num	%		
Other	Pitsea Market	4	.5%	4	5.3%	0	.0%	0	.0%		
	Aldi, The Broadway, Wickford	3	.3%	0	.0%	0	.0%	0	.0%		
	Co-op, West Road, Shoeburyness	3	.3%	0	.0%	0	.0%	0	.0%		
	High Street, Wickford	3	.3%	0	.0%	0	.0%	0	.0%		
	Iceland, High Street, Wickford	3	.3%	0	.0%	0	.0%	0	.0%		
	Lidl, London Road, Hadleigh	3	.3%	0	.0%	0	.0%	3	2.8%		
	Local stores, Benfleet	3	.3%	0	.0%	1	1.4%	2	1.9%		
	Londis, Elmsleigh Drive, Leigh-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%		
	Londis, Westborough Road, Westcliff-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%		
	Rayleigh Town Centre	3	.3%	0	.0%	0	.0%	0	.0%		
	Southend-on-Sea Town Centre	3	.3%	0	.0%	0	.0%	0	.0%		
	Tesco, Hamlet Court Road, Westcliff-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%		
	Tesco, Royal Terrace, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%		
	Tesco, Silva Island Way, Wickford	3	.3%	0	.0%	0	.0%	0	.0%		
	Thorpe Bay	3	.3%	0	.0%	0	.0%	0	.0%		
	Wilkinson, Talza Way, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%		
	Asda, Rawerth Lane, Rayleigh	2	.2%	0	.0%	0	.0%	0	.0%		
	Carter Stores, High Road, Pitsea	2	.2%	2	2.7%	0	.0%	0	.0%		
	Co-op, Golden Cross Parade, Rochford	2	.2%	0	.0%	0	.0%	0	.0%		
	Co-op, Southchurch Road, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Base: Excluding don't do/ varies									
				Zone							
		Num	%	1		2		3			
				Num	%	Num	%	Num	%		
Other	Co-op, Willowdale Centre, High Street, Wickford	2	.2%	0	.0%	0	.0%	0	.0%		
	Costcutter, Bridgewater Drive, Westcliff-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%		
	Costcutter, Nevendon Road, Wickford	2	.2%	0	.0%	0	.0%	0	.0%		
	East Street Convenience Store, East Street, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%		
	Island Convenience Store, Furtherwick Road, Canvey Island	2	.2%	0	.0%	1	1.4%	0	.0%		
	John Moss, High Street, Canewdon	2	.2%	0	.0%	0	.0%	0	.0%		
	Lidl, Woodgrange Drive, Southend-on-Sea	2	.2%	0	.0%	0	.0%	1	.9%		
	Local store, Rectory Road, Pitsea	2	.2%	2	2.7%	0	.0%	0	.0%		
	Local stores, Rayleigh	2	.2%	0	.0%	0	.0%	0	.0%		
	Londis, Furtherwick Road, Canvey Island	2	.2%	0	.0%	2	2.8%	0	.0%		
	Londis, Southchurch Road, Southend-on-sea	2	.2%	0	.0%	0	.0%	0	.0%		
	Londis, Vange Riverview Centre, Vange, Basildon	2	.2%	2	2.7%	0	.0%	0	.0%		
	Marks & Spencer, Town Square, Basildon	2	.2%	2	2.7%	0	.0%	0	.0%		
	One Stop, Hullbridge Road, South Woodham Ferrers	2	.2%	0	.0%	0	.0%	0	.0%		
	Premier Stores, West Street, Southend	2	.2%	0	.0%	0	.0%	0	.0%		
	Seaview Stores, High Street, Canvey Island	2	.2%	0	.0%	2	2.8%	0	.0%		
Spar, West Street, Rochford	2	.2%	0	.0%	0	.0%	0	.0%			

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Base: Excluding don't do/ varies		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Station News, High Street, Shoeburyness	2	.2%	0	.0%	0	.0%	0	.0%
	Woodmans, Rayleigh Road, Benfleet	2	.2%	0	.0%	0	.0%	1	.9%
	Aldi, London Road, Grays	1	.1%	0	.0%	0	.0%	0	.0%
	Aldi, Rectory Park Driver, Pitsea	1	.1%	1	1.3%	0	.0%	0	.0%
	Arundel Stores, Arundel Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.9%
	Asda, Eastgate Shopping Centre, Basildon	1	.1%	0	.0%	0	.0%	1	.9%
	Asif's, London Road, Hadleigh	1	.1%	0	.0%	0	.0%	1	.9%
	Baldwin, Woodgrange Drive, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Big News, Eastern Esplanade, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Bournes Green, Shoebury Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Broadway, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Budgens, Ferry Road, Hullbridge	1	.1%	0	.0%	0	.0%	0	.0%
	Budgens, The Street, Latchingdon, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Byford Market	1	.1%	0	.0%	0	.0%	0	.0%
	CG Stores, Point Road, Canvey Island	1	.1%	0	.0%	1	1.4%	0	.0%
	Co-op, Kibcaps, Basildon	1	.1%	0	.0%	0	.0%	1	.9%
	Co-op, Main Road, Hawkwell, Hockley	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, South Woodham Ferrers	1	.1%	0	.0%	0	.0%	1	.9%
	Costcutter, Anchor Lane, Canewdon	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Base: Excluding don't do/ varies							
				Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Costcutter, High Street, Shoeburyness	1	.1%	0	.0%	0	.0%	0	.0%
	Costcutter, Rectory Road, Pitsea	1	.1%	1	1.3%	0	.0%	0	.0%
	Costcutter, Woodgrange Drive, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Daily Fresh, London Road, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Dollys, Fairfax Drive, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Eastgate Shopping centre	1	.1%	1	1.3%	0	.0%	0	.0%
	Grange Food Store, London Road, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Greggs, Pitsea	1	.1%	1	1.3%	0	.0%	0	.0%
	Grouts, Eastwood Road North, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Grouts, Furtherwick Road, Canvey Island	1	.1%	0	.0%	1	1.4%	0	.0%
	Grouts, London Road, Hadleigh	1	.1%	0	.0%	0	.0%	1	.9%
	Harveys, South Avenue, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	High Street, Great Wakering, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Holland and Barrat, Rayleigh High Street	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Little Wakering	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Thundersley	1	.1%	0	.0%	0	.0%	1	.9%
	Local stores, Bowers Gifford	1	.1%	1	1.3%	0	.0%	0	.0%
	Local stores, Canvey Island	1	.1%	0	.0%	1	1.4%	0	.0%
	Londis, High Road, Pitsea, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Base: Excluding don't do/ varies				Zone					
		Num		%		1		2		3	
		Num	%	Num	%	Num	%	Num	%		
Other	Londis, Rectory Road, Rochford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Rayleigh Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Macmart, London Road, Westcliffe-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, London Road, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, High Street, Canvey Island	1	.1%	0	.0%	1	1.4%	0	.0%	0	.0%
	Nick News, Westborough Road, Westcliff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Nisa Extra, Third Avenue, Canvey Island	1	.1%	0	.0%	1	1.4%	0	.0%	0	.0%
	One Stop, Ferry Road, Hullbridge, Hockley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Cluney Square, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Marsh View Court, Vange	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%
	Pairs, Eastwood Road North, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Barleylands Farm, Barleyland Road, Billericay	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%
	Piers, Station Road, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Great Wakering	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, High Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%
	Somerfield, Knightswick Centre, Canvey Island	1	.1%	0	.0%	1	1.4%	0	.0%	0	.0%
Spar, Inch Bonnie Road, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Suckling & Son, Manners Way, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Tarpots, London Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.9%
	Tesco Express, London Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.9%
	Premier, London Road, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Thyme Road, Colchester	1	.1%	0	.0%	0	.0%	0	.0%
	Williams, High Street, Great Wakering	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	103	100.0%	109	100.0%	101	100.0%	122	100.0%
Tesco Extra, Off Station Lane, Pitsea	2	1.9%	1	.9%	0	.0%	0	.0%
Asda, North Shoebury Road, Southend-on-Sea	1	1.0%	0	.0%	1	1.0%	0	.0%
Morrisons, London Road, Hadleigh	0	.0%	1	.9%	8	7.9%	0	.0%
Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	3	2.8%	7	6.9%	9	7.4%
Sainsbury's, Stadium Way, Thundersley	0	.0%	11	10.1%	0	.0%	0	.0%
Somerfield, St Peter's Terrace, Wickford	22	21.4%	0	.0%	0	.0%	0	.0%
Morrisons, Northwick Road, Canvey Island	2	1.9%	0	.0%	1	1.0%	0	.0%
Somerfield, Eastwood Road, Rayleigh	1	1.0%	16	14.7%	0	.0%	2	1.6%
Tesco Express, Southchurch Road, Southend-on-Sea	1	1.0%	2	1.8%	0	.0%	1	.8%
Waitrose, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	2	2.0%	6	4.9%
Asda, Queen Elizabeth Square, South Woodham	18	17.5%	0	.0%	0	.0%	1	.8%
Sainsbury's, London Road, Southend-on-Sea	1	1.0%	2	1.8%	1	1.0%	10	8.2%
Morrisons, Western Approaches, Southend-on-Sea	0	.0%	2	1.8%	11	10.9%	1	.8%
Co-op, London Road, Leigh-on-Sea	1	1.0%	1	.9%	4	4.0%	3	2.5%
Co-op, Leigh Road, Leigh-on-Sea	0	.0%	2	1.8%	6	5.9%	1	.8%
Co-op, Roche Close (off North Street), Rochford	0	.0%	0	.0%	0	.0%	1	.8%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Somerfield, Rochford Road, Southend-on-Sea	0	.0%	1	.9%	0	.0%	6	4.9%
Waitrose, London Road, Leigh-on-Sea	0	.0%	1	.9%	8	7.9%	1	.8%
Tesco Express, Leigh	0	.0%	0	.0%	7	6.9%	1	.8%
Tesco Express, London Road, Westcliff-on-Sea	0	.0%	0	.0%	2	2.0%	6	4.9%
Co-op, Eastwood Road North, Leigh-on-Sea	0	.0%	4	3.7%	3	3.0%	0	.0%
Co-op, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	7	5.7%
Aldi, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	3	2.5%
Lidl, High Road, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Linden Way, Canvey Island	0	.0%	0	.0%	1	1.0%	0	.0%
Co-op, The Broadway, Leigh-on-Sea	0	.0%	0	.0%	4	4.0%	0	.0%
Iceland, York Road, Southend-on-Sea	1	1.0%	1	.9%	0	.0%	0	.0%
Asda, Pipp's Hill Retail Park, Miles Gray Road, Basildon	2	1.9%	0	.0%	0	.0%	0	.0%
Lidl, Greyhound Retail Park, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	2	1.6%
Lidl, Woodgrange Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
M&S BP Connect, London Road, Southend-on-sea	0	.0%	0	.0%	0	.0%	3	2.5%
Sainsbury's, Cricketers Way, Nevendon	2	1.9%	1	.9%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Tesco, Mayflower Retail Park, Basildon	0	.0%	1	.9%	1	1.0%	0	.0%
Farmfoods, Greyhound Trading Estate, Southend-on-Sea	0	.0%	1	.9%	0	.0%	2	1.6%
M&S BP Connect, West Street, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	2	1.6%
Tesco Express, Heygate Avenue, Southend-on-Sea	1	1.0%	0	.0%	0	.0%	1	.8%
Co-op, Long Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
Savacentre, Eastgate Centre, Basildon	1	1.0%	0	.0%	0	.0%	0	.0%
Tesco, Mandeville Way, Laindon	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Co-op, High Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Spa Road, Hockley	0	.0%	11	10.1%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Great Wakering, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%		
	Asda, Rawreth Lane, Rayleigh	0	.0%	8	7.3%	0	.0%	0	.0%	0	.0%
	Local stores, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	4	3.3%		
	Tesco, The Broadway, Thorpe Bay, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Honeycombe, The Broadway, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Golden Cross Parade, Ashingdon Road, Rochford	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Co-op, Eastwood Road, Rayleigh	0	.0%	6	5.5%	1	1.0%	0	.0%	0	.0%
	Co-op, Ferry Road, Hullbridge	0	.0%	7	6.4%	0	.0%	0	.0%	0	.0%
	Local stores, Hockley	0	.0%	7	6.4%	0	.0%	0	.0%	0	.0%
	Local stores, Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	5	4.1%		
	Nearbuys, Dovervelt Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Southend Road, Wickford	7	6.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Great Tarpots, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, High Street, Rayleigh	1	1.0%	4	3.7%	0	.0%	0	.0%	0	.0%
Local stores, Leigh-on-Sea	0	.0%	0	.0%	4	4.0%	1	.8%			

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Spar, Warwick Parade, South Woodham Ferrers	6	5.8%	0	.0%	0	.0%	0	.0%
	Local stores, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, Woodgrange Drive, Southend-on-sea	0	.0%	0	.0%	3	3.0%	0	.0%
	Local stores, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, High Street, Wickford	5	4.9%	0	.0%	0	.0%	0	.0%
	Somerfield, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	5	4.1%
	Aldi, Rectory Park Drive, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Church Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Sutton Road, Southend on Sea	0	.0%	0	.0%	0	.0%	3	2.5%
	Costcutter Southbourne Grove, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	4	3.3%
	Costcutter, Rayleigh Road, Leigh-On-Sea	0	.0%	0	.0%	4	4.0%	0	.0%
	Costcutter, The Broadway, Leigh-on-Sea	0	.0%	0	.0%	2	2.0%	1	.8%
	Iceland, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, London Road, Leigh-on-Sea	0	.0%	0	.0%	3	3.0%	1	.8%
	Iceland, Rectory Road, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Laceys, Kent Hill Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, South Woodham	4	3.9%	0	.0%	0	.0%	0	.0%
	Local stores, Wickford	4	3.9%	0	.0%	0	.0%	0	.0%
Local stores, Westcliffe-on-Sea	0	.0%	0	.0%	0	.0%	4	3.3%	

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Pitsea Market	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, The Broadway, Wickford	3	2.9%	0	.0%	0	.0%	0	.0%
	Co-op, West Road, Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%
	High Street, Wickford	3	2.9%	0	.0%	0	.0%	0	.0%
	Iceland, High Street, Wickford	3	2.9%	0	.0%	0	.0%	0	.0%
	Lidl, London Road, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Elmsleigh Drive, Leigh-on-Sea	0	.0%	0	.0%	3	3.0%	0	.0%
	Londis, Westborough Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	3	2.5%
	Rayleigh Town Centre	0	.0%	3	2.8%	0	.0%	0	.0%
	Southend-on-Sea Town Centre	0	.0%	1	.9%	0	.0%	0	.0%
	Tesco, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	3	2.5%
	Tesco, Royal Terrace, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	2	1.6%
	Tesco, Silva Island Way, Wickford	3	2.9%	0	.0%	0	.0%	0	.0%
	Thorpe Bay	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson, Talza Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%	2	1.6%
	Asda, Rawerth Lane, Rayleigh	0	.0%	2	1.8%	0	.0%	0	.0%
	Carter Stores, High Road, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Golden Cross Parade, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Co-op, Willowdale Centre, High Street, Wickford	2	1.9%	0	.0%	0	.0%	0	.0%
	Costcutter, Bridgewater Drive, Westcliff-on-Sea	0	.0%	0	.0%	1	1.0%	1	.8%
	Costcutter, Nevendon Road, Wickford	2	1.9%	0	.0%	0	.0%	0	.0%
	East Street Convenience Store, East Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Island Convenience Store, Furtherwick Road, Canvey Island	0	.0%	0	.0%	1	1.0%	0	.0%
	John Moss, High Street, Canewdon	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Woodgrange Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Local store, Rectory Road, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Rayleigh	0	.0%	2	1.8%	0	.0%	0	.0%
	Londis, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Southchurch Road, Southend-on-sea	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Vange Riverview Centre, Vange, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Town Square, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Hullbridge Road, South Woodham Ferrers	2	1.9%	0	.0%	0	.0%	0	.0%
	Premier Stores, West Street, Southend	0	.0%	0	.0%	0	.0%	2	1.6%
	Seaview Stores, High Street, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
Spar, West Street, Rochford	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Station News, High Street, Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%
	Woodmans, Rayleigh Road, Benfleet	0	.0%	0	.0%	1	1.0%	0	.0%
	Aldi, London Road, Grays	1	1.0%	0	.0%	0	.0%	0	.0%
	Aldi, Rectory Park Driver, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Arundel Stores, Arundel Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Shopping Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Asif's, London Road, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Baldwin, Woodgrange Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Big News, Eastern Esplanade, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Bournes Green, Shoebury Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Broadway, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Budgens, Ferry Road, Hullbridge	0	.0%	1	.9%	0	.0%	0	.0%
	Budgens, The Street, Latchingdon, Chelmsford	0	.0%	1	.9%	0	.0%	0	.0%
	Byford Market	0	.0%	0	.0%	1	1.0%	0	.0%
	CG Stores, Point Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Kibcaps, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Main Road, Hawkwell, Hockley	0	.0%	1	.9%	0	.0%	0	.0%
	Co-op, South Woodham Ferrers	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, Anchor Lane, Canewdon	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Costcutter, High Street, Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, Rectory Road, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, Woodgrange Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Daily Fresh, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Dollys, Fairfax Drive, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Eastgate Shopping centre	0	.0%	0	.0%	0	.0%	0	.0%
	Grange Food Store, London Road, Rayleigh	0	.0%	1	.9%	0	.0%	0	.0%
	Greggs, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Grouts, Eastwood Road North, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Grouts, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Grouts, London Road, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Harveys, South Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	High Street, Great Wakering, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Holland and Barrat, Rayleigh High Street	0	.0%	1	.9%	0	.0%	0	.0%
	Local stores, Little Wakering	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Thundersley	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Bowers Gifford	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
Londis, High Road, Pitsea, Basildon	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Londis, Rectory Road, Rochford	0	.0%	0	.0%	1	1.0%	0	.0%		
	Londis, Rayleigh Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%		
	Macmart, London Road, Westcliffe-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%		
	Marks & Spencer, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%		
	Costcutter, High Street, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
	Nick News, Westborough Road, Westcliff	0	.0%	0	.0%	0	.0%	1	.8%		
	Nisa Extra, Third Avenue, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
	One Stop, Ferry Road, Hullbridge, Hockley	0	.0%	1	.9%	0	.0%	0	.0%		
	One Stop, Cluney Square, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	One Stop, Marsh View Court, Vange	0	.0%	0	.0%	0	.0%	0	.0%		
	Pairs, Eastwood Road North, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%		
	Barleylands Farm, Barleyland Road, Billericay	0	.0%	0	.0%	0	.0%	0	.0%		
	Piers, Station Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%		
	Post Office, High Street, Great Wakering	0	.0%	0	.0%	0	.0%	0	.0%		
	Somerfield, High Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%		
	Somerfield, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
Spar, Inch Bonnie Road, Chelmsford	1	1.0%	0	.0%	0	.0%	0	.0%			

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Suckling & Son, Manners Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Tarpots, London Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, London Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Premier, London Road, Westcliff-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Thyme Road, Colchester	0	.0%	0	.0%	0	.0%	1	.8%
	Williams, High Street, Great Wakering	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	90	100.0%	46	100.0%	47	100.0%
Tesco Extra, Off Station Lane, Pitsea	0	.0%	0	.0%	0	.0%
Asda, North Shoebury Road, Southend-on-Sea	15	16.7%	15	32.6%	0	.0%
Morrisons, London Road, Hadleigh	0	.0%	0	.0%	0	.0%
Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	0	.0%	3	6.4%
Sainsbury's, Stadium Way, Thundersley	0	.0%	0	.0%	1	2.1%
Somerfield, St Peter's Terrace, Wickford	0	.0%	0	.0%	1	2.1%
Morrisons, Northwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
Somerfield, Eastwood Road, Rayleigh	0	.0%	0	.0%	2	4.3%
Tesco Express, Southchurch Road, Southend-on-Sea	15	16.7%	1	2.2%	1	2.1%
Waitrose, Eastern Avenue, Southend-on-Sea	7	7.8%	1	2.2%	2	4.3%
Asda, Queen Elizabeth Square, South Woodham	0	.0%	0	.0%	0	.0%
Sainsbury's, London Road, Southend-on-Sea	2	2.2%	0	.0%	0	.0%
Morrisons, Western Approaches, Southend-on-Sea	1	1.1%	0	.0%	1	2.1%
Co-op, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
Co-op, Leigh Road, Leigh-on-Sea	0	.0%	0	.0%	1	2.1%
Co-op, Roche Close (off North Street), Rochford	0	.0%	0	.0%	9	19.1%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Somerfield, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	3	6.4%
Waitrose, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
Tesco Express, Leigh	0	.0%	0	.0%	0	.0%
Tesco Express, London Road, Westcliff-on-Sea	1	1.1%	0	.0%	0	.0%
Co-op, Eastwood Road North, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
Co-op, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
Aldi, Eastern Avenue, Southend-on-Sea	2	2.2%	0	.0%	0	.0%
Lidl, High Road, Pitsea	0	.0%	0	.0%	0	.0%
Co-op, Linden Way, Canvey Island	0	.0%	0	.0%	0	.0%
Co-op, The Broadway, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
Iceland, York Road, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
Asda, Pippis Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
Lidl, Greyhound Retail Park, Southend-on-Sea	0	.0%	0	.0%	1	2.1%
Lidl, Woodgrange Drive, Southend-on-Sea	4	4.4%	0	.0%	0	.0%
M&S BP Connect, London Road, Southend-on-sea	0	.0%	0	.0%	0	.0%
Sainsbury's, Cricketers Way, Nevendon	0	.0%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Tesco, Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%
Farmfoods, Greyhound Trading Estate, Southend-on-Sea	0	.0%	0	.0%	0	.0%
M&S BP Connect, West Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
Tesco Express, Heygate Avenue, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
Co-op, Long Road, Canvey Island	0	.0%	0	.0%	0	.0%
Savacentre, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
Tesco, Mandeville Way, Laindon	0	.0%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Co-op, High Road, Benfleet	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
	Somerfield, Spa Road, Hockley	0	.0%	0	.0%	1	2.1%
	Co-op, High Street, Great Wakering, Southend-on-Sea	0	.0%	9	19.6%	0	.0%
	Asda, Rawreth Lane, Rayleigh	0	.0%	0	.0%	0	.0%
	Local stores, Southend-on-Sea	3	3.3%	1	2.2%	0	.0%
	Tesco, The Broadway, Thorpe Bay, Southend-on-Sea	9	10.0%	0	.0%	0	.0%
	Honeycombe, The Broadway, Southend-on-Sea	8	8.9%	0	.0%	0	.0%
	Somerfield, Golden Cross Parade, Ashingdon Road, Rochford	0	.0%	0	.0%	7	14.9%
	Co-op, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Co-op, Ferry Road, Hullbridge	0	.0%	0	.0%	0	.0%
	Local stores, Hockley	0	.0%	0	.0%	0	.0%
	Local stores, Shoeburyness	2	2.2%	5	10.9%	0	.0%
	Marks & Spencer, High Street, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Nearbuys, Dovernelt Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Tesco, Southend Road, Wickford	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Great Tarpots, Benfleet	0	.0%	0	.0%	0	.0%
	Iceland, High Street, Rayleigh	0	.0%	1	2.2%	0	.0%
	Local stores, Leigh-on-Sea	1	1.1%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Spar, Warwick Parade, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Local stores, Basildon	0	.0%	0	.0%	0	.0%
	Costcutter, Woodgrange Drive, Southend-on-sea	1	1.1%	0	.0%	1	2.1%
	Local stores, Rochford	0	.0%	0	.0%	5	10.6%
	Somerfield, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Somerfield, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Aldi, Rectory Park Drive, Pitsea	0	.0%	0	.0%	0	.0%
	Co-op, Church Road, Benfleet	0	.0%	0	.0%	0	.0%
	Co-op, Sutton Road, Southend on Sea	1	1.1%	0	.0%	0	.0%
	Costcutter Southbourne Grove, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Costcutter, Rayleigh Road, Leigh-On-Sea	0	.0%	0	.0%	0	.0%
	Costcutter, The Broadway, Leigh-on-Sea	0	.0%	1	2.2%	0	.0%
	Iceland, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Iceland, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Iceland, Rectory Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Laceys, Kent Hill Road, Benfleet	0	.0%	0	.0%	0	.0%
	Local stores, South Woodham	0	.0%	0	.0%	0	.0%
	Local stores, Wickford	0	.0%	0	.0%	0	.0%
Local stores, Westcliffe-on-Sea	0	.0%	0	.0%	0	.0%	

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Pitsea Market	0	.0%	0	.0%	0	.0%
	Aldi, The Broadway, Wickford	0	.0%	0	.0%	0	.0%
	Co-op, West Road, Shoeburyness	0	.0%	3	6.5%	0	.0%
	High Street, Wickford	0	.0%	0	.0%	0	.0%
	Iceland, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Lidl, London Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Local stores, Benfleet	0	.0%	0	.0%	0	.0%
	Londis, Elmsleigh Drive, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Londis, Westborough Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Rayleigh Town Centre	0	.0%	0	.0%	0	.0%
	Southend-on-Sea Town Centre	2	2.2%	0	.0%	0	.0%
	Tesco, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Tesco, Royal Terrace, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Tesco, Silva Island Way, Wickford	0	.0%	0	.0%	0	.0%
	Thorpe Bay	3	3.3%	0	.0%	0	.0%
	Wilkinson, Talza Way, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Asda, Rawerth Lane, Rayleigh	0	.0%	0	.0%	0	.0%
	Carter Stores, High Road, Pitsea	0	.0%	0	.0%	0	.0%
	Co-op, Golden Cross Parade, Rochford	0	.0%	0	.0%	2	4.3%
	Co-op, Southchurch Road, Southend-on-Sea	2	2.2%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Co-op, Willowdale Centre, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Costcutter, Bridgewater Drive, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Costcutter, Nevendon Road, Wickford	0	.0%	0	.0%	0	.0%
	East Street Convenience Store, East Street, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Island Convenience Store, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	John Moss, High Street, Canewdon	0	.0%	0	.0%	2	4.3%
	Lidl, Woodgrange Drive, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Local store, Rectory Road, Pitsea	0	.0%	0	.0%	0	.0%
	Local stores, Rayleigh	0	.0%	0	.0%	0	.0%
	Londis, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Londis, Southchurch Road, Southend-on-sea	1	1.1%	1	2.2%	0	.0%
	Londis, Vange Riverview Centre, Vange, Basildon	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	One Stop, Hullbridge Road, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Premier Stores, West Street, Southend	0	.0%	0	.0%	0	.0%
	Seaview Stores, High Street, Canvey Island	0	.0%	0	.0%	0	.0%
	Spar, West Street, Rochford	0	.0%	0	.0%	2	4.3%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Station News, High Street, Shoeburyness	0	.0%	2	4.3%	0	.0%
	Woodmans, Rayleigh Road, Benfleet	0	.0%	0	.0%	0	.0%
	Aldi, London Road, Grays	0	.0%	0	.0%	0	.0%
	Aldi, Rectory Park Driver, Pitsea	0	.0%	0	.0%	0	.0%
	Arundel Stores, Arundel Road, Benfleet	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Shopping Centre, Basildon	0	.0%	0	.0%	0	.0%
	Asif's, London Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Baldwin, Woodgrange Drive, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Big News, Eastern Esplanade, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Bournes Green, Shoebury Road, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Broadway, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Budgens, Ferry Road, Hullbridge	0	.0%	0	.0%	0	.0%
	Budgens, The Street, Latchingdon, Chelmsford	0	.0%	0	.0%	0	.0%
	Byford Market	0	.0%	0	.0%	0	.0%
	CG Stores, Point Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Co-op, Kibcaps, Basildon	0	.0%	0	.0%	0	.0%
	Co-op, Main Road, Hawkwell, Hockley	0	.0%	0	.0%	0	.0%
	Co-op, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Costcutter, Anchor Lane, Canewdon	0	.0%	0	.0%	1	2.1%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Costcutter, High Street, Shoeburyness	0	.0%	1	2.2%	0	.0%
	Costcutter, Rectory Road, Pitsea	0	.0%	0	.0%	0	.0%
	Costcutter, Woodgrange Drive, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Daily Fresh, London Road, Westcliff-on-Sea	0	.0%	0	.0%	1	2.1%
	Dollys, Fairfax Drive, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Eastgate Shopping centre	0	.0%	0	.0%	0	.0%
	Grange Food Store, London Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Greggs, Pitsea	0	.0%	0	.0%	0	.0%
	Grouts, Eastwood Road North, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Grouts, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Grouts, London Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Harveys, South Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	High Street, Great Wakering, Southend-on-Sea	0	.0%	1	2.2%	0	.0%
	Holland and Barrat, Rayleigh High Street	0	.0%	0	.0%	0	.0%
	Local stores, Little Wakering	0	.0%	1	2.2%	0	.0%
	Local stores, Thundersley	0	.0%	0	.0%	0	.0%
	Local stores, Bowers Gifford	0	.0%	0	.0%	0	.0%
	Local stores, Canvey Island	0	.0%	0	.0%	0	.0%
	Londis, High Road, Pitsea, Basildon	0	.0%	0	.0%	0	.0%

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Londis, Rectory Road, Rochford	0	.0%	0	.0%	0	.0%
	Londis, Rayleigh Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Macmart, London Road, Westcliffe-on-Sea	0	.0%	0	.0%	0	.0%
	Marks & Spencer, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Costcutter, High Street, Canvey Island	0	.0%	0	.0%	0	.0%
	Nick News, Westborough Road, Westcliff	0	.0%	0	.0%	0	.0%
	Nisa Extra, Third Avenue, Canvey Island	0	.0%	0	.0%	0	.0%
	One Stop, Ferry Road, Hullbridge, Hockley	0	.0%	0	.0%	0	.0%
	One Stop, Cluney Square, Southend-on-Sea	0	.0%	1	2.2%	0	.0%
	One Stop, Marsh View Court, Vange	0	.0%	0	.0%	0	.0%
	Pairs, Eastwood Road North, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Barleylands Farm, Barleyland Road, Billericay	0	.0%	0	.0%	0	.0%
	Piers, Station Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Great Wakering	0	.0%	1	2.2%	0	.0%
	Somerfield, High Road, Benfleet	0	.0%	0	.0%	0	.0%
	Somerfield, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
Spar, Inch Bonnie Road, Chelmsford	0	.0%	0	.0%	0	.0%	

(cont.)

**Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Suckling & Son, Manners Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Tarpots, London Road, Benfleet	0	.0%	0	.0%	0	.0%
	Tesco Express, London Road, Benfleet	0	.0%	0	.0%	0	.0%
	Premier, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Thyme Road, Colchester	0	.0%	0	.0%	0	.0%
	Williams, High Street, Great Wakering	0	.0%	1	2.2%	0	.0%

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	1000	100.0%	84	100.0%	89	100.0%	119	100.0%
Southend Town Centre	343	34.3%	1	1.2%	10	11.2%	29	24.4%
Basildon	180	18.0%	49	58.3%	33	37.1%	33	27.7%
Lakeside	120	12.0%	9	10.7%	19	21.3%	24	20.2%
Catalogue / Mail Order	48	4.8%	1	1.2%	4	4.5%	0	.0%
Chelmsford	35	3.5%	0	.0%	0	.0%	1	.8%
Internet	32	3.2%	3	3.6%	1	1.1%	6	5.0%
Blue Water	26	2.6%	0	.0%	0	.0%	4	3.4%
Westcliff Town Centre/ Hamlet Court Road	8	.8%	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	7	.7%	0	.0%	0	.0%	0	.0%
Leigh Town Centre	6	.6%	0	.0%	0	.0%	0	.0%
Greyhound Retail Park	5	.5%	0	.0%	1	1.1%	1	.8%
Rochford	3	.3%	0	.0%	0	.0%	0	.0%
London Road Retail Park	2	.2%	0	.0%	0	.0%	0	.0%
North Shoebury District Centre	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Marks & Spencer, High Street, Southend-on-Sea	19	1.9%	0	.0%	0	.0%	1	.8%
	Rayleigh	18	1.8%	0	.0%	0	.0%	3	2.5%
	London	12	1.2%	1	1.2%	2	2.2%	1	.8%
	Debenhams, High Street, Southend-on-Sea	11	1.1%	0	.0%	0	.0%	1	.8%
	Tesco, off Station Lane, Pitsea	7	.7%	3	3.6%	2	2.2%	0	.0%
	Matalan, Greyhound Trading Estate, Southend-on-Sea	6	.6%	0	.0%	0	.0%	0	.0%
	Asda, North Shoebury Road, Southend-on-Sea	5	.5%	0	.0%	0	.0%	0	.0%
	Canvey Island	5	.5%	0	.0%	5	5.6%	0	.0%
	Pitsea	5	.5%	4	4.8%	0	.0%	1	.8%
	Wickford	5	.5%	0	.0%	0	.0%	0	.0%
	Abroad	4	.4%	0	.0%	1	1.1%	1	.8%
	Marks & Spencer, Town Square, Basildon	4	.4%	3	3.6%	0	.0%	1	.8%
	Pitsea Market	4	.4%	4	4.8%	0	.0%	0	.0%
	Primark, Royals Shopping Centre, Southend-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers	4	.4%	0	.0%	0	.0%	1	.8%
	Asda, South Woodham Ferrers, Chelmsford	3	.3%	0	.0%	0	.0%	0	.0%
	Bon Marche, High Street, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
	Hadleigh	3	.3%	0	.0%	0	.0%	2	1.7%
	Marks & Spencer, Lakeside Retail Park, West Thurrock	3	.3%	0	.0%	1	1.1%	1	.8%
	Matalan, Cricketers Retail Park, Basildon	3	.3%	2	2.4%	0	.0%	1	.8%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Sainsbury's, Stadium Way, Benfleet	3	.3%	0	.0%	0	.0%	1	.8%
	Clarks, High Street, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Damart, High Street, Southend-on-Sea	2	.2%	1	1.2%	0	.0%	0	.0%
	Fields Menswear, Hamlet Court Road, Westcliff-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Mackays, Knightswick Centre, Canvey Island	2	.2%	0	.0%	1	1.1%	1	.8%
	Primark, Town Square, Basildon	2	.2%	0	.0%	0	.0%	2	1.7%
	Romford	2	.2%	0	.0%	1	1.1%	0	.0%
	Aldi, The Broadway, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Shopping Centre, Basildon	1	.1%	0	.0%	1	1.1%	0	.0%
	Asda, Thurrock Park Way, Tilbury	1	.1%	0	.0%	1	1.1%	0	.0%
	Austin Read, Regent Street, Mayfair, London	1	.1%	0	.0%	0	.0%	0	.0%
	BHS, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	BHS, The Meadow, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Bon Marche, Eastgate Centre, Basildon	1	.1%	0	.0%	1	1.1%	0	.0%
	Cameo Fashions, London Road, Hadleigh, Benfleet	1	.1%	0	.0%	0	.0%	0	.0%
	Castlepoint	1	.1%	0	.0%	0	.0%	1	.8%
	Chalkwell	1	.1%	0	.0%	0	.0%	0	.0%
	Choice Discount Stores, Rectory Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.8%
	Clarks, High Street, Wickford	1	.1%	0	.0%	1	1.1%	0	.0%
	Clarks, Lakeside Shopping Centre, West Thurrock, Grays	1	.1%	0	.0%	0	.0%	1	.8%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Co-op, London Road, Great Tarpots, Benfleet	1	.1%	0	.0%	0	.0%	0	.0%
	Connisseurs, Manners Corner, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Debenhams, Bluewater	1	.1%	0	.0%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	1	.1%	1	1.2%	0	.0%	0	.0%
	Debenhams, Lakeside	1	.1%	0	.0%	0	.0%	0	.0%
	Eastgate Centre, Basildon	1	.1%	0	.0%	1	1.1%	0	.0%
	Evans, Lakeside	1	.1%	0	.0%	1	1.1%	0	.0%
	Gucci, Old Bond Street, London	1	.1%	0	.0%	0	.0%	0	.0%
	Halifax	1	.1%	0	.0%	0	.0%	0	.0%
	Kings Lynn	1	.1%	0	.0%	0	.0%	0	.0%
	Knightswick Shopping Centre	1	.1%	0	.0%	1	1.1%	0	.0%
	Marks & Spencer, High Street, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Nevendon	1	.1%	1	1.2%	0	.0%	0	.0%
	Next, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Next, Mayflower Retail Park, Gardiners Link, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Northampton	1	.1%	0	.0%	0	.0%	0	.0%
	Norwich	1	.1%	0	.0%	0	.0%	0	.0%
	Peacocks, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Pipps Hill Retail Park, Miles Gray Road, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Republic, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
Roomes, Station Road, Upminster	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Sainsbury's, Cricketers Retail Park, Basildon	1	.1%	1	1.2%	0	.0%	0	.0%
	Sainsbury's, Knightwicks Centre, Canvey Island	1	.1%	0	.0%	1	1.1%	0	.0%
	Southend Market	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	TK Maxx, The Royals, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Victoria Shoes, Southchurch Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	122	100.0%	124	100.0%	113	100.0%	143	100.0%
Southend Town Centre	4	3.3%	40	32.3%	57	50.4%	76	53.1%
Basildon	48	39.3%	11	8.9%	4	3.5%	0	.0%
Lakeside	11	9.0%	31	25.0%	11	9.7%	4	2.8%
Catalogue / Mail Order	5	4.1%	8	6.5%	4	3.5%	15	10.5%
Chelmsford	24	19.7%	7	5.6%	2	1.8%	1	.7%
Internet	2	1.6%	6	4.8%	6	5.3%	2	1.4%
Blue Water	5	4.1%	0	.0%	6	5.3%	4	2.8%
Westcliff Town Centre/ Hamlet Court Road	0	.0%	0	.0%	2	1.8%	6	4.2%
Shoeburyness Town Centre	0	.0%	0	.0%	1	.9%	1	.7%
Leigh Town Centre	0	.0%	0	.0%	2	1.8%	2	1.4%
Greyhound Retail Park	0	.0%	0	.0%	0	.0%	1	.7%
Rochford	0	.0%	0	.0%	1	.9%	0	.0%
London Road Retail Park	1	.8%	0	.0%	0	.0%	0	.0%
North Shoebury District Centre	0	.0%	1	.8%	0	.0%	0	.0%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Marks & Spencer, High Street, Southend-on-Sea	0	.0%	1	.8%	5	4.4%	9	6.3%
	Rayleigh	1	.8%	12	9.7%	1	.9%	1	.7%
	London	1	.8%	1	.8%	2	1.8%	3	2.1%
	Debenhams, High Street, Southend-on-Sea	0	.0%	0	.0%	3	2.7%	2	1.4%
	Tesco, off Station Lane, Pitsea	2	1.6%	0	.0%	0	.0%	0	.0%
	Matalan, Greyhound Trading Estate, Southend-on-Sea	0	.0%	0	.0%	0	.0%	4	2.8%
	Asda, North Shoebury Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Wickford	5	4.1%	0	.0%	0	.0%	0	.0%
	Abroad	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Town Square, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Pitsea Market	0	.0%	0	.0%	0	.0%	0	.0%
	Primark, Royals Shopping Centre, Southend-on-Sea	0	.0%	1	.8%	1	.9%	1	.7%
	South Woodham Ferrers	3	2.5%	0	.0%	0	.0%	0	.0%
	Asda, South Woodham Ferrers, Chelmsford	3	2.5%	0	.0%	0	.0%	0	.0%
	Bon Marche, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	2	1.4%
	Hadleigh	0	.0%	0	.0%	1	.9%	0	.0%
	Marks & Spencer, Lakeside Retail Park, West Thurrock	0	.0%	0	.0%	1	.9%	0	.0%
	Matalan, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Stadium Way, Benfleet	0	.0%	2	1.6%	0	.0%	0	.0%
	Clarks, High Street, Southend-on-Sea	0	.0%	0	.0%	1	.9%	1	.7%
	Damart, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Fields Menswear, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	Mackays, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Primark, Town Square, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Romford	0	.0%	0	.0%	0	.0%	1	.7%
	Aldi, The Broadway, Wickford	1	.8%	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Shopping Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	0	.0%	0	.0%	0	.0%	0	.0%
	Austin Read, Regent Street, Mayfair, London	0	.0%	0	.0%	0	.0%	0	.0%
	BHS, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	BHS, The Meadow, Chelmsford	1	.8%	0	.0%	0	.0%	0	.0%
	Bon Marche, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Cameo Fashions, London Road, Hadleigh, Benfleet	0	.0%	0	.0%	1	.9%	0	.0%
	Castlepoint	0	.0%	0	.0%	0	.0%	0	.0%
	Chalkwell	0	.0%	0	.0%	0	.0%	0	.0%
	Choice Discount Stores, Rectory Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Clarks, High Street, Wickford	0	.0%	0	.0%	0	.0%	0	.0%
	Clarks, Lakeside Shopping Centre, West Thurrock, Grays	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Co-op, London Road, Great Tarpots, Benfleet	0	.0%	1	.8%	0	.0%	0	.0%
	Connisseurs, Manners Corner, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Bluewater	0	.0%	1	.8%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Lakeside	0	.0%	0	.0%	0	.0%	0	.0%
	Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Evans, Lakeside	0	.0%	0	.0%	0	.0%	0	.0%
	Gucci, Old Bond Street, London	0	.0%	0	.0%	0	.0%	1	.7%
	Halifax	0	.0%	0	.0%	0	.0%	0	.0%
	Kings Lynn	0	.0%	0	.0%	0	.0%	1	.7%
	Knightswick Shopping Centre	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Chelmsford	1	.8%	0	.0%	0	.0%	0	.0%
	Nevendon	0	.0%	0	.0%	0	.0%	0	.0%
	Next, High Street, Southend-on-Sea	0	.0%	1	.8%	0	.0%	0	.0%
	Next, Mayflower Retail Park, Gardiners Link, Basildon	1	.8%	0	.0%	0	.0%	0	.0%
	Northampton	1	.8%	0	.0%	0	.0%	0	.0%
	Norwich	0	.0%	0	.0%	1	.9%	0	.0%
	Peacocks, Wickford	1	.8%	0	.0%	0	.0%	0	.0%
	Pipps Hill Retail Park, Miles Gray Road, Basildon	1	.8%	0	.0%	0	.0%	0	.0%
	Republic, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
Roomes, Station Road, Upminster	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightwicks Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Southend Market	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%	1	.7%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	TK Maxx, The Royals, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Victoria Shoes, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	100	100.0%	55	100.0%	51	100.0%
Southend Town Centre	57	57.0%	40	72.7%	29	56.9%
Basildon	1	1.0%	0	.0%	1	2.0%
Lakeside	4	4.0%	1	1.8%	6	11.8%
Catalogue / Mail Order	3	3.0%	3	5.5%	5	9.8%
Chelmsford	0	.0%	0	.0%	0	.0%
Internet	5	5.0%	1	1.8%	0	.0%
Blue Water	7	7.0%	0	.0%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	3	3.0%	2	3.6%	0	.0%
Leigh Town Centre	2	2.0%	0	.0%	0	.0%
Greyhound Retail Park	0	.0%	0	.0%	2	3.9%
Rochford	1	1.0%	0	.0%	1	2.0%
London Road Retail Park	0	.0%	0	.0%	1	2.0%
North Shoebury District Centre	0	.0%	0	.0%	0	.0%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Marks & Spencer, High Street, Southend-on-Sea	2	2.0%	1	1.8%	0	.0%
	Rayleigh	0	.0%	0	.0%	0	.0%
	London	0	.0%	1	1.8%	0	.0%
	Debenhams, High Street, Southend-on-Sea	4	4.0%	0	.0%	1	2.0%
	Tesco, off Station Lane, Pitsea	0	.0%	0	.0%	0	.0%
	Matalan, Greyhound Trading Estate, Southend-on-Sea	2	2.0%	0	.0%	0	.0%
	Asda, North Shoebury Road, Southend-on-Sea	1	1.0%	4	7.3%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%
	Wickford	0	.0%	0	.0%	0	.0%
	Abroad	1	1.0%	0	.0%	1	2.0%
	Marks & Spencer, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Pitsea Market	0	.0%	0	.0%	0	.0%
	Primark, Royals Shopping Centre, Southend-on-Sea	1	1.0%	0	.0%	0	.0%
	South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Asda, South Woodham Ferrers, Chelmsford	0	.0%	0	.0%	0	.0%
	Bon Marche, High Street, Southend-on-Sea	1	1.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Lakeside Retail Park, West Thurrock	0	.0%	0	.0%	0	.0%
	Matalan, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Clarks, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Damart, High Street, Southend-on-Sea	0	.0%	0	.0%	1	2.0%
	Fields Menswear, Hamlet Court Road, Westcliff-on-Sea	1	1.0%	0	.0%	0	.0%
	Mackays, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
	Primark, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Romford	0	.0%	0	.0%	0	.0%
	Aldi, The Broadway, Wickford	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Shopping Centre, Basildon	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	0	.0%	0	.0%	0	.0%
	Austin Read, Regent Street, Mayfair, London	1	1.0%	0	.0%	0	.0%
	BHS, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	BHS, The Meadow, Chelmsford	0	.0%	0	.0%	0	.0%
	Bon Marche, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
	Cameo Fashions, London Road, Hadleigh, Benfleet	0	.0%	0	.0%	0	.0%
	Castlepoint	0	.0%	0	.0%	0	.0%
	Chalkwell	1	1.0%	0	.0%	0	.0%
	Choice Discount Stores, Rectory Road, Benfleet	0	.0%	0	.0%	0	.0%
	Clarks, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Clarks, Lakeside Shopping Centre, West Thurrock, Grays	0	.0%	0	.0%	0	.0%

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Co-op, London Road, Great Tarpots, Benfleet	0	.0%	0	.0%	0	.0%
	Connisseurs, Manners Corner, Southend-on-Sea	0	.0%	0	.0%	1	2.0%
	Debenhams, Bluewater	0	.0%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
	Debenhams, Lakeside	0	.0%	0	.0%	1	2.0%
	Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
	Evans, Lakeside	0	.0%	0	.0%	0	.0%
	Gucci, Old Bond Street, London	0	.0%	0	.0%	0	.0%
	Halifax	0	.0%	1	1.8%	0	.0%
	Kings Lynn	0	.0%	0	.0%	0	.0%
	Knightswick Shopping Centre	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Chelmsford	0	.0%	0	.0%	0	.0%
	Nevendon	0	.0%	0	.0%	0	.0%
	Next, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Next, Mayflower Retail Park, Gardiners Link, Basildon	0	.0%	0	.0%	0	.0%
	Northampton	0	.0%	0	.0%	0	.0%
	Norwich	0	.0%	0	.0%	0	.0%
	Peacocks, Wickford	0	.0%	0	.0%	0	.0%
	Pipps Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
	Republic, High Street, Southend-on-Sea	0	.0%	0	.0%	1	2.0%
Roomes, Station Road, Upminster	1	1.0%	0	.0%	0	.0%	

(cont.)

**Q5. Where did you last go to do your household's shopping for clothes, footwear and other fashion goods?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Sainsbury's, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightwicks Centre, Canvey Island	0	.0%	0	.0%	0	.0%
	Southend Market	0	.0%	1	1.8%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	TK Maxx, The Royals, High Street, Southend-on-Sea	1	1.0%	0	.0%	0	.0%
	Victoria Shoes, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	812	100.0%	69	100.0%	79	100.0%	94	100.0%
Southend Town Centre	204	25.1%	2	2.9%	7	8.9%	13	13.8%
Basildon	133	16.4%	31	44.9%	22	27.8%	20	21.3%
Lakeside	67	8.3%	6	8.7%	12	15.2%	13	13.8%
Internet	31	3.8%	4	5.8%	2	2.5%	4	4.3%
Airport Retail Park	20	2.5%	0	.0%	0	.0%	0	.0%
Chelmsford	20	2.5%	0	.0%	1	1.3%	0	.0%
Leigh Town Centre	17	2.1%	0	.0%	1	1.3%	1	1.1%
Rochford	15	1.8%	0	.0%	0	.0%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	12	1.5%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	11	1.4%	1	1.4%	2	2.5%	1	1.1%
Blue Water	8	1.0%	0	.0%	0	.0%	0	.0%
Greyhound Retail Park	2	.2%	0	.0%	1	1.3%	0	.0%
London Road Retail Park	2	.2%	0	.0%	0	.0%	1	1.1%
North Shoebury District Centre	1	.1%	1	1.4%	0	.0%	0	.0%
Shoeburyness Town Centre	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Rayleigh	15	1.8%	0	.0%	0	.0%	3	3.2%
	DFS, Pipp's Hill Retail Park, Basildon	13	1.6%	4	5.8%	2	2.5%	1	1.1%
	John James, Southchurch Road, Southend-on-Sea	11	1.4%	0	.0%	0	.0%	1	1.1%
	Ikea, Lakeside Retail Park, Heron Way, West Thurrock, Grays	10	1.2%	1	1.4%	1	1.3%	1	1.1%
	Wickford	10	1.2%	0	.0%	0	.0%	0	.0%
	Dansk Design, Stadium Way, Benfleet	8	1.0%	0	.0%	0	.0%	0	.0%
	Rayleigh Weir, Benfleet	8	1.0%	0	.0%	0	.0%	4	4.3%
	Wellfare Electrical Co, Sutton Road, Southend-on-Sea	8	1.0%	0	.0%	0	.0%	0	.0%
	Canvey Island	7	.9%	0	.0%	6	7.6%	1	1.1%
	Kenbro, Sutton Road, Southend-on-Sea	7	.9%	0	.0%	0	.0%	0	.0%
	Harveys, Airport Retail Park, Rochford Road, Southend-on-Sea	6	.7%	0	.0%	0	.0%	0	.0%
	Hockley	6	.7%	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Southend-on-Sea	6	.7%	0	.0%	0	.0%	1	1.1%
	Pipp's Hill Retail Park, Miles Gray Road, Basildon	6	.7%	4	5.8%	0	.0%	1	1.1%
	Carpetright, Airport Retail Park, Southend-on-Sea	5	.6%	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers	5	.6%	0	.0%	0	.0%	0	.0%
	B&Q, Pipp's Hill Retail Park, Basildon	4	.5%	2	2.9%	0	.0%	0	.0%
	Benfleet	4	.5%	1	1.4%	0	.0%	3	3.2%
	Hadleigh	4	.5%	0	.0%	1	1.3%	2	2.1%
	London	4	.5%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Mayflower Retail Park, Gardiners Link, Basildon	4	.5%	1	1.4%	1	1.3%	1	1.1%
	Suttons, High Street, Wickford	4	.5%	0	.0%	0	.0%	1	1.1%
	B&Q, Fossets Drive, Southend-on-Sea	3	.4%	0	.0%	0	.0%	0	.0%
	Carpetright, Eastgate Centre, Basildon	3	.4%	0	.0%	2	2.5%	0	.0%
	Gainsborough Carpets, London Road, Westcliff-on-Sea	3	.4%	0	.0%	1	1.3%	0	.0%
	Harveys, Mayflower Retail Park, Gardiners Link, Basildon	3	.4%	1	1.4%	0	.0%	0	.0%
	Homebase, Stadium Way, Benfleet	3	.4%	0	.0%	0	.0%	1	1.1%
	Lloyds Carpets, Roseberry Walk, Benfleet	3	.4%	0	.0%	0	.0%	3	3.2%
	Profile Carpets, Rayleigh Road, Benfleet	3	.4%	1	1.4%	0	.0%	2	2.1%
	Suttons, Eastwood Road, Rayleigh	3	.4%	0	.0%	0	.0%	1	1.1%
	Trade Carpets, Sutton Road, Southend-on-Sea	3	.4%	0	.0%	0	.0%	0	.0%
	Wickes, Rat Lane, Rayleigh	3	.4%	0	.0%	1	1.3%	1	1.1%
	Alders, Cricketers Retail Park, Basildon	2	.2%	1	1.4%	0	.0%	1	1.1%
	Argos, Airport Business Park, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Carpet Flair, Eastwood Road, Rayleigh	2	.2%	0	.0%	0	.0%	0	.0%
	Carpet Sense, High Road, Laindon, Basildon	2	.2%	1	1.4%	0	.0%	1	1.1%
	Debenhams, Eastgate Centre, Basildon	2	.2%	1	1.4%	1	1.3%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Furniture Kingdom, High Road, Benfleet	2	.2%	0	.0%	0	.0%	2	2.1%
	Geoff Keane, Woodgrange Drive, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Island Carpets, Furtherwick Road, Canvey Island	2	.2%	0	.0%	2	2.5%	0	.0%
	John Lewis, Bluewater, Greenhithe	2	.2%	0	.0%	0	.0%	0	.0%
	LTA Carpets, Timberlog Lane, Basildon	2	.2%	2	2.9%	0	.0%	0	.0%
	Pitsea	2	.2%	1	1.4%	1	1.3%	0	.0%
	Tesco, Off Station Lane, Pitsea	2	.2%	2	2.9%	0	.0%	0	.0%
	Abbey Carpets, Victoria Avenue, Southend	1	.1%	0	.0%	0	.0%	0	.0%
	Alders, The Eastgate Centre, Basildon	1	.1%	0	.0%	0	.0%	1	1.1%
	Allied Carpets, Heron Retail Park, Basildon	1	.1%	0	.0%	0	.0%	1	1.1%
	Argos, London Road, Rayleigh	1	.1%	0	.0%	1	1.3%	0	.0%
	Argos, Talza Way, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Westgate Park, Fodderwick, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Associated Floor Coverings, London Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Basildon Retail Park	1	.1%	0	.0%	0	.0%	1	1.1%
	Battlesbridge	1	.1%	0	.0%	0	.0%	0	.0%
	BHS, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Brentwood	1	.1%	0	.0%	0	.0%	0	.0%
	Carpet Shop, High Street, Canvey Island	1	.1%	0	.0%	1	1.3%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Carpetright, Chelmer Village Way, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Carpetright, London Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Carpetright, Pipp's Hill Retail Park, Miles Gray Road, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Castlepoint	1	.1%	0	.0%	0	.0%	1	1.1%
	Classic Carpets, London Road, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Conway Pine, Pelican Retail park, Claydons Lane, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Cosmetics Bed, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Debenhams, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	DFS, Gallows Corner Retail Park, Romford	1	.1%	0	.0%	0	.0%	0	.0%
	Dreams, Airport Retail Park, Rochford Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Essex Carpets, London Road, Hadleigh, Benfleet	1	.1%	0	.0%	1	1.3%	0	.0%
	Essex Upholstery, Sutton Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Furniture Village, Lakeside Shopping Centre, West Thurrock	1	.1%	0	.0%	1	1.3%	0	.0%
	Habitat, West End, London	1	.1%	0	.0%	0	.0%	0	.0%
	Hammonds Furniture Hatfields, Peartree Road, Colchester	1	.1%	0	.0%	0	.0%	0	.0%
	Harveys, Lakeside Retail Park, West Thurrock, Grays	1	.1%	0	.0%	1	1.3%	0	.0%
	Hertford	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Homebase, Baynes Place, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Homebase, Hazelmere, Pitsea, Basildon	1	.1%	0	.0%	0	.0%	1	1.1%
	Ideal Home Show, Earls Court, London	1	.1%	0	.0%	0	.0%	0	.0%
	Ideal Home, Heralds Way, South Woodham Ferrers, Chelmsford,	1	.1%	0	.0%	0	.0%	0	.0%
	Ilford	1	.1%	0	.0%	0	.0%	0	.0%
	Jim Keane Carpets, Eastwood Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, London	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	1	.1%	0	.0%	0	.0%	0	.0%
	Laindon	1	.1%	0	.0%	0	.0%	0	.0%
	Land of Leather, Lakeside Retail Park, Grays	1	.1%	0	.0%	0	.0%	0	.0%
	Land of Leather, Westgate Park, Fodderwick, Basildon	1	.1%	0	.0%	1	1.3%	0	.0%
	Laura Ashley, Stadium Way, Benfleet	1	.1%	0	.0%	0	.0%	1	1.1%
	Local stores, Canvey Island	1	.1%	0	.0%	1	1.3%	0	.0%
	Local stores, Thundersley	1	.1%	0	.0%	0	.0%	1	1.1%
	MD Carpets, Northlands Pavement, Pitsea	1	.1%	1	1.4%	0	.0%	0	.0%
	MFI, Purdeys Way, Rochford	1	.1%	0	.0%	0	.0%	0	.0%
	Monford	1	.1%	0	.0%	1	1.3%	0	.0%
	Natural Edge, The Broadway, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Norwich	1	.1%	0	.0%	0	.0%	0	.0%
	QD Stores, Great Oak, Canvey Island	1	.1%	0	.0%	1	1.3%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Rainham	1	.1%	0	.0%	1	1.3%	0	.0%
	Rochford Furnishing, West Street, Rochford	1	.1%	0	.0%	0	.0%	0	.0%
	Romford	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	1	.1%	0	.0%	0	.0%	1	1.1%
	Stansted Carpets, Chapel Hill, Stansted	1	.1%	0	.0%	1	1.3%	0	.0%
	Thundersley	1	.1%	0	.0%	1	1.3%	0	.0%
	Tile Centre, High Road, Pitsea, Basildon	1	.1%	0	.0%	0	.0%	1	1.1%
	Waterbed Specialist, Woodgrange Drive, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Wickes, High Street, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Wilkinson, Talza Way, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	105	100.0%	106	100.0%	83	100.0%	113	100.0%
Southend Town Centre	1	1.0%	32	30.2%	21	25.3%	48	42.5%
Basildon	44	41.9%	10	9.4%	3	3.6%	0	.0%
Lakeside	7	6.7%	7	6.6%	6	7.2%	6	5.3%
Internet	4	3.8%	6	5.7%	2	2.4%	4	3.5%
Airport Retail Park	0	.0%	1	.9%	3	3.6%	7	6.2%
Chelmsford	12	11.4%	5	4.7%	0	.0%	1	.9%
Leigh Town Centre	0	.0%	0	.0%	11	13.3%	2	1.8%
Rochford	0	.0%	6	5.7%	1	1.2%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	1	1.0%	0	.0%	3	3.6%	6	5.3%
Catalogue / Mail Order	0	.0%	1	.9%	0	.0%	2	1.8%
Blue Water	1	1.0%	0	.0%	3	3.6%	2	1.8%
Greyhound Retail Park	1	1.0%	0	.0%	0	.0%	0	.0%
London Road Retail Park	0	.0%	0	.0%	0	.0%	0	.0%
North Shoebury District Centre	0	.0%	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Rayleigh	0	.0%	6	5.7%	3	3.6%	1	.9%
	DFS, Pipp's Hill Retail Park, Basildon	2	1.9%	1	.9%	1	1.2%	2	1.8%
	John James, Southchurch Road, Southend-on-Sea	0	.0%	1	.9%	0	.0%	4	3.5%
	Ikea, Lakeside Retail Park, Heron Way, West Thurrock, Grays	0	.0%	1	.9%	3	3.6%	3	2.7%
	Wickford	10	9.5%	0	.0%	0	.0%	0	.0%
	Dansk Design, Stadium Way, Benfleet	0	.0%	4	3.8%	1	1.2%	2	1.8%
	Rayleigh Weir, Benfleet	0	.0%	1	.9%	3	3.6%	0	.0%
	Wellfare Electrical Co, Sutton Road, Southend-on-Sea	0	.0%	0	.0%	3	3.6%	1	.9%
	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Kenbro, Sutton Road, Southend-on-Sea	0	.0%	2	1.9%	0	.0%	1	.9%
	Harveys, Airport Retail Park, Rochford Road, Southend-on-Sea	0	.0%	3	2.8%	1	1.2%	2	1.8%
	Hockley	0	.0%	5	4.7%	1	1.2%	0	.0%
	Homebase, London Road, Southend-on-Sea	0	.0%	0	.0%	1	1.2%	2	1.8%
	Pipp's Hill Retail Park, Miles Gray Road, Basildon	1	1.0%	0	.0%	0	.0%	0	.0%
	Carpetright, Airport Retail Park, Southend-on-Sea	0	.0%	1	.9%	2	2.4%	1	.9%
	South Woodham Ferrers	5	4.8%	0	.0%	0	.0%	0	.0%
	B&Q, Pipp's Hill Retail Park, Basildon	1	1.0%	1	.9%	0	.0%	0	.0%
	Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%	1	.9%
London	0	.0%	0	.0%	0	.0%	1	.9%	

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Mayflower Retail Park, Gardiners Link, Basildon	1	1.0%	0	.0%	0	.0%	0	.0%
	Suttons, High Street, Wickford	3	2.9%	0	.0%	0	.0%	0	.0%
	B&Q, Fossets Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%	2	1.8%
	Carpetright, Eastgate Centre, Basildon	1	1.0%	0	.0%	0	.0%	0	.0%
	Gainsborough Carpets, London Road, Westcliff-on-Sea	0	.0%	0	.0%	1	1.2%	1	.9%
	Harveys, Mayflower Retail Park, Gardiners Link, Basildon	1	1.0%	1	.9%	0	.0%	0	.0%
	Homebase, Stadium Way, Benfleet	0	.0%	1	.9%	1	1.2%	0	.0%
	Lloyds Carpets, Roseberry Walk, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Profile Carpets, Rayleigh Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Suttons, Eastwood Road, Rayleigh	1	1.0%	1	.9%	0	.0%	0	.0%
	Trade Carpets, Sutton Road, Southend-on-Sea	0	.0%	1	.9%	0	.0%	0	.0%
	Wickes, Rat Lane, Rayleigh	0	.0%	1	.9%	0	.0%	0	.0%
	Alders, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Airport Business Park, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%
	Carpet Flair, Eastwood Road, Rayleigh	0	.0%	2	1.9%	0	.0%	0	.0%
	Carpet Sense, High Road, Laindon, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Furniture Kingdom, High Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Geoff Keane, Woodgrange Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Island Carpets, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Bluewater, Greenhithe	0	.0%	2	1.9%	0	.0%	0	.0%
	LTA Carpets, Timberlog Lane, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Off Station Lane, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Abbey Carpets, Victoria Avenue, Southend	0	.0%	0	.0%	0	.0%	1	.9%
	Alders, The Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Allied Carpets, Heron Retail Park, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, London Road, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Talza Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%
	Argos, Westgate Park, Fodderwick, Basildon	0	.0%	0	.0%	1	1.2%	0	.0%
	Associated Floor Coverings, London Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.2%	0	.0%
	Basildon Retail Park	0	.0%	0	.0%	0	.0%	0	.0%
	Battlesbridge	1	1.0%	0	.0%	0	.0%	0	.0%
	BHS, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%
	Brentwood	1	1.0%	0	.0%	0	.0%	0	.0%
	Carpet Shop, High Street, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Carpetright, Chelmer Village Way, Chelmsford	1	1.0%	0	.0%	0	.0%	0	.0%
	Carpetright, London Road, Southend-on-Sea	0	.0%	1	.9%	0	.0%	0	.0%
	Carpetright, Pipp's Hill Retail Park, Miles Gray Road, Basildon	1	1.0%	0	.0%	0	.0%	0	.0%
	Castlepoint	0	.0%	0	.0%	0	.0%	0	.0%
	Classic Carpets, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%
	Conway Pine, Pelican Retail park, Claydons Lane, Rayleigh	0	.0%	0	.0%	1	1.2%	0	.0%
	Cosmetics Bed, Southend-on-Sea	0	.0%	0	.0%	1	1.2%	0	.0%
	Debenhams, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	DFS, Gallows Corner Retail Park, Romford	0	.0%	0	.0%	1	1.2%	0	.0%
	Dreams, Airport Retail Park, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%
	Essex Carpets, London Road, Hadleigh, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Essex Upholstery, Sutton Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Furniture Village, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%	0	.0%
	Habitat, West End, London	0	.0%	0	.0%	1	1.2%	0	.0%
	Hammonds Furniture Hatfields, Peartree Road, Colchester	0	.0%	0	.0%	0	.0%	1	.9%
	Harveys, Lakeside Retail Park, West Thurrock, Grays	0	.0%	0	.0%	0	.0%	0	.0%
	Hertford	1	1.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Homebase, Baynes Place, Chelmsford	1	1.0%	0	.0%	0	.0%	0	.0%
	Homebase, Hazelmere, Pitsea, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Ideal Home Show, Earls Court, London	0	.0%	0	.0%	0	.0%	1	.9%
	Ideal Home, Heralds Way, South Woodham Ferrers, Chelmsford, Ilford	0	.0%	1	.9%	0	.0%	0	.0%
	Jim Keane Carpets, Eastwood Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.2%	0	.0%
	John Lewis, Brent Cross Shopping Centre, London	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	1	1.0%	0	.0%	0	.0%	0	.0%
	Laindon	0	.0%	1	.9%	0	.0%	0	.0%
	Land of Leather, Lakeside Retail Park, Grays	0	.0%	0	.0%	0	.0%	0	.0%
	Land of Leather, Westgate Park, Fodderwick, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Laura Ashley, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Thundersley	0	.0%	0	.0%	0	.0%	0	.0%
	MD Carpets, Northlands Pavement, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	MFI, Purdeys Way, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	Monford	0	.0%	0	.0%	0	.0%	0	.0%
	Natural Edge, The Broadway, Leigh-on-Sea	0	.0%	0	.0%	1	1.2%	0	.0%
	Norwich	0	.0%	0	.0%	1	1.2%	0	.0%
	QD Stores, Great Oak, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Rochford Furnishing, West Street, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	Romford	0	.0%	0	.0%	0	.0%	1	.9%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Stansted Carpets, Chapel Hill, Stansted	0	.0%	0	.0%	0	.0%	0	.0%
	Thundersley	0	.0%	0	.0%	0	.0%	0	.0%
	Tile Centre, High Road, Pitsea, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Waterbed Specialist, Woodgrange Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%
	Wickes, High Street, Wickford	1	1.0%	0	.0%	0	.0%	0	.0%
	Wilkinson, Talza Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	81	100.0%	42	100.0%	40	100.0%
Southend Town Centre	39	48.1%	24	57.1%	17	42.5%
Basildon	1	1.2%	1	2.4%	1	2.5%
Lakeside	5	6.2%	3	7.1%	2	5.0%
Internet	1	1.2%	3	7.1%	1	2.5%
Airport Retail Park	3	3.7%	1	2.4%	5	12.5%
Chelmsford	0	.0%	0	.0%	1	2.5%
Leigh Town Centre	1	1.2%	1	2.4%	0	.0%
Rochford	2	2.5%	0	.0%	6	15.0%
Westcliff Town Centre/ Hamlet Court Road	2	2.5%	0	.0%	0	.0%
Catalogue / Mail Order	1	1.2%	0	.0%	3	7.5%
Blue Water	2	2.5%	0	.0%	0	.0%
Greyhound Retail Park	0	.0%	0	.0%	0	.0%
London Road Retail Park	1	1.2%	0	.0%	0	.0%
North Shoebury District Centre	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	0	.0%	1	2.4%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Rayleigh	0	.0%	1	2.4%	1	2.5%
	DFS, Pipp's Hill Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	John James, Southchurch Road, Southend-on-Sea	4	4.9%	1	2.4%	0	.0%
	Ikea, Lakeside Retail Park, Heron Way, West Thurrock, Grays	0	.0%	0	.0%	0	.0%
	Wickford	0	.0%	0	.0%	0	.0%
	Dansk Design, Stadium Way, Benfleet	1	1.2%	0	.0%	0	.0%
	Rayleigh Weir, Benfleet	0	.0%	0	.0%	0	.0%
	Wellfare Electrical Co, Sutton Road, Southend-on-Sea	2	2.5%	1	2.4%	1	2.5%
	Canvey Island	0	.0%	0	.0%	0	.0%
	Kenbro, Sutton Road, Southend-on-Sea	3	3.7%	0	.0%	1	2.5%
	Harveys, Airport Retail Park, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Hockley	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Southend-on-Sea	0	.0%	2	4.8%	0	.0%
	Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
	Carpetright, Airport Retail Park, Southend-on-Sea	0	.0%	1	2.4%	0	.0%
	South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	B&Q, Pipp's Hill Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Benfleet	0	.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%
	London	2	2.5%	1	2.4%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Mayflower Retail Park, Gardiners Link, Basildon	0	.0%	0	.0%	0	.0%
	Suttons, High Street, Wickford	0	.0%	0	.0%	0	.0%
	B&Q, Fossets Drive, Southend-on-Sea	1	1.2%	0	.0%	0	.0%
	Carpetright, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
	Gainsborough Carpets, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Harveys, Mayflower Retail Park, Gardiners Link, Basildon	0	.0%	0	.0%	0	.0%
	Homebase, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Lloyds Carpets, Roseberry Walk, Benfleet	0	.0%	0	.0%	0	.0%
	Profile Carpets, Rayleigh Road, Benfleet	0	.0%	0	.0%	0	.0%
	Suttons, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Trade Carpets, Sutton Road, Southend-on-Sea	2	2.5%	0	.0%	0	.0%
	Wickes, Rat Lane, Rayleigh	0	.0%	0	.0%	0	.0%
	Alders, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Argos, Airport Business Park, Southend-on-Sea	1	1.2%	0	.0%	0	.0%
	Carpet Flair, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Carpet Sense, High Road, Laindon, Basildon	0	.0%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Furniture Kingdom, High Road, Benfleet	0	.0%	0	.0%	0	.0%
	Geoff Keane, Woodgrange Drive, Southend-on-Sea	2	2.5%	0	.0%	0	.0%
	Island Carpets, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	John Lewis, Bluewater, Greenhithe	0	.0%	0	.0%	0	.0%
	LTA Carpets, Timberlog Lane, Basildon	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%
	Tesco, Off Station Lane, Pitsea	0	.0%	0	.0%	0	.0%
	Abbey Carpets, Victoria Avenue, Southend	0	.0%	0	.0%	0	.0%
	Alders, The Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
	Allied Carpets, Heron Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Argos, London Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Argos, Talza Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Argos, Westgate Park, Fodderwick, Basildon	0	.0%	0	.0%	0	.0%
	Associated Floor Coverings, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Basildon Retail Park	0	.0%	0	.0%	0	.0%
	Battlesbridge	0	.0%	0	.0%	0	.0%
	BHS, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%
	Carpet Shop, High Street, Canvey Island	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Carpetright, Chelmer Village Way, Chelmsford	0	.0%	0	.0%	0	.0%
	Carpetright, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Carpetright, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
	Castlepoint	0	.0%	0	.0%	0	.0%
	Classic Carpets, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Conway Pine, Pelican Retail park, Claydons Lane, Rayleigh	0	.0%	0	.0%	0	.0%
	Cosmetics Bed, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Debenhams, High Street, Southend-on-Sea	1	1.2%	0	.0%	0	.0%
	DFS, Gallows Corner Retail Park, Romford	0	.0%	0	.0%	0	.0%
	Dreams, Airport Retail Park, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Essex Carpets, London Road, Hadleigh, Benfleet	0	.0%	0	.0%	0	.0%
	Essex Upholstery, Sutton Road, Southend-on-Sea	1	1.2%	0	.0%	0	.0%
	Furniture Village, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%
	Habitat, West End, London	0	.0%	0	.0%	0	.0%
	Hammonds Furniture Hatfields, Peartree Road, Colchester	0	.0%	0	.0%	0	.0%
	Harveys, Lakeside Retail Park, West Thurrock, Grays	0	.0%	0	.0%	0	.0%
	Hertford	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Homebase, Baynes Place, Chelmsford	0	.0%	0	.0%	0	.0%
	Homebase, Hazelmere, Pitsea, Basildon	0	.0%	0	.0%	0	.0%
	Ideal Home Show, Earls Court, London	0	.0%	0	.0%	0	.0%
	Ideal Home, Heralds Way, South Woodham Ferrers, Chelmsford, Ilford	1	1.2%	0	.0%	0	.0%
	Jim Keane Carpets, Eastwood Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, London	1	1.2%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	0	.0%	0	.0%	0	.0%
	Laindon	0	.0%	0	.0%	0	.0%
	Land of Leather, Lakeside Retail Park, Grays	1	1.2%	0	.0%	0	.0%
	Land of Leather, Westgate Park, Fodderwick, Basildon	0	.0%	0	.0%	0	.0%
	Laura Ashley, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Local stores, Canvey Island	0	.0%	0	.0%	0	.0%
	Local stores, Thundersley	0	.0%	0	.0%	0	.0%
	MD Carpets, Northlands Pavement, Pitsea	0	.0%	0	.0%	0	.0%
	MFI, Purdeys Way, Rochford	0	.0%	1	2.4%	0	.0%
	Monford	0	.0%	0	.0%	0	.0%
	Natural Edge, The Broadway, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Norwich	0	.0%	0	.0%	0	.0%
	QD Stores, Great Oak, Canvey Island	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Rainham	0	.0%	0	.0%	0	.0%
	Rochford Furnishing, West Street, Rochford	0	.0%	0	.0%	1	2.5%
	Romford	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Stansted Carpets, Chapel Hill, Stansted	0	.0%	0	.0%	0	.0%
	Thundersley	0	.0%	0	.0%	0	.0%
	Tile Centre, High Road, Pitsea, Basildon	0	.0%	0	.0%	0	.0%
	Waterbed Specialist, Woodgrange Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Wickes, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Wilkinson, Talza Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	892	100.0%	78	100.0%	82	100.0%	104	100.0%
Southend Town Centre	232	26.0%	1	1.3%	5	6.1%	17	16.3%
Basildon	144	16.1%	39	50.0%	27	32.9%	17	16.3%
Lakeside	51	5.7%	4	5.1%	6	7.3%	12	11.5%
Catalogue / Mail Order	36	4.0%	3	3.8%	3	3.7%	2	1.9%
Internet	28	3.1%	2	2.6%	2	2.4%	3	2.9%
Chelmsford	20	2.2%	0	.0%	2	2.4%	1	1.0%
Blue Water	13	1.5%	1	1.3%	0	.0%	0	.0%
Leigh Town Centre	9	1.0%	0	.0%	0	.0%	0	.0%
Rochford	9	1.0%	1	1.3%	0	.0%	0	.0%
Airport Retail Park	8	.9%	0	.0%	0	.0%	0	.0%
Greyhound Retail Park	8	.9%	0	.0%	1	1.2%	0	.0%
Shoeburyness Town Centre	6	.7%	0	.0%	0	.0%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	6	.7%	0	.0%	1	1.2%	0	.0%
London Road Retail Park	2	.2%	0	.0%	0	.0%	2	1.9%
Eastwood District Centre	1	.1%	0	.0%	0	.0%	0	.0%
Fossett's Way Park	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Debenhams, High Street, Southend-on-Sea	29	3.3%	0	.0%	1	1.2%	2	1.9%
	Rayleigh	23	2.6%	1	1.3%	1	1.2%	6	5.8%
	Tesco, Off Station Lane, Pitsea	17	1.9%	8	10.3%	1	1.2%	6	5.8%
	Debenhams, Eastgate Centre, Basildon	16	1.8%	4	5.1%	4	4.9%	5	4.8%
	Waitrose, Fossetts Way, Eastern Avenue, Southend-On-Sea	16	1.8%	0	.0%	1	1.2%	0	.0%
	Matalan, Greyhound Trading Park, Greyhound Way, Southend-on-Sea	11	1.2%	0	.0%	0	.0%	0	.0%
	BHS, High Street, Southend-on-Sea	9	1.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Southend-on-Sea	7	.8%	0	.0%	0	.0%	2	1.9%
	Wickford	7	.8%	0	.0%	0	.0%	0	.0%
	Canvey Island	6	.7%	0	.0%	5	6.1%	0	.0%
	Hadleigh	6	.7%	0	.0%	0	.0%	4	3.8%
	Marks & Spencer, Lakeside Shopping Centre, West Thurrock	6	.7%	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	6	.7%	0	.0%	0	.0%	1	1.0%
	Debenhams, Lakeside Shopping Centre, West Thurrock	5	.6%	0	.0%	1	1.2%	4	3.8%
	Macros, Rawrath Industrial Estate, Rawrath Lane, Rayleigh	5	.6%	0	.0%	1	1.2%	1	1.0%
	Paul Simon, Pipp's Hill Retail Park, Miles Grey Road, Basildon	5	.6%	1	1.3%	1	1.2%	0	.0%
	Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
	John Lewis, Bluewater, Greenhithe	4	.4%	0	.0%	0	.0%	1	1.0%
	Paul Simon, Claydons Lane, Rayleigh	4	.4%	0	.0%	0	.0%	1	1.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Argos, Talza Way, Victoria Circus Shopping Centre, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
	Dreams, Airport Retail Park, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
	Ikea, Lakeside Retail Park, West Thurrock	3	.3%	0	.0%	0	.0%	2	1.9%
	Laura Ashley, Stadium Way, Benfleet	3	.3%	0	.0%	0	.0%	2	1.9%
	Linen Basket, Furtherwick Road, Canvey Island	3	.3%	1	1.3%	2	2.4%	0	.0%
	Marks & Spencer, Town Square, Basildon	3	.3%	0	.0%	1	1.2%	1	1.0%
	Mayflower Retail Park, Gardiners Link, Basildon	3	.3%	1	1.3%	0	.0%	0	.0%
	Paul Simon, Greyhound Way, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
	Pitsea Market	3	.3%	3	3.8%	0	.0%	0	.0%
	Romford	3	.3%	0	.0%	0	.0%	0	.0%
	Argos, Rayleigh Weir	2	.2%	0	.0%	1	1.2%	0	.0%
	B&Q, Fossetts Drive, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Castlepoint	2	.2%	0	.0%	0	.0%	2	1.9%
	Colchester	2	.2%	0	.0%	0	.0%	0	.0%
	Currys, High Street, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Damart, High Street, Southend-on-Sea	2	.2%	1	1.3%	0	.0%	0	.0%
	Irish Linen House, London Road, Leigh-on-Sea	2	.2%	0	.0%	0	.0%	1	1.0%
	John Lewis, Oxford Street, London	2	.2%	0	.0%	0	.0%	0	.0%
	London	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Marks & Spencer, High Street, Chelmsford	2	.2%	0	.0%	0	.0%	0	.0%
	Matalan, Cricketers Retail Park, Cricketers Way, Basildon	2	.2%	0	.0%	1	1.2%	0	.0%
	Morrisons, Northwick Road, Canvey Island	2	.2%	0	.0%	2	2.4%	0	.0%
	Pitsea	2	.2%	1	1.3%	1	1.2%	0	.0%
	Primark, Royals Shopping Centre, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	2	.2%	0	.0%	0	.0%	1	1.0%
	Sainsbury's, Knightswick Centre, Canvey Island	2	.2%	0	.0%	2	2.4%	0	.0%
	South Woodham Ferrers	2	.2%	0	.0%	0	.0%	0	.0%
	The Fabric Warehouse, London Road, Vange, Basildon	2	.2%	0	.0%	0	.0%	1	1.0%
	Adams Curtains, Laurie Walk, Romford	1	.1%	0	.0%	1	1.2%	0	.0%
	Aldi, Eastern Avenue, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Airport Retail Park, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Pipp's Hill Retail Park, Miles Gray Road, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%
	Asda, Eastgate Shopping Centre, Basildon	1	.1%	0	.0%	1	1.2%	0	.0%
	Asda, Pipp's Retail Park, Miles Gray Road, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%
	Asda, Queen Elizabeth II Square, South Woodham Ferrers, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	1	.1%	0	.0%	1	1.2%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Benfleet	1	.1%	0	.0%	0	.0%	0	.0%
	BHS, Lakeside Shopping Centre, West Thurrock	1	.1%	0	.0%	0	.0%	0	.0%
	BHS, Town Square, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Caravan Show, Peterborough	1	.1%	0	.0%	1	1.2%	0	.0%
	Carpentryright, Airport Retail Park, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	CK Blinds, Spa Road, Hockley	1	.1%	0	.0%	0	.0%	0	.0%
	Currys, Town Square, Basildon	1	.1%	0	.0%	1	1.2%	0	.0%
	Debenhams, High Street, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	DFS, Pipp's Hill Retail Park, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Dunelm Mill, Eastern Avenue Retail Park, Romford	1	.1%	0	.0%	0	.0%	1	1.0%
	Essex Carpets, London Road, Hadleigh	1	.1%	0	.0%	0	.0%	1	1.0%
	Essex Furniture Warehouse, London Road, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Harveys, Airport Retail Park, Rochford, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Harveys, Mayflower Retail Park, Gardiners Lane, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%
	Homebase, Five Bells, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%
	Homebase, Hazelmere, Pitsea	1	.1%	0	.0%	0	.0%	1	1.0%
	Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%
	Homebase, Stadium Road, Rayleigh	1	.1%	0	.0%	0	.0%	1	1.0%
	Homebase, Stadium Way, Benfleet	1	.1%	0	.0%	0	.0%	0	.0%
	House of Fraser, Lakeside Shopping Centre, West Thurrock	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Ikea, Glover Drive, London	1	.1%	0	.0%	0	.0%	0	.0%
	Ipswich	1	.1%	0	.0%	0	.0%	1	1.0%
	John James, Southchurch Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Eastern Avenue, Southend	1	.1%	0	.0%	0	.0%	0	.0%
	Laura Ashley, Airport Retail Park, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Laura Ashley, Trinity Square, Colchester	1	.1%	0	.0%	0	.0%	0	.0%
	Linens Direct, Long Gallery, Eastgate, Basildon	1	.1%	0	.0%	1	1.2%	0	.0%
	Mackays, High Street, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Maldon	1	.1%	0	.0%	0	.0%	0	.0%
	Nets Galore, Fairfax Drive, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Next, Eastgate Centre, Basildon	1	.1%	0	.0%	0	.0%	1	1.0%
	Next, Mayflower Retail Park, Gardiners Link, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Next, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Peacocks, High Street, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Plymouth	1	.1%	0	.0%	0	.0%	0	.0%
	Primark, Town Square, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Roomes, Station Road, Upminster	1	.1%	0	.0%	0	.0%	0	.0%
	Rosebys, Furtherwick Road, Canvey Island	1	.1%	0	.0%	1	1.2%	0	.0%
	Sainbury's, London Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Sainsbury's, Cricketers Retail Park, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Sale Appliances, Victoria Avenue, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Suttons, High Street, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Suttons, Eastwood Road, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Tarpots News, London Road, Benfleet	1	.1%	1	1.3%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Mandeville Way, Laindon, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Southchurch Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	The Factory Shop, Magnolia Way, Rochford	1	.1%	0	.0%	0	.0%	0	.0%
	The Factory Shop, The Broadway, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Tower Radio, High Road, Canvey Island	1	.1%	0	.0%	1	1.2%	0	.0%
	Upstairs Downstairs, Edwards Walk, Maldon	1	.1%	0	.0%	0	.0%	0	.0%
	Vange, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, London Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Walthamstow Market, London	1	.1%	0	.0%	1	1.2%	0	.0%
	Weir Retail Park, Rayleigh	1	.1%	0	.0%	0	.0%	1	1.0%
	Wilkinson, Westgate Park Centre, Fodderwick, Basildon	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	111	100.0%	112	100.0%	101	100.0%	122	100.0%
Southend Town Centre	2	1.8%	32	28.6%	38	37.6%	61	50.0%
Basildon	45	40.5%	11	9.8%	3	3.0%	1	.8%
Lakeside	4	3.6%	11	9.8%	3	3.0%	2	1.6%
Catalogue / Mail Order	3	2.7%	10	8.9%	3	3.0%	3	2.5%
Internet	2	1.8%	4	3.6%	4	4.0%	6	4.9%
Chelmsford	15	13.5%	0	.0%	1	1.0%	0	.0%
Blue Water	3	2.7%	0	.0%	1	1.0%	3	2.5%
Leigh Town Centre	0	.0%	1	.9%	3	3.0%	3	2.5%
Rochford	0	.0%	1	.9%	0	.0%	2	1.6%
Airport Retail Park	0	.0%	0	.0%	1	1.0%	5	4.1%
Greyhound Retail Park	0	.0%	0	.0%	2	2.0%	3	2.5%
Shoeburyness Town Centre	1	.9%	0	.0%	0	.0%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	0	.0%	0	.0%	1	1.0%	2	1.6%
London Road Retail Park	0	.0%	0	.0%	0	.0%	0	.0%
Eastwood District Centre	0	.0%	0	.0%	0	.0%	0	.0%
Fossett's Way Park	0	.0%	1	.9%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Debenhams, High Street, Southend-on-Sea	2	1.8%	3	2.7%	6	5.9%	5	4.1%
	Rayleigh	0	.0%	8	7.1%	3	3.0%	2	1.6%
	Tesco, Off Station Lane, Pitsea	1	.9%	0	.0%	0	.0%	1	.8%
	Debenhams, Eastgate Centre, Basildon	2	1.8%	0	.0%	0	.0%	0	.0%
	Waitrose, Fossetts Way, Eastern Avenue, Southend-On-Sea	0	.0%	2	1.8%	3	3.0%	2	1.6%
	Matalan, Greyhound Trading Park, Greyhound Way, Southend-on-Sea	0	.0%	0	.0%	5	5.0%	1	.8%
	BHS, High Street, Southend-on-Sea	1	.9%	0	.0%	1	1.0%	4	3.3%
	Marks & Spencer, High Street, Southend-on-Sea	0	.0%	0	.0%	2	2.0%	1	.8%
	Wickford	6	5.4%	0	.0%	0	.0%	1	.8%
	Canvey Island	1	.9%	0	.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	1	1.0%	0	.0%
	Marks & Spencer, Lakeside Shopping Centre, West Thurrock	2	1.8%	2	1.8%	2	2.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	1	.9%	3	3.0%	1	.8%
	Debenhams, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%	0	.0%
	Macros, Rawrath Industrial Estate, Rawrath Lane, Rayleigh	0	.0%	1	.9%	1	1.0%	0	.0%
	Paul Simon, Pipp's Hill Retail Park, Miles Grey Road, Basildon	2	1.8%	1	.9%	0	.0%	0	.0%
	Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Bluewater, Greenhithe	0	.0%	1	.9%	0	.0%	0	.0%
	Paul Simon, Claydons Lane, Rayleigh	0	.0%	2	1.8%	1	1.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Argos, Talza Way, Victoria Circus Shopping Centre, Southend-on-Sea	0	.0%	0	.0%	0	.0%	3	2.5%
	Dreams, Airport Retail Park, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Ikea, Lakeside Retail Park, West Thurrock	0	.0%	0	.0%	1	1.0%	0	.0%
	Laura Ashley, Stadium Way, Benfleet	0	.0%	0	.0%	1	1.0%	0	.0%
	Linen Basket, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Town Square, Basildon	0	.0%	1	.9%	0	.0%	0	.0%
	Mayflower Retail Park, Gardiners Link, Basildon	1	.9%	1	.9%	0	.0%	0	.0%
	Paul Simon, Greyhound Way, Southend-on-Sea	0	.0%	1	.9%	0	.0%	1	.8%
	Pitsea Market	0	.0%	0	.0%	0	.0%	0	.0%
	Romford	0	.0%	2	1.8%	0	.0%	1	.8%
	Argos, Rayleigh Weir	0	.0%	1	.9%	0	.0%	0	.0%
	B&Q, Fossetts Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Castlepoint	0	.0%	0	.0%	0	.0%	0	.0%
	Colchester	1	.9%	0	.0%	1	1.0%	0	.0%
	Currys, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Damart, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Irish Linen House, London Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	John Lewis, Oxford Street, London	0	.0%	0	.0%	1	1.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Marks & Spencer, High Street, Chelmsford	2	1.8%	0	.0%	0	.0%	0	.0%
	Matalan, Cricketers Retail Park, Cricketers Way, Basildon	0	.0%	1	.9%	0	.0%	0	.0%
	Morrisons, Northwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Primark, Royals Shopping Centre, Southend-on-Sea	0	.0%	1	.9%	0	.0%	1	.8%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%	1	.8%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers	2	1.8%	0	.0%	0	.0%	0	.0%
	The Fabric Warehouse, London Road, Vange, Basildon	0	.0%	1	.9%	0	.0%	0	.0%
	Adams Curtains, Laurie Walk, Romford	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Eastern Avenue, Southend-on-Sea	0	.0%	1	.9%	0	.0%	0	.0%
	Argos, Airport Retail Park, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Shopping Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Pipp's Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Queen Elizabeth II Square, South Woodham Ferrers, Chelmsford	1	.9%	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Benfleet	0	.0%	0	.0%	1	1.0%	0	.0%
	BHS, Lakeside Shopping Centre, West Thurrock	0	.0%	1	.9%	0	.0%	0	.0%
	BHS, Town Square, Basildon	0	.0%	1	.9%	0	.0%	0	.0%
	Caravan Show, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%
	Carpentryright, Airport Retail Park, Southend-on-Sea	1	.9%	0	.0%	0	.0%	0	.0%
	CK Blinds, Spa Road, Hockley	0	.0%	1	.9%	0	.0%	0	.0%
	Currys, Town Square, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, High Street, Chelmsford	1	.9%	0	.0%	0	.0%	0	.0%
	DFS, Pipp's Hill Retail Park, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Dunelm Mill, Eastern Avenue Retail Park, Romford	0	.0%	0	.0%	0	.0%	0	.0%
	Essex Carpets, London Road, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Essex Furniture Warehouse, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Harveys, Airport Retail Park, Rochford, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Harveys, Mayflower Retail Park, Gardiners Lane, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Five Bells, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Hazelmere, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Stadium Road, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Stadium Way, Benfleet	0	.0%	1	.9%	0	.0%	0	.0%
	House of Fraser, Lakeside Shopping Centre, West Thurrock	0	.0%	1	.9%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Ikea, Glover Drive, London	0	.0%	0	.0%	0	.0%	1	.8%
	Ipswich	0	.0%	0	.0%	0	.0%	0	.0%
	John James, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Eastern Avenue, Southend	0	.0%	0	.0%	1	1.0%	0	.0%
	Laura Ashley, Airport Retail Park, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Laura Ashley, Trinity Square, Colchester	0	.0%	0	.0%	0	.0%	0	.0%
	Linens Direct, Long Gallery, Eastgate, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Mackays, High Street, Rayleigh	0	.0%	1	.9%	0	.0%	0	.0%
	Maldon	1	.9%	0	.0%	0	.0%	0	.0%
	Nets Galore, Fairfax Drive, Westcliff-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Next, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Mayflower Retail Park, Gardiners Link, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Next, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Peacocks, High Street, Wickford	1	.9%	0	.0%	0	.0%	0	.0%
	Plymouth	0	.0%	0	.0%	0	.0%	0	.0%
	Primark, Town Square, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Roomes, Station Road, Upminster	0	.0%	0	.0%	0	.0%	0	.0%
	Rosebys, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Sainbury's, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	1	1.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Cricketers Retail Park, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Sale Appliances, Victoria Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Suttons, High Street, Wickford	1	.9%	0	.0%	0	.0%	0	.0%
	Suttons, Eastwood Road, Rayleigh	0	.0%	1	.9%	0	.0%	0	.0%
	Tarpots News, London Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Tesco, Mandeville Way, Laindon, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Tesco, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	The Factory Shop, Magnolia Way, Rochford	0	.0%	1	.9%	0	.0%	0	.0%
	The Factory Shop, The Broadway, Leigh-on-Sea	0	.0%	1	.9%	0	.0%	0	.0%
	Tower Radio, High Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Upstairs Downstairs, Edwards Walk, Maldon	1	.9%	0	.0%	0	.0%	0	.0%
	Vange, Basildon	0	.0%	1	.9%	0	.0%	0	.0%
	Waitrose, London Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Walthamstow Market, London	0	.0%	0	.0%	0	.0%	0	.0%
	Weir Retail Park, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson, Westgate Park Centre, Fodderwick, Basildon	0	.0%	0	.0%	1	1.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	88	100.0%	49	100.0%	45	100.0%
Southend Town Centre	30	34.1%	29	59.2%	17	37.8%
Basildon	0	.0%	0	.0%	1	2.2%
Lakeside	3	3.4%	0	.0%	6	13.3%
Catalogue / Mail Order	3	3.4%	3	6.1%	3	6.7%
Internet	1	1.1%	4	8.2%	0	.0%
Chelmsford	0	.0%	0	.0%	1	2.2%
Blue Water	4	4.5%	0	.0%	1	2.2%
Leigh Town Centre	2	2.3%	0	.0%	0	.0%
Rochford	2	2.3%	0	.0%	3	6.7%
Airport Retail Park	0	.0%	2	4.1%	0	.0%
Greyhound Retail Park	2	2.3%	0	.0%	0	.0%
Shoeburyness Town Centre	4	4.5%	1	2.0%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	2	2.3%	0	.0%	0	.0%
London Road Retail Park	0	.0%	0	.0%	0	.0%
Eastwood District Centre	1	1.1%	0	.0%	0	.0%
Fossett's Way Park	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Debenhams, High Street, Southend-on-Sea	6	6.8%	1	2.0%	3	6.7%
	Rayleigh	1	1.1%	0	.0%	1	2.2%
	Tesco, Off Station Lane, Pitsea	0	.0%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	0	.0%	0	.0%	1	2.2%
	Waitrose, Fossetts Way, Eastern Avenue, Southend-On-Sea	6	6.8%	0	.0%	2	4.4%
	Matalan, Greyhound Trading Park, Greyhound Way, Southend-on-Sea	4	4.5%	1	2.0%	0	.0%
	BHS, High Street, Southend-on-Sea	3	3.4%	0	.0%	0	.0%
	Marks & Spencer, High Street, Southend-on-Sea	0	.0%	1	2.0%	1	2.2%
	Wickford	0	.0%	0	.0%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%
	Hadleigh	1	1.1%	0	.0%	0	.0%
	Marks & Spencer, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Debenhams, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%
	Macros, Rawrath Industrial Estate, Rawrath Lane, Rayleigh	0	.0%	0	.0%	1	2.2%
	Paul Simon, Pippes Hill Retail Park, Miles Grey Road, Basildon	0	.0%	0	.0%	0	.0%
	Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	2	2.3%	2	4.1%	0	.0%
	John Lewis, Bluewater, Greenhithe	2	2.3%	0	.0%	0	.0%
	Paul Simon, Claydons Lane, Rayleigh	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Argos, Talza Way, Victoria Circus Shopping Centre, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Dreams, Airport Retail Park, Southend-on-Sea	1	1.1%	1	2.0%	0	.0%
	Ikea, Lakeside Retail Park, West Thurrock	0	.0%	0	.0%	0	.0%
	Laura Ashley, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Linen Basket, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Mayflower Retail Park, Gardiners Link, Basildon	0	.0%	0	.0%	0	.0%
	Paul Simon, Greyhound Way, Southend-on-Sea	0	.0%	0	.0%	1	2.2%
	Pitsea Market	0	.0%	0	.0%	0	.0%
	Romford	0	.0%	0	.0%	0	.0%
	Argos, Rayleigh Weir	0	.0%	0	.0%	0	.0%
	B&Q, Fossetts Drive, Southend-on-Sea	2	2.3%	0	.0%	0	.0%
	Castlepoint	0	.0%	0	.0%	0	.0%
	Colchester	0	.0%	0	.0%	0	.0%
	Currys, High Street, Southend-on-Sea	0	.0%	1	2.0%	0	.0%
	Damart, High Street, Southend-on-Sea	0	.0%	0	.0%	1	2.2%
	Irish Linen House, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	0	.0%	0	.0%	1	2.2%
	London	0	.0%	2	4.1%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Marks & Spencer, High Street, Chelmsford	0	.0%	0	.0%	0	.0%
	Matalan, Cricketers Retail Park, Cricketers Way, Basildon	0	.0%	0	.0%	0	.0%
	Morrisons, Northwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%
	Primark, Royals Shopping Centre, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	The Fabric Warehouse, London Road, Vange, Basildon	0	.0%	0	.0%	0	.0%
	Adams Curtains, Laurie Walk, Romford	0	.0%	0	.0%	0	.0%
	Aldi, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Argos, Airport Retail Park, Southend-on-Sea	0	.0%	1	2.0%	0	.0%
	Argos, Pippis Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Shopping Centre, Basildon	0	.0%	0	.0%	0	.0%
	Asda, Pippis Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
	Asda, Queen Elizabeth II Square, South Woodham Ferrers, Chelmsford	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Benfleet	0	.0%	0	.0%	0	.0%
	BHS, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%
	BHS, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Caravan Show, Peterborough	0	.0%	0	.0%	0	.0%
	Carpentryright, Airport Retail Park, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	CK Blinds, Spa Road, Hockley	0	.0%	0	.0%	0	.0%
	Currys, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Debenhams, High Street, Chelmsford	0	.0%	0	.0%	0	.0%
	DFS, Pipp's Hill Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Dunelm Mill, Eastern Avenue Retail Park, Romford	0	.0%	0	.0%	0	.0%
	Essex Carpets, London Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Essex Furniture Warehouse, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Harveys, Airport Retail Park, Rochford, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Harveys, Mayflower Retail Park, Gardiners Lane, Basildon	0	.0%	0	.0%	0	.0%
	Homebase, Five Bells, Basildon	0	.0%	0	.0%	0	.0%
	Homebase, Hazelmere, Pitsea	0	.0%	0	.0%	0	.0%
	Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0	.0%	0	.0%	0	.0%
	Homebase, Stadium Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Homebase, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	House of Fraser, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Ikea, Glover Drive, London Ipswich	0	.0%	0	.0%	0	.0%
	John James, Southchurch Road, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	John Lewis, Eastern Avenue, Southend	0	.0%	0	.0%	0	.0%
	Laura Ashley, Airport Retail Park, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Laura Ashley, Trinity Square, Colchester	0	.0%	0	.0%	1	2.2%
	Linens Direct, Long Gallery, Eastgate, Basildon	0	.0%	0	.0%	0	.0%
	Mackays, High Street, Rayleigh Maldon	0	.0%	0	.0%	0	.0%
	Nets Galore, Fairfax Drive, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Next, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
	Next, Mayflower Retail Park, Gardiners Link, Basildon	0	.0%	0	.0%	0	.0%
	Next, High Street, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Peacocks, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Plymouth	1	1.1%	0	.0%	0	.0%
	Primark, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Roomes, Station Road, Upminster	1	1.1%	0	.0%	0	.0%
	Rosebys, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Sainbury's, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%

(cont.)

**Q7. Where did you last go to do your household's shopping for household textiles and soft furnishings, including bedding?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Sainsbury's, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Sale Appliances, Victoria Avenue, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Suttons, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Suttons, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Tarpots News, London Road, Benfleet	0	.0%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Tesco, Mandeville Way, Laindon, Basildon	0	.0%	0	.0%	0	.0%
	Tesco, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	The Factory Shop, Magnolia Way, Rochford	0	.0%	0	.0%	0	.0%
	The Factory Shop, The Broadway, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Tower Radio, High Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Upstairs Downstairs, Edwards Walk, Maldon	0	.0%	0	.0%	0	.0%
	Vange, Basildon	0	.0%	0	.0%	0	.0%
	Waitrose, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Walthamstow Market, London	0	.0%	0	.0%	0	.0%
	Weir Retail Park, Rayleigh	0	.0%	0	.0%	0	.0%
	Wilkinson, Westgate Park Centre, Fodderwick, Basildon	0	.0%	0	.0%	0	.0%

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	942	100.0%	79	100.0%	83	100.0%	114	100.0%
Southend Town Centre	217	23.0%	0	.0%	4	4.8%	12	10.5%
Basildon	127	13.5%	32	40.5%	22	26.5%	19	16.7%
Internet	87	9.2%	8	10.1%	6	7.2%	10	8.8%
Chelmsford	19	2.0%	0	.0%	1	1.2%	1	.9%
Catalogue / Mail Order	13	1.4%	1	1.3%	0	.0%	3	2.6%
Lakeside	12	1.3%	1	1.3%	1	1.2%	4	3.5%
Westcliff Town Centre/ Hamlet Court Road	11	1.2%	0	.0%	1	1.2%	0	.0%
Blue Water	8	.8%	1	1.3%	0	.0%	1	.9%
Airport Retail Park	7	.7%	0	.0%	0	.0%	0	.0%
Leigh Town Centre	7	.7%	1	1.3%	0	.0%	0	.0%
Rochford	6	.6%	1	1.3%	0	.0%	0	.0%
London Road Retail Park	5	.5%	0	.0%	1	1.2%	0	.0%
Shoeburyness Town Centre	5	.5%	0	.0%	1	1.2%	0	.0%
Eastwood District Centre	1	.1%	0	.0%	1	1.2%	0	.0%
Fossett's Way Park	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Currys, London Road, Southend-on-Sea	54	5.7%	0	.0%	1	1.2%	4	3.5%
	Comet, Stadium Way, Benfleet	35	3.7%	0	.0%	4	4.8%	11	9.6%
	Comet, Fossetts Drive, Southend-on-Sea	24	2.5%	0	.0%	0	.0%	0	.0%
	Currys, Mayflower Retail Park, Gardiners Link, Basildon	17	1.8%	2	2.5%	6	7.2%	2	1.8%
	Rayleigh	17	1.8%	0	.0%	1	1.2%	3	2.6%
	Tesco, Off Station Lane, Pitsea	15	1.6%	8	10.1%	0	.0%	5	4.4%
	Currys, High Street, Southend-on-Sea	14	1.5%	0	.0%	0	.0%	0	.0%
	Stellistons, London Road, Benfleet,	14	1.5%	3	3.8%	1	1.2%	6	5.3%
	Comet, Pipp's Hill Retail Park, Miles Gray Road, Basildon	12	1.3%	6	7.6%	1	1.2%	2	1.8%
	Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	12	1.3%	0	.0%	0	.0%	0	.0%
	Stadium Way Retail Park, Benfleet	10	1.1%	0	.0%	2	2.4%	1	.9%
	Tower Radio, High Street, Canvey Island	10	1.1%	0	.0%	10	12.0%	0	.0%
	Argos, Airport Retail Park, Rochford Road, Southend-on-Sea	8	.8%	0	.0%	0	.0%	0	.0%
	Stellison, Manor Trading Estate, Parsons Road, Benfleet	7	.7%	1	1.3%	2	2.4%	1	.9%
	Stellisons, Hamlet Court Road, Westcliffe-on-Sea	7	.7%	0	.0%	0	.0%	1	.9%
	Tower Radio, London Road, Hadleigh, Benfleet	7	.7%	0	.0%	0	.0%	3	2.6%
	Argos, Talza Way, Victoria Circus Shopping Centre, Southend-on-Sea	6	.6%	0	.0%	0	.0%	0	.0%
	Benfleet	6	.6%	0	.0%	0	.0%	6	5.3%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Currys, Town Square, Basildon	6	.6%	2	2.5%	3	3.6%	0	.0%
	Wickford	6	.6%	0	.0%	0	.0%	0	.0%
	Argos, Westgate Park, Fodderwick, Basildon	5	.5%	1	1.3%	1	1.2%	2	1.8%
	Hadleigh	5	.5%	0	.0%	0	.0%	3	2.6%
	John Lewis, Bluewater	5	.5%	0	.0%	0	.0%	0	.0%
	Pitsea	5	.5%	3	3.8%	2	2.4%	0	.0%
	Asda, North Shoebury Road, Shoeburyness	4	.4%	0	.0%	0	.0%	0	.0%
	Canvey Island	4	.4%	0	.0%	4	4.8%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	4	.4%	0	.0%	0	.0%	3	2.6%
	Tesco, Prince Avenue, Westcliff-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
	Tower Radio, Rochford Road, Southend-on-Sea	4	.4%	0	.0%	1	1.2%	0	.0%
	Welfare Electrical Co Ltd, Sutton Road, Southend-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
	Currys, Chelmer Village Retail Park, Chelmsford	3	.3%	0	.0%	0	.0%	0	.0%
	Hockley	3	.3%	0	.0%	0	.0%	0	.0%
	Makro, Rawreth Lane, Rayleigh	3	.3%	0	.0%	0	.0%	1	.9%
	Mayflower Retail Park, Gardiners Link, Basildon	3	.3%	1	1.3%	0	.0%	0	.0%
	Argos, Pipp's Hill Retail Park, Miles Gray Road, Basildon	2	.2%	1	1.3%	0	.0%	1	.9%
	B&Q, Fossetts Drive, Fossetts Park, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	2	.2%	0	.0%	1	1.2%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Comet, Chelmer Village Retail Park, Chelmsford	2	.2%	0	.0%	0	.0%	0	.0%
	Comet, Lakeside Retail Park, West Thurrock, Grays	2	.2%	1	1.3%	0	.0%	0	.0%
	Currys, Mayflower Retail Park, Gardiners link, Basildon	2	.2%	0	.0%	1	1.2%	0	.0%
	Homebase, Stadium Way, Rayleigh Weir, Benfleet	2	.2%	0	.0%	0	.0%	1	.9%
	MFI, Purdeys Way, Rochford	2	.2%	0	.0%	0	.0%	0	.0%
	Pipps Hill Retail Park, Miles Grey Road, Basildon	2	.2%	1	1.3%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	2	.2%	0	.0%	0	.0%	0	.0%
	Sale Appliances, Victoria Avenue, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	2	.2%	0	.0%	0	.0%	0	.0%
	Tower Radio, High Road, Vange, Basildon	2	.2%	2	2.5%	0	.0%	0	.0%
	Arctic Domestic Appliances, Central Avenue Canvey Island	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, High Street, Billericay	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, North Street, Sudbury	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Springfield Road, Chelmsford	1	.1%	0	.0%	1	1.2%	0	.0%
	Argos, Weir retail park, Benfleet	1	.1%	0	.0%	0	.0%	1	.9%
	Argos, Wier Retail Park, Stadium Way, Benfleet	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, South Woodham Ferrers	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	1	.1%	0	.0%	1	1.2%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Ashingford Industrial Estate, Ashingford	1	.1%	0	.0%	0	.0%	0	.0%
	Benfleet Electrical, Essex Way, Benfleet	1	.1%	0	.0%	1	1.2%	0	.0%
	Brentwood	1	.1%	0	.0%	0	.0%	0	.0%
	Colchester	1	.1%	0	.0%	0	.0%	0	.0%
	Costco, West Thurrock Way, West Thurrock, Grays	1	.1%	0	.0%	0	.0%	1	.9%
	Currys, High Street, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Currys, Lakeside Shopping Centre, Essex	1	.1%	0	.0%	0	.0%	1	.9%
	Debenhams, Eastgate Centre, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%
	Debenhams, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Debenhams, Lakeside Centre, Thurrock, Grays	1	.1%	0	.0%	0	.0%	1	.9%
	Edes, Broadway, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Enfield	1	.1%	0	.0%	0	.0%	0	.0%
	Gidea Park, Romford	1	.1%	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Vange, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%
	Howdens, London	1	.1%	0	.0%	0	.0%	0	.0%
	Howdens, Stadium Way, Benfleet	1	.1%	0	.0%	0	.0%	0	.0%
	Ikea, Lakeside Shopping Centre, West Thurrock	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	John Lewis, Brent Cross Shopping Centre, London	1	.1%	0	.0%	0	.0%	0	.0%
	London	1	.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Magnet Kitchens, Hadleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Medcalfs, London Road, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Powerhouse, London Road, Southend-on-Sea,	1	.1%	0	.0%	0	.0%	0	.0%
	Robert Dyas, Eastwood Road, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Romford	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	1	.1%	0	.0%	1	1.2%	0	.0%
	Somerfield, Websters Way, Rayleigh	1	.1%	0	.0%	0	.0%	1	.9%
	Stellisons, Hamlet Court Road, Westcliffe-on-sea	1	.1%	0	.0%	0	.0%	0	.0%
	Stellisons, Moulsham Street, Moulsham, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Stone Data and Electrical Services, Spencer Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.9%
	Studio 3000, Broomways, Great Wakering	1	.1%	0	.0%	0	.0%	0	.0%
	Sutton Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Thundersley, Benfleet	1	.1%	0	.0%	0	.0%	1	.9%
	Thundersford	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Base: Excluding don't do/ varies						Zone	
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Tower Radio, Rochford Road, Southend-On-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Tower Radio, Stadium Way, Benfleet,	1	.1%	0	.0%	0	.0%	1	.9%
	Wickes, Rat Lane, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	117	100.0%	122	100.0%	103	100.0%	136	100.0%
Southend Town Centre	1	.9%	26	21.3%	26	25.2%	59	43.4%
Basildon	40	34.2%	10	8.2%	2	1.9%	1	.7%
Internet	18	15.4%	18	14.8%	7	6.8%	5	3.7%
Chelmsford	17	14.5%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	1	.9%	2	1.6%	3	2.9%	1	.7%
Lakeside	0	.0%	1	.8%	3	2.9%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	0	.0%	0	.0%	2	1.9%	6	4.4%
Blue Water	2	1.7%	1	.8%	1	1.0%	2	1.5%
Airport Retail Park	0	.0%	0	.0%	4	3.9%	1	.7%
Leigh Town Centre	0	.0%	0	.0%	4	3.9%	1	.7%
Rochford	0	.0%	0	.0%	1	1.0%	0	.0%
London Road Retail Park	0	.0%	1	.8%	0	.0%	2	1.5%
Shoeburyness Town Centre	0	.0%	0	.0%	0	.0%	0	.0%
Eastwood District Centre	0	.0%	0	.0%	0	.0%	0	.0%
Fossett's Way Park	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Currys, London Road, Southend-on-Sea	1	.9%	0	.0%	11	10.7%	21	15.4%
	Comet, Stadium Way, Benfleet	0	.0%	12	9.8%	5	4.9%	1	.7%
	Comet, Fossetts Drive, Southend-on-Sea	0	.0%	3	2.5%	3	2.9%	4	2.9%
	Currys, Mayflower Retail Park, Gardiners Link, Basildon	5	4.3%	0	.0%	2	1.9%	0	.0%
	Rayleigh	1	.9%	12	9.8%	0	.0%	0	.0%
	Tesco, Off Station Lane, Pitsea	0	.0%	0	.0%	1	1.0%	1	.7%
	Currys, High Street, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	7	5.1%
	Stellistons, London Road, Benfleet,	0	.0%	1	.8%	2	1.9%	1	.7%
	Comet, Pipp's Hill Retail Park, Miles Gray Road, Basildon	3	2.6%	0	.0%	0	.0%	0	.0%
	Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	0	.0%	2	1.6%	4	3.9%	1	.7%
	Stadium Way Retail Park, Benfleet	0	.0%	7	5.7%	0	.0%	0	.0%
	Tower Radio, High Street, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Airport Retail Park, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	2	1.9%	4	2.9%
	Stellison, Manor Trading Estate, Parsons Road, Benfleet	1	.9%	0	.0%	2	1.9%	0	.0%
	Stellisons, Hamlet Court Road, Westcliffe-on-Sea	0	.0%	1	.8%	3	2.9%	1	.7%
	Tower Radio, London Road, Hadleigh, Benfleet	0	.0%	1	.8%	1	1.0%	1	.7%
	Argos, Talza Way, Victoria Circus Shopping Centre, Southend-on-Sea	0	.0%	0	.0%	0	.0%	4	2.9%
	Benfleet	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Currys, Town Square, Basildon	0	.0%	0	.0%	1	1.0%	0	.0%
	Wickford	6	5.1%	0	.0%	0	.0%	0	.0%
	Argos, Westgate Park, Fodderwick, Basildon	0	.0%	0	.0%	1	1.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%	2	1.5%
	John Lewis, Bluewater	1	.9%	1	.8%	1	1.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, North Shoebury Road, Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	1	.8%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	1	.8%	2	1.9%	1	.7%
	Tower Radio, Rochford Road, Southend-on-Sea	0	.0%	2	1.6%	0	.0%	1	.7%
	Welfare Electrical Co Ltd, Sutton Road, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	1	.7%
	Currys, Chelmer Village Retail Park, Chelmsford	2	1.7%	1	.8%	0	.0%	0	.0%
	Hockley	0	.0%	3	2.5%	0	.0%	0	.0%
	Makro, Rawreth Lane, Rayleigh	1	.9%	0	.0%	1	1.0%	0	.0%
	Mayflower Retail Park, Gardiners Link, Basildon	1	.9%	1	.8%	0	.0%	0	.0%
	Argos, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Fossetts Drive, Fossetts Park, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	1	.7%
	B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	1	.9%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Comet, Chelmer Village Retail Park, Chelmsford	2	1.7%	0	.0%	0	.0%	0	.0%
	Comet, Lakeside Retail Park, West Thurrock, Grays	0	.0%	1	.8%	0	.0%	0	.0%
	Currys, Mayflower Retail Park, Gardiners link, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Homebase, Stadium Way, Rayleigh Weir, Benfleet	0	.0%	0	.0%	1	1.0%	0	.0%
	MFI, Purdeys Way, Rochford	0	.0%	1	.8%	0	.0%	1	.7%
	Pipps Hill Retail Park, Miles Grey Road, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	1	.9%	1	.8%	0	.0%	0	.0%
	Sale Appliances, Victoria Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%	2	1.5%
	Tesco, Mayflower Retail Park, Basildon	0	.0%	2	1.6%	0	.0%	0	.0%
	Tower Radio, High Road, Vange, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Arctic Domestic Appliances, Central Avenue Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, High Street, Billericay	1	.9%	0	.0%	0	.0%	0	.0%
	Argos, North Street, Sudbury	0	.0%	1	.8%	0	.0%	0	.0%
	Argos, Springfield Road, Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Weir retail park, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Wier Retail Park, Stadium Way, Benfleet	0	.0%	1	.8%	0	.0%	0	.0%
	Asda, South Woodham Ferrers	1	.9%	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Ashingford Industrial Estate, Ashingford	0	.0%	1	.8%	0	.0%	0	.0%
	Benfleet Electrical, Essex Way, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Brentwood	1	.9%	0	.0%	0	.0%	0	.0%
	Colchester	0	.0%	0	.0%	1	1.0%	0	.0%
	Costco, West Thurrock Way, West Thurrock, Grays	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, High Street, Chelmsford	1	.9%	0	.0%	0	.0%	0	.0%
	Currys, Lakeside Shopping Centre, Essex	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Lakeside Centre, Thurrock, Grays	0	.0%	0	.0%	0	.0%	0	.0%
	Edes, Broadway, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Enfield	1	.9%	0	.0%	0	.0%	0	.0%
	Gidea Park, Romford	0	.0%	1	.8%	0	.0%	0	.0%
	Homebase, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	Homebase, London Road, Vange, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Howdens, London	1	.9%	0	.0%	0	.0%	0	.0%
	Howdens, Stadium Way, Benfleet	0	.0%	1	.8%	0	.0%	0	.0%
	Ikea, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	1	.9%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Brent Cross Shopping Centre, London	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	1	.7%
	Marks & Spencer, High Street, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Magnet Kitchens, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Medcalfs, London Road, Wickford	1	.9%	0	.0%	0	.0%	0	.0%
	Powerhouse, London Road, Southend-on-Sea,	0	.0%	0	.0%	1	1.0%	0	.0%
	Robert Dyas, Eastwood Road, Rayleigh	0	.0%	1	.8%	0	.0%	0	.0%
	Romford	1	.9%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Websters Way, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Stellisons, Hamlet Court Road, Westcliffe-on-sea	0	.0%	0	.0%	0	.0%	0	.0%
	Stellisons, Moulsham Street, Moulsham, Chelmsford	0	.0%	1	.8%	0	.0%	0	.0%
	Stone Data and Electrical Services, Spencer Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Studio 3000, Broomways, Great Wakering	0	.0%	0	.0%	0	.0%	0	.0%
	Sutton Road, Southend-on-Sea	0	.0%	1	.8%	0	.0%	0	.0%
	Thundersley, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Thundersford	1	.9%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Tower Radio, Rochford Road, Southend-On-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	Tower Radio, Stadium Way, Benfleet,	0	.0%	0	.0%	0	.0%	0	.0%
	Wickes, Rat Lane, Rayleigh	0	.0%	1	.8%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	93	100.0%	51	100.0%	44	100.0%
Southend Town Centre	41	44.1%	29	56.9%	19	43.2%
Basildon	1	1.1%	0	.0%	0	.0%
Internet	6	6.5%	2	3.9%	7	15.9%
Chelmsford	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	2	2.2%	0	.0%	0	.0%
Lakeside	1	1.1%	0	.0%	1	2.3%
Westcliff Town Centre/ Hamlet Court Road	1	1.1%	1	2.0%	0	.0%
Blue Water	0	.0%	0	.0%	0	.0%
Airport Retail Park	0	.0%	1	2.0%	1	2.3%
Leigh Town Centre	1	1.1%	0	.0%	0	.0%
Rochford	0	.0%	2	3.9%	2	4.5%
London Road Retail Park	0	.0%	0	.0%	1	2.3%
Shoeburyness Town Centre	2	2.2%	1	2.0%	1	2.3%
Eastwood District Centre	0	.0%	0	.0%	0	.0%
Fossett's Way Park	1	1.1%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Currys, London Road, Southend-on-Sea	9	9.7%	5	9.8%	2	4.5%
	Comet, Stadium Way, Benfleet	1	1.1%	0	.0%	1	2.3%
	Comet, Fossetts Drive, Southend-on-Sea	11	11.8%	1	2.0%	2	4.5%
	Currys, Mayflower Retail Park, Gardiners Link, Basildon	0	.0%	0	.0%	0	.0%
	Rayleigh	0	.0%	0	.0%	0	.0%
	Tesco, Off Station Lane, Pitsea	0	.0%	0	.0%	0	.0%
	Currys, High Street, Southend-on-Sea	1	1.1%	5	9.8%	0	.0%
	Stellistons, London Road, Benfleet,	0	.0%	0	.0%	0	.0%
	Comet, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
	Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	3	3.2%	1	2.0%	1	2.3%
	Stadium Way Retail Park, Benfleet	0	.0%	0	.0%	0	.0%
	Tower Radio, High Street, Canvey Island	0	.0%	0	.0%	0	.0%
	Argos, Airport Retail Park, Rochford Road, Southend-on-Sea	1	1.1%	0	.0%	1	2.3%
	Stellison, Manor Trading Estate, Parsons Road, Benfleet	0	.0%	0	.0%	0	.0%
	Stellisons, Hamlet Court Road, Westcliffe-on-Sea	0	.0%	0	.0%	1	2.3%
	Tower Radio, London Road, Hadleigh, Benfleet	0	.0%	0	.0%	1	2.3%
	Argos, Talza Way, Victoria Circus Shopping Centre, Southend-on-Sea	1	1.1%	0	.0%	1	2.3%
	Benfleet	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Currys, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Wickford	0	.0%	0	.0%	0	.0%
	Argos, Westgate Park, Fodderwick, Basildon	0	.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%
	John Lewis, Bluewater	2	2.2%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%
	Asda, North Shoebury Road, Shoeburyness	2	2.2%	2	3.9%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Tower Radio, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Welfare Electrical Co Ltd, Sutton Road, Southend-on-Sea	2	2.2%	0	.0%	0	.0%
	Currys, Chelmer Village Retail Park, Chelmsford	0	.0%	0	.0%	0	.0%
	Hockley	0	.0%	0	.0%	0	.0%
	Makro, Rawreth Lane, Rayleigh	0	.0%	0	.0%	0	.0%
	Mayflower Retail Park, Gardiners Link, Basildon	0	.0%	0	.0%	0	.0%
	Argos, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
	B&Q, Fossetts Drive, Fossetts Park, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Comet, Chelmer Village Retail Park, Chelmsford	0	.0%	0	.0%	0	.0%
	Comet, Lakeside Retail Park, West Thurrock, Grays	0	.0%	0	.0%	0	.0%
	Currys, Mayflower Retail Park, Gardiners link, Basildon	0	.0%	0	.0%	0	.0%
	Homebase, Stadium Way, Rayleigh Weir, Benfleet	0	.0%	0	.0%	0	.0%
	MFI, Purdeys Way, Rochford	0	.0%	0	.0%	0	.0%
	Pipps Hill Retail Park, Miles Grey Road, Basildon	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Sale Appliances, Victoria Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Tower Radio, High Road, Vange, Basildon	0	.0%	0	.0%	0	.0%
	Arctic Domestic Appliances, Central Avenue Canvey Island	0	.0%	0	.0%	1	2.3%
	Argos, High Street, Billericay	0	.0%	0	.0%	0	.0%
	Argos, North Street, Sudbury	0	.0%	0	.0%	0	.0%
	Argos, Springfield Road, Chelmsford	0	.0%	0	.0%	0	.0%
	Argos, Weir retail park, Benfleet	0	.0%	0	.0%	0	.0%
	Argos, Wier Retail Park, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Asda, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Ashingford Industrial Estate, Ashingford	0	.0%	0	.0%	0	.0%
	Benfleet Electrical, Essex Way, Benfleet	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%
	Colchester	0	.0%	0	.0%	0	.0%
	Costco, West Thurrock Way, West Thurrock, Grays	0	.0%	0	.0%	0	.0%
	Currys, High Street, Chelmsford	0	.0%	0	.0%	0	.0%
	Currys, Lakeside Shopping Centre, Essex	0	.0%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
	Debenhams, High Street, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Debenhams, Lakeside Centre, Thurrock, Grays	0	.0%	0	.0%	0	.0%
	Edes, Broadway, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Enfield	0	.0%	0	.0%	0	.0%
	Gidea Park, Romford	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Vange, Basildon	0	.0%	0	.0%	0	.0%
	Howdens, London	0	.0%	0	.0%	0	.0%
	Howdens, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Ikea, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	1	2.3%
	John Lewis, Oxford Street, London	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	John Lewis, Brent Cross Shopping Centre, London	1	1.1%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Magnet Kitchens, Hadleigh	1	1.1%	0	.0%	0	.0%
	Medcalfs, London Road, Wickford	0	.0%	0	.0%	0	.0%
	Powerhouse, London Road, Southend-on-Sea,	0	.0%	0	.0%	0	.0%
	Robert Dyas, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Romford	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
	Somerfield, Websters Way, Rayleigh	0	.0%	0	.0%	0	.0%
	Stellisons, Hamlet Court Road, Westcliffe-on-sea	1	1.1%	0	.0%	0	.0%
	Stellisons, Moulsham Street, Moulsham, Chelmsford	0	.0%	0	.0%	0	.0%
	Stone Data and Electrical Services, Spencer Road, Benfleet	0	.0%	0	.0%	0	.0%
	Studio 3000, Broomways, Great Wakering	0	.0%	1	2.0%	0	.0%
	Sutton Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Thundersley, Benfleet	0	.0%	0	.0%	0	.0%
	Thundersford	0	.0%	0	.0%	0	.0%

(cont.)

**Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Tower Radio, Rochford Road, Southend-On-Sea	0	.0%	0	.0%	0	.0%
	Tower Radio, Stadium Way, Benfleet,	0	.0%	0	.0%	0	.0%
	Wickes, Rat Lane, Rayleigh	0	.0%	0	.0%	0	.0%

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	898	100.0%	79	100.0%	83	100.0%	101	100.0%
Southend Town Centre	198	22.0%	3	3.8%	6	7.2%	5	5.0%
Basildon	110	12.2%	27	34.2%	21	25.3%	19	18.8%
Internet	104	11.6%	11	13.9%	5	6.0%	12	11.9%
Lakeside	18	2.0%	3	3.8%	4	4.8%	4	4.0%
Airport Retail Park	17	1.9%	0	.0%	0	.0%	1	1.0%
Chelmsford	14	1.6%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	10	1.1%	2	2.5%	1	1.2%	1	1.0%
Leigh Town Centre	9	1.0%	0	.0%	0	.0%	1	1.0%
Rochford	8	.9%	1	1.3%	1	1.2%	1	1.0%
Westcliff Town Centre/ Hamlet Court Road	7	.8%	0	.0%	0	.0%	1	1.0%
Blue Water	6	.7%	0	.0%	0	.0%	0	.0%
London Road Retail Park	3	.3%	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	2	.2%	0	.0%	0	.0%	0	.0%
Greyhound Retail Park	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Currys, London Road, Southend-on-Sea	47	5.2%	0	.0%	0	.0%	4	4.0%
	Comet, Fossetts Drive, Eastern Avenue, Southend-on-Sea	21	2.3%	0	.0%	0	.0%	1	1.0%
	Tesco, Off Station Lane, Pitsea	20	2.2%	6	7.6%	5	6.0%	6	5.9%
	Comet, Stadium Way, Benfleet	19	2.1%	1	1.3%	3	3.6%	6	5.9%
	Currys, Mayflower Retail Park, Basildon	18	2.0%	3	3.8%	4	4.8%	2	2.0%
	Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	16	1.8%	0	.0%	0	.0%	0	.0%
	Rayleigh	14	1.6%	0	.0%	1	1.2%	5	5.0%
	Currys, High Street, Southend-on-Sea	12	1.3%	0	.0%	0	.0%	1	1.0%
	Tower Radio, High Street, Canvey Island	12	1.3%	0	.0%	12	14.5%	0	.0%
	Comet, Pipp's Hill Retail Park, Miles Gray Road, Basildon	11	1.2%	6	7.6%	2	2.4%	1	1.0%
	PC World, Airport Business Park, Southend-on-Sea	9	1.0%	0	.0%	0	.0%	0	.0%
	Rayleigh Weir	9	1.0%	0	.0%	0	.0%	4	4.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	9	1.0%	0	.0%	0	.0%	0	.0%
	Argos, Victoria Plaza Shopping Centre, Southend-on-sea	8	.9%	0	.0%	0	.0%	0	.0%
	Argos, Weir Retail Park, Stadium Way, Benfleet	8	.9%	0	.0%	2	2.4%	4	4.0%
	Tower Radio, London Road, Hadleigh, Benfleet	8	.9%	0	.0%	1	1.2%	4	4.0%
	Canvey Island	6	.7%	0	.0%	6	7.2%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Argos, Airport Business Park, Southend-on-Sea	5	.6%	0	.0%	0	.0%	1	1.0%
	London	5	.6%	0	.0%	0	.0%	0	.0%
	Argos, Pipp's Hill Retail Park, Basildon	4	.4%	2	2.5%	0	.0%	1	1.0%
	Argos, Westgate Park, Fodderwick, Basildon	4	.4%	1	1.3%	2	2.4%	0	.0%
	Currys, Town Square, Basildon	4	.4%	1	1.3%	1	1.2%	1	1.0%
	Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	4	.4%	0	.0%	0	.0%	0	.0%
	Rayleigh Hifi, High Street, Rayleigh	4	.4%	0	.0%	0	.0%	1	1.0%
	Thames View Televisions, London Road, Leigh-on-Sea	4	.4%	0	.0%	0	.0%	2	2.0%
	Argos, High Street, Rayleigh	3	.3%	0	.0%	0	.0%	0	.0%
	Benfleet	3	.3%	0	.0%	0	.0%	3	3.0%
	Hadleigh	3	.3%	0	.0%	0	.0%	0	.0%
	Hockley	3	.3%	0	.0%	0	.0%	0	.0%
	John Lewis, Bluewater, Kent	3	.3%	0	.0%	0	.0%	0	.0%
	John Lewis, Fossetts Way, Eastern Avenue, Southend-on-Sea	3	.3%	0	.0%	1	1.2%	0	.0%
	Mayflower Retail Park, Gardiners link, Basildon	3	.3%	1	1.3%	1	1.2%	0	.0%
	PC World, Pipp's Hill Retail Park, Miles Gray Road, Basildon	3	.3%	1	1.3%	1	1.2%	0	.0%
	Pitsea	3	.3%	3	3.8%	0	.0%	0	.0%
	Tower Radio, High Road, Vange, Basildon	3	.3%	1	1.3%	0	.0%	0	.0%
	Wickford	3	.3%	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	2	.2%	0	.0%	1	1.2%	0	.0%
	Colchester	2	.2%	0	.0%	0	.0%	0	.0%
	Comet, Chelmer Village Retail Park, Chelmsford	2	.2%	0	.0%	0	.0%	0	.0%
	Costco, West Thurrock Way, West Thurrock, Grays	2	.2%	1	1.3%	0	.0%	1	1.0%
	Currys, Chelmer Village Retail Park, Chelmsford	2	.2%	0	.0%	0	.0%	0	.0%
	Homebase, Stadium Way, Benfleet	2	.2%	0	.0%	0	.0%	0	.0%
	Ilford	2	.2%	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	2	.2%	0	.0%	0	.0%	0	.0%
	Morrisons, London Road, Hadleigh	2	.2%	1	1.3%	0	.0%	1	1.0%
	Pipps Hill Retail Park, Miles Grey Road, Basildon	2	.2%	1	1.3%	0	.0%	0	.0%
	Romford	2	.2%	0	.0%	0	.0%	1	1.0%
	Sainsbury's, Stadium Way, Thundersley	2	.2%	0	.0%	0	.0%	1	1.0%
	Sainsbury's, Cricketers Retail Park, Basildon	2	.2%	1	1.3%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Tower Radio, Rochford Road, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Tower Radio, Station Road, Rayleigh	2	.2%	0	.0%	0	.0%	1	1.0%
	Walter & Stanton, Main Road, Hockley	2	.2%	0	.0%	0	.0%	0	.0%
Wellfare, Sutton Road, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Aldi, Eastern Avenue, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Aldi, The Broadway, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Queen Elizabeth Square, South Woodham	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Rawreth Lane, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Southwood, Molden, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	1	.1%	0	.0%	1	1.2%	0	.0%
	B&Q, Eastern Avenue, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Bang & Olufsen, New London Road, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Bang & Olufsen, Broadway West, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	1	1.0%
	Burnt Mills Industrial Estate, Josselin Road, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	C&P Mount, Little Wakering Road, Great Wakering	1	.1%	0	.0%	0	.0%	0	.0%
	Currys, Lakeside Shopping Centre	1	.1%	0	.0%	0	.0%	1	1.0%
	Debenhams, Lakeside Shopping Centre, Thurrock, Grays	1	.1%	0	.0%	0	.0%	0	.0%
	Edes, Broadway, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Edes, High Street, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Enfield	1	.1%	0	.0%	0	.0%	0	.0%
	Game, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Gidea Park, Romford	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	HB Electrical, Elm Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Harrods, Knightsbridge, London	1	.1%	0	.0%	0	.0%	1	1.0%
	Homebase, London Road, Vange, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%
	Homebase, Purdeys Way, Rochford	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Queensgate Centre, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, London	1	.1%	0	.0%	0	.0%	0	.0%
	Lidl, Woodgrange Drive, Southend-on-Sea	1	.1%	1	1.3%	0	.0%	0	.0%
	Powerhouse, London Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Richer Sounds, Main Road, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	1	.1%	0	.0%	1	1.2%	0	.0%
	Sainsburys, White Hart Lane, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Stantons, Hockley	1	.1%	0	.0%	0	.0%	0	.0%
	Staples, Airport Business Park, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Stellison, London Road, Benfleet	1	.1%	0	.0%	0	.0%	1	1.0%
Stellison, Hamlet Court Road, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Stowe Consulting, Newstead Road, Great Wakering, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Airport Retail Park, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Mandeville Way, Laindon, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, London Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Walthamstow	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	108	100.0%	113	100.0%	101	100.0%	125	100.0%
Southend Town Centre	1	.9%	26	23.0%	24	23.8%	49	39.2%
Basildon	35	32.4%	5	4.4%	1	1.0%	0	.0%
Internet	20	18.5%	20	17.7%	9	8.9%	10	8.0%
Lakeside	3	2.8%	3	2.7%	0	.0%	0	.0%
Airport Retail Park	0	.0%	2	1.8%	5	5.0%	1	.8%
Chelmsford	13	12.0%	0	.0%	0	.0%	1	.8%
Catalogue / Mail Order	1	.9%	1	.9%	0	.0%	2	1.6%
Leigh Town Centre	0	.0%	0	.0%	5	5.0%	2	1.6%
Rochford	0	.0%	0	.0%	0	.0%	1	.8%
Westcliff Town Centre/ Hamlet Court Road	0	.0%	0	.0%	1	1.0%	4	3.2%
Blue Water	1	.9%	1	.9%	3	3.0%	1	.8%
London Road Retail Park	0	.0%	0	.0%	0	.0%	3	2.4%
Shoeburyness Town Centre	0	.0%	0	.0%	1	1.0%	0	.0%
Greyhound Retail Park	0	.0%	0	.0%	1	1.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Currys, London Road, Southend-on-Sea	0	.0%	4	3.5%	4	4.0%	14	11.2%
	Comet, Fossetts Drive, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	4	4.0%	4	3.2%
	Tesco, Off Station Lane, Pitsea	1	.9%	0	.0%	1	1.0%	1	.8%
	Comet, Stadium Way, Benfleet	0	.0%	7	6.2%	2	2.0%	0	.0%
	Currys, Mayflower Retail Park, Basildon	5	4.6%	2	1.8%	2	2.0%	0	.0%
	Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	0	.0%	1	.9%	6	5.9%	3	2.4%
	Rayleigh	0	.0%	6	5.3%	0	.0%	0	.0%
	Currys, High Street, Southend-on-Sea	0	.0%	1	.9%	2	2.0%	5	4.0%
	Tower Radio, High Street, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Pipp's Hill Retail Park, Miles Gray Road, Basildon	2	1.9%	0	.0%	0	.0%	0	.0%
	PC World, Airport Business Park, Southend-on-Sea	0	.0%	2	1.8%	3	3.0%	3	2.4%
	Rayleigh Weir	0	.0%	4	3.5%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	2	1.8%	2	2.0%	3	2.4%
	Argos, Victoria Plaza Shopping Centre, Southend-on-sea	0	.0%	1	.9%	2	2.0%	1	.8%
	Argos, Weir Retail Park, Stadium Way, Benfleet	0	.0%	2	1.8%	0	.0%	0	.0%
	Tower Radio, London Road, Hadleigh, Benfleet	0	.0%	0	.0%	2	2.0%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Argos, Airport Business Park, Southend-on-Sea	0	.0%	1	.9%	1	1.0%	1	.8%
	London	1	.9%	0	.0%	1	1.0%	1	.8%
	Argos, Pipp's Hill Retail Park, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Argos, Westgate Park, Fodderwick, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Currys, Town Square, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0	.0%	3	2.7%	1	1.0%	0	.0%
	Rayleigh Hifi, High Street, Rayleigh	0	.0%	1	.9%	1	1.0%	0	.0%
	Thames View Televisions, London Road, Leigh-on-Sea	0	.0%	0	.0%	2	2.0%	0	.0%
	Argos, High Street, Rayleigh	0	.0%	3	2.7%	0	.0%	0	.0%
	Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	2	2.0%	1	.8%
	Hockley	0	.0%	3	2.7%	0	.0%	0	.0%
	John Lewis, Bluewater, Kent	1	.9%	0	.0%	0	.0%	0	.0%
	John Lewis, Fossetts Way, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	1	.8%
	Mayflower Retail Park, Gardiners link, Basildon	0	.0%	1	.9%	0	.0%	0	.0%
	PC World, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	1	1.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Tower Radio, High Road, Vange, Basildon	1	.9%	0	.0%	0	.0%	1	.8%
	Wickford	3	2.8%	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Colchester	1	.9%	0	.0%	1	1.0%	0	.0%
	Comet, Chelmer Village Retail Park, Chelmsford	2	1.9%	0	.0%	0	.0%	0	.0%
	Costco, West Thurrock Way, West Thurrock, Grays	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Chelmer Village Retail Park, Chelmsford	2	1.9%	0	.0%	0	.0%	0	.0%
	Homebase, Stadium Way, Benfleet	0	.0%	2	1.8%	0	.0%	0	.0%
	Ilford	0	.0%	1	.9%	0	.0%	1	.8%
	John Lewis, Oxford Street, London	1	.9%	0	.0%	1	1.0%	0	.0%
	Morrisons, London Road, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Pipps Hill Retail Park, Miles Grey Road, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Romford	1	.9%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Thundersley	0	.0%	1	.9%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	0	.0%	1	.9%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	1	.8%
	Tower Radio, Rochford Road, Southend-on-Sea	0	.0%	1	.9%	0	.0%	1	.8%
	Tower Radio, Station Road, Rayleigh	0	.0%	1	.9%	0	.0%	0	.0%
	Walter & Stanton, Main Road, Hockley	0	.0%	1	.9%	1	1.0%	0	.0%
Wellfare, Sutton Road, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%	

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Aldi, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Aldi, The Broadway, Wickford	0	.0%	1	.9%	0	.0%	0	.0%
	Asda, Queen Elizabeth Square, South Woodham	1	.9%	0	.0%	0	.0%	0	.0%
	Asda, Rawreth Lane, Rayleigh	0	.0%	0	.0%	0	.0%	1	.8%
	Asda, Southwood, Molden, Chelmsford	1	.9%	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Bang & Olufsen, New London Road, Chelmsford	0	.0%	0	.0%	0	.0%	1	.8%
	Bang & Olufsen, Broadway West, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Burnt Mills Industrial Estate, Josselin Road, Basildon	0	.0%	0	.0%	1	1.0%	0	.0%
	C&P Mount, Little Wakering Road, Great Wakering	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Lakeside Shopping Centre	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Lakeside Shopping Centre, Thurrock, Grays	1	.9%	0	.0%	0	.0%	0	.0%
	Edes, Broadway, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Edes, High Street, Wickford	1	.9%	0	.0%	0	.0%	0	.0%
	Enfield	1	.9%	0	.0%	0	.0%	0	.0%
	Game, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
Gidea Park, Romford	0	.0%	1	.9%	0	.0%	0	.0%	

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	HB Electrical, Elm Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Harrods, Knightsbridge, London	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Vange, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Purdeys Way, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Queensgate Centre, Peterborough	0	.0%	0	.0%	0	.0%	1	.8%
	John Lewis, Brent Cross Shopping Centre, London	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Woodgrange Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Powerhouse, London Road, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Richer Sounds, Main Road, Chelmsford	1	.9%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, White Hart Lane, Chelmsford	1	.9%	0	.0%	0	.0%	0	.0%
	Stantons, Hockley	0	.0%	1	.9%	0	.0%	0	.0%
	Staples, Airport Business Park, Southend-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Stellison, London Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
Stellison, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%	

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Stowe Consulting, Newstead Road, Great Wakering, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Tesco, Airport Retail Park, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Mandeville Way, Laindon, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Waitrose, London Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Walthamstow	0	.0%	0	.0%	0	.0%	1	.8%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	94	100.0%	49	100.0%	45	100.0%
Southend Town Centre	40	42.6%	24	49.0%	20	44.4%
Basildon	1	1.1%	0	.0%	1	2.2%
Internet	11	11.7%	3	6.1%	3	6.7%
Lakeside	0	.0%	0	.0%	1	2.2%
Airport Retail Park	4	4.3%	1	2.0%	3	6.7%
Chelmsford	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	1	1.1%	0	.0%	1	2.2%
Leigh Town Centre	1	1.1%	0	.0%	0	.0%
Rochford	0	.0%	2	4.1%	2	4.4%
Westcliff Town Centre/ Hamlet Court Road	1	1.1%	0	.0%	0	.0%
Blue Water	0	.0%	0	.0%	0	.0%
London Road Retail Park	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	0	.0%	0	.0%	1	2.2%
Greyhound Retail Park	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Currys, London Road, Southend-on-Sea	13	13.8%	7	14.3%	1	2.2%
	Comet, Fossetts Drive, Eastern Avenue, Southend-on-Sea	7	7.4%	1	2.0%	4	8.9%
	Tesco, Off Station Lane, Pitsea	0	.0%	0	.0%	0	.0%
	Comet, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Currys, Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	3	3.2%	2	4.1%	1	2.2%
	Rayleigh	2	2.1%	0	.0%	0	.0%
	Currys, High Street, Southend-on-Sea	1	1.1%	2	4.1%	0	.0%
	Tower Radio, High Street, Canvey Island	0	.0%	0	.0%	0	.0%
	Comet, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
	PC World, Airport Business Park, Southend-on-Sea	0	.0%	1	2.0%	0	.0%
	Rayleigh Weir	0	.0%	0	.0%	1	2.2%
	Tesco, Prince Avenue, Westcliff-on-Sea	1	1.1%	1	2.0%	0	.0%
	Argos, Victoria Plaza Shopping Centre, Southend-on-sea	1	1.1%	2	4.1%	1	2.2%
	Argos, Weir Retail Park, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Tower Radio, London Road, Hadleigh, Benfleet	0	.0%	0	.0%	1	2.2%
	Canvey Island	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Argos, Airport Business Park, Southend-on-Sea	0	.0%	0	.0%	1	2.2%
	London	2	2.1%	0	.0%	0	.0%
	Argos, Pipp's Hill Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Argos, Westgate Park, Fodderwick, Basildon	0	.0%	0	.0%	0	.0%
	Currys, Town Square, Basildon	0	.0%	0	.0%	1	2.2%
	Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0	.0%	0	.0%	0	.0%
	Rayleigh Hifi, High Street, Rayleigh	0	.0%	0	.0%	1	2.2%
	Thames View Televisions, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Argos, High Street, Rayleigh	0	.0%	0	.0%	0	.0%
	Benfleet	0	.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%
	Hockley	0	.0%	0	.0%	0	.0%
	John Lewis, Bluewater, Kent	2	2.1%	0	.0%	0	.0%
	John Lewis, Fossetts Way, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Mayflower Retail Park, Gardiners link, Basildon	0	.0%	0	.0%	0	.0%
	PC World, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%
	Tower Radio, High Road, Vange, Basildon	0	.0%	0	.0%	0	.0%
	Wickford	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0	.0%	1	2.0%	0	.0%
	Colchester	0	.0%	0	.0%	0	.0%
	Comet, Chelmer Village Retail Park, Chelmsford	0	.0%	0	.0%	0	.0%
	Costco, West Thurrock Way, West Thurrock, Grays	0	.0%	0	.0%	0	.0%
	Currys, Chelmer Village Retail Park, Chelmsford	0	.0%	0	.0%	0	.0%
	Homebase, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Ilford	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	0	.0%	0	.0%	0	.0%
	Morrisons, London Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Pipps Hill Retail Park, Miles Grey Road, Basildon	0	.0%	0	.0%	0	.0%
	Romford	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Thundersley	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Tower Radio, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Tower Radio, Station Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Walter & Stanton, Main Road, Hockley	0	.0%	0	.0%	0	.0%
Wellfare, Sutton Road, Southend-on-Sea	1	1.1%	0	.0%	0	.0%	

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Aldi, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Aldi, The Broadway, Wickford	0	.0%	0	.0%	0	.0%
	Asda, Queen Elizabeth Square, South Woodham	0	.0%	0	.0%	0	.0%
	Asda, Rawreth Lane, Rayleigh	0	.0%	0	.0%	0	.0%
	Asda, Southwood, Molden, Chelmsford	0	.0%	0	.0%	0	.0%
	Asda, Thurrock Park Way, Tilbury	0	.0%	0	.0%	0	.0%
	B&Q, Eastern Avenue, Southend-on-Sea	0	.0%	1	2.0%	0	.0%
	Bang & Olufsen, New London Road, Chelmsford	0	.0%	0	.0%	0	.0%
	Bang & Olufsen, Broadway West, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Burnt Mills Industrial Estate, Josselin Road, Basildon	0	.0%	0	.0%	0	.0%
	C&P Mount, Little Wakering Road, Great Wakering	0	.0%	1	2.0%	0	.0%
	Currys, Lakeside Shopping Centre	0	.0%	0	.0%	0	.0%
	Debenhams, Lakeside Shopping Centre, Thurrock, Grays	0	.0%	0	.0%	0	.0%
	Edes, Broadway, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Edes, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Enfield	0	.0%	0	.0%	0	.0%
	Game, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Gidea Park, Romford	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	HB Electrical, Elm Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Harrods, Knightsbridge, London	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Vange, Basildon	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0	.0%	0	.0%	0	.0%
	Homebase, Purdeys Way, Rochford	0	.0%	0	.0%	1	2.2%
	John Lewis, Queensgate Centre, Peterborough	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, London	1	1.1%	0	.0%	0	.0%
	Lidl, Woodgrange Drive, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Powerhouse, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Richer Sounds, Main Road, Chelmsford	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
	Sainsburys, White Hart Lane, Chelmsford	0	.0%	0	.0%	0	.0%
	Stantons, Hockley	0	.0%	0	.0%	0	.0%
	Staples, Airport Business Park, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Stellison, London Road, Benfleet	0	.0%	0	.0%	0	.0%
Stellison, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	

(cont.)

**Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Stowe Consulting, Newstead Road, Great Wakering, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Tesco, Airport Retail Park, Southend-on-Sea	1	1.1%	0	.0%	0	.0%
	Tesco, Mandeville Way, Laindon, Basildon	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Waitrose, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Walthamstow	0	.0%	0	.0%	0	.0%

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	912	100.0%	75	100.0%	82	100.0%	111	100.0%
Southend Town Centre	184	20.2%	2	2.7%	4	4.9%	3	2.7%
Basildon	122	13.4%	37	49.3%	19	23.2%	10	9.0%
Rochford	16	1.8%	0	.0%	0	.0%	1	.9%
Chelmsford	13	1.4%	0	.0%	0	.0%	0	.0%
Internet	8	.9%	0	.0%	0	.0%	1	.9%
Leigh Town Centre	7	.8%	0	.0%	0	.0%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	6	.7%	0	.0%	0	.0%	0	.0%
Fossett's Way Park	5	.5%	0	.0%	0	.0%	0	.0%
Lakeside	5	.5%	0	.0%	1	1.2%	2	1.8%
Catalogue / Mail Order	4	.4%	0	.0%	0	.0%	1	.9%
Airport Retail Park	3	.3%	0	.0%	0	.0%	0	.0%
London Road Retail Park	2	.2%	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	2	.2%	0	.0%	0	.0%	0	.0%
Blue Water	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	B&Q, Fossetts Way, Eastern Avenue, Southend-on-Sea	103	11.3%	0	.0%	0	.0%	2	1.8%
	Homebase, Stadium Way, Rayleigh Weir, Benfleet	88	9.6%	0	.0%	10	12.2%	27	24.3%
	Rayleigh	46	5.0%	2	2.7%	4	4.9%	8	7.2%
	Homebase, London Road, Southend-on-Sea	39	4.3%	0	.0%	0	.0%	2	1.8%
	B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	29	3.2%	8	10.7%	5	6.1%	3	2.7%
	Focus, Rushbottom Lane, Benfleet	26	2.9%	2	2.7%	7	8.5%	17	15.3%
	Wickes, Rat Lane, Rayleigh	26	2.9%	0	.0%	1	1.2%	12	10.8%
	Canvey Island	14	1.5%	0	.0%	14	17.1%	0	.0%
	Benfleet	11	1.2%	0	.0%	1	1.2%	10	9.0%
	Homebase, London Road, Basildon	11	1.2%	5	6.7%	2	2.4%	0	.0%
	Homebase, Mayflower Retail Park, Gardiners Road, Basildon	8	.9%	4	5.3%	1	1.2%	0	.0%
	Wickford	8	.9%	0	.0%	0	.0%	0	.0%
	B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	7	.8%	0	.0%	0	.0%	0	.0%
	Homebase, Purdeys Industrial Estate, Purdeys Way, Rochford	6	.7%	0	.0%	0	.0%	0	.0%
	Hockley	5	.5%	0	.0%	0	.0%	0	.0%
	Pitsea	5	.5%	4	5.3%	0	.0%	0	.0%
	Alton Garden Centre, Arterial Road, Wickford	4	.4%	1	1.3%	0	.0%	0	.0%
	Asda, North Shoebury Road, Shoeburyness	4	.4%	0	.0%	0	.0%	0	.0%
	Homebase, Hazelmere, Pitsea, Basildon	4	.4%	3	4.0%	1	1.2%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Izod & Burnip, Southchurch Road, Southend-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
	Morley Nurseries, Southend Road, Great Wakering, Southend-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
	Wilkinson, Victoria Circus Shopping Centre, Talza Way, Southend-on-sea	4	.4%	0	.0%	0	.0%	0	.0%
	Focus, Wycke Hill, Maldon	3	.3%	0	.0%	0	.0%	0	.0%
	Garden World, Canvey Road, Canvey Island	3	.3%	0	.0%	2	2.4%	1	.9%
	GMD, High Street, Canvey Island	3	.3%	0	.0%	3	3.7%	0	.0%
	South Woodham Ferrers Town Centre	3	.3%	0	.0%	0	.0%	0	.0%
	Yardley Business Park, Luckyn Lane, Basildon	3	.3%	0	.0%	0	.0%	2	1.8%
	B&Q, Heron Way, Lakeside Retail Park, West Thurrock, Grays	2	.2%	0	.0%	1	1.2%	0	.0%
	Eastwood Timber & Door, Rayleigh Road, Eastwood, Leigh-on-Sea	2	.2%	0	.0%	1	1.2%	0	.0%
	Hadleigh	2	.2%	0	.0%	0	.0%	1	.9%
	Homebase, London Road, Southend-on-sea	2	.2%	0	.0%	0	.0%	0	.0%
	Ikea, Lakeside Shopping Centre, Thurrock	2	.2%	1	1.3%	0	.0%	0	.0%
	Interior Decor, High Road, Benfleet	2	.2%	0	.0%	0	.0%	2	1.8%
	Mayflower Retail Park, Gardiners Link, Basildon	2	.2%	1	1.3%	0	.0%	0	.0%
	McGregor Hardware, Kiln Road, Benfleet	2	.2%	0	.0%	0	.0%	2	1.8%
	Meadow Croft Garden Centre, Woodham Road, Wickford	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Pitsea Market	2	.2%	2	2.7%	0	.0%	0	.0%
	Potters, Main Road, Hockley	2	.2%	0	.0%	0	.0%	0	.0%
	Rayleigh Garden Centre, Rayleigh Avenue, Leigh-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	S&A Supplies, London Road, Westcliffe-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium way, Rayleigh Weir, Benfleet	2	.2%	0	.0%	0	.0%	1	.9%
	Screwfix, Stock Road, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Battlesbridge Mills Garden Centre, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Burnt Mills Industrial Estate, Josselin Road, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Canvey Supply, Point Road, Canvey Island	1	.1%	0	.0%	1	1.2%	0	.0%
	Castle Point	1	.1%	0	.0%	0	.0%	1	.9%
	Comet, Stadium Way, Benfleet	1	.1%	0	.0%	0	.0%	1	.9%
	Cottage Garden Nursery, Prince Avenue, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Daves Hardware, Eastwood Old Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Dulex, London Road, Westcliff-on-Sea,	1	.1%	0	.0%	0	.0%	0	.0%
	Essex Tile Design, High Street, Rayleigh	1	.1%	0	.0%	1	1.2%	0	.0%
	FADS, Furtherwick Road, Canvey Island	1	.1%	0	.0%	1	1.2%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Flowers by Kimberlee Stone, London Road, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Focus, Hackmans Lane, Purleigh, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	GB Domestic, London Road, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Howdens, Benfleet	1	.1%	0	.0%	0	.0%	0	.0%
	Hullbridge	1	.1%	0	.0%	0	.0%	0	.0%
	KD Stephens, Ashingdon Road, Rochford	1	.1%	0	.0%	0	.0%	0	.0%
	Kynastons, London Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Northwick Garden Centre, Canvey	1	.1%	0	.0%	1	1.2%	0	.0%
	Pipps Hill Retail Park, Miles Grey Road, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Purdeys retail park, Rochford	1	.1%	0	.0%	0	.0%	0	.0%
	Rayleigh Garden Centre, Eastwood Road, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Romford	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%
	Summerhill Nurseries, Pipps Hill Road North, Crays Hill, Billericay	1	.1%	1	1.3%	0	.0%	0	.0%
	Suttons, Eastwood Road, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Tarpots, Benfleet	1	.1%	0	.0%	0	.0%	1	.9%
	Tesco, Station Lane, Pitsea, Basildon	1	.1%	1	1.3%	0	.0%	0	.0%
Tower Radio, High Street, Canvey Island	1	.1%	0	.0%	1	1.2%	0	.0%	

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	View Garden Centre, Old Chelmsford Road, Rawreth, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Wakering	1	.1%	0	.0%	0	.0%	0	.0%
	Wyevale Garden Centre, Eastwood Road, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	117	100.0%	117	100.0%	99	100.0%	121	100.0%
Southend Town Centre	1	.9%	18	15.4%	21	21.2%	56	46.3%
Basildon	47	40.2%	6	5.1%	1	1.0%	0	.0%
Rochford	1	.9%	2	1.7%	1	1.0%	1	.8%
Chelmsford	12	10.3%	0	.0%	0	.0%	0	.0%
Internet	0	.0%	1	.9%	2	2.0%	2	1.7%
Leigh Town Centre	1	.9%	0	.0%	6	6.1%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	0	.0%	0	.0%	1	1.0%	3	2.5%
Fossett's Way Park	0	.0%	0	.0%	0	.0%	2	1.7%
Lakeside	2	1.7%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	0	.0%	1	.9%	1	1.0%	1	.8%
Airport Retail Park	0	.0%	1	.9%	0	.0%	1	.8%
London Road Retail Park	0	.0%	0	.0%	0	.0%	2	1.7%
Shoeburyness Town Centre	0	.0%	0	.0%	0	.0%	1	.8%
Blue Water	1	.9%	0	.0%	0	.0%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	B&Q, Fossetts Way, Eastern Avenue, Southend-on-Sea	0	.0%	7	6.0%	21	21.2%	24	19.8%
	Homebase, Stadium Way, Rayleigh Weir, Benfleet	3	2.6%	31	26.5%	15	15.2%	0	.0%
	Rayleigh	1	.9%	22	18.8%	7	7.1%	0	.0%
	Homebase, London Road, Southend-on-Sea	0	.0%	2	1.7%	11	11.1%	16	13.2%
	B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	11	9.4%	0	.0%	1	1.0%	0	.0%
	Focus, Rushbottom Lane, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Wickes, Rat Lane, Rayleigh	3	2.6%	5	4.3%	4	4.0%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Basildon	4	3.4%	0	.0%	0	.0%	0	.0%
	Homebase, Mayflower Retail Park, Gardiners Road, Basildon	3	2.6%	0	.0%	0	.0%	0	.0%
	Wickford	7	6.0%	1	.9%	0	.0%	0	.0%
	B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	4	3.4%	3	2.6%	0	.0%	0	.0%
	Homebase, Purdeys Industrial Estate, Purdeys Way, Rochford	0	.0%	0	.0%	0	.0%	2	1.7%
	Hockley	0	.0%	5	4.3%	0	.0%	0	.0%
	Pitsea	1	.9%	0	.0%	0	.0%	0	.0%
	Alton Garden Centre, Arterial Road, Wickford	0	.0%	1	.9%	1	1.0%	0	.0%
	Asda, North Shoebury Road, Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Hazelmere, Pitsea, Basildon	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Izod & Burnip, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Morley Nurseries, Southend Road, Great Wakering, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson, Victoria Circus Shopping Centre, Talza Way, Southend-on-sea	0	.0%	0	.0%	0	.0%	2	1.7%
	Focus, Wycke Hill, Maldon	3	2.6%	0	.0%	0	.0%	0	.0%
	Garden World, Canvey Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	GMD, High Street, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers Town Centre	3	2.6%	0	.0%	0	.0%	0	.0%
	Yardley Business Park, Luckyn Lane, Basildon	0	.0%	0	.0%	1	1.0%	0	.0%
	B&Q, Heron Way, Lakeside Retail Park, West Thurrock, Grays	1	.9%	0	.0%	0	.0%	0	.0%
	Eastwood Timber & Door, Rayleigh Road, Eastwood, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	1	1.0%	0	.0%
	Homebase, London Road, Southend-on-sea	0	.0%	1	.9%	0	.0%	1	.8%
	Ikea, Lakeside Shopping Centre, Thurrock	1	.9%	0	.0%	0	.0%	0	.0%
	Interior Decor, High Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Mayflower Retail Park, Gardiners Link, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	McGregor Hardware, Kiln Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
Meadow Croft Garden Centre, Woodham Road, Wickford	1	.9%	1	.9%	0	.0%	0	.0%	

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Pitsea Market	0	.0%	0	.0%	0	.0%	0	.0%
	Potters, Main Road, Hockley	0	.0%	2	1.7%	0	.0%	0	.0%
	Rayleigh Garden Centre, Rayleigh Avenue, Leigh-on-Sea	0	.0%	1	.9%	1	1.0%	0	.0%
	S&A Supplies, London Road, Westcliffe-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Sainsbury's, Stadium way, Rayleigh Weir, Benfleet	0	.0%	0	.0%	1	1.0%	0	.0%
	Screwfix, Stock Road, Southend-on-Sea	0	.0%	1	.9%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Battlesbridge Mills Garden Centre, Wickford	1	.9%	0	.0%	0	.0%	0	.0%
	Burnt Mills Industrial Estate, Josselin Road, Basildon	0	.0%	0	.0%	1	1.0%	0	.0%
	Canvey Supply, Point Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Castle Point	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Cottage Garden Nursery, Prince Avenue, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Daves Hardware, Eastwood Old Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Dulex, London Road, Westcliff-on-Sea,	0	.0%	0	.0%	0	.0%	1	.8%
	Essex Tile Design, High Street, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%
	FADS, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Flowers by Kimberlee Stone, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Focus, Hackmans Lane, Purleigh, Chelmsford	1	.9%	0	.0%	0	.0%	0	.0%
	GB Domestic, London Road, Rayleigh	0	.0%	1	.9%	0	.0%	0	.0%
	Howdens, Benfleet	0	.0%	1	.9%	0	.0%	0	.0%
	Hullbridge	0	.0%	1	.9%	0	.0%	0	.0%
	KD Stephens, Ashingdon Road, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	Kynastons, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.8%
	Northwick Garden Centre, Canvey	0	.0%	0	.0%	0	.0%	0	.0%
	Pipps Hill Retail Park, Miles Grey Road, Basildon	1	.9%	0	.0%	0	.0%	0	.0%
	Purdeys retail park, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	Rayleigh Garden Centre, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Romford	1	.9%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Summerhill Nurseries, Pipps Hill Road North, Crays Hill, Billericay	0	.0%	0	.0%	0	.0%	0	.0%
	Suttons, Eastwood Road, Rayleigh	0	.0%	1	.9%	0	.0%	0	.0%
	Tarpots, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Station Lane, Pitsea, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
Tower Radio, High Street, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	View Garden Centre, Old Chelmsford Road, Rawreth, Wickford	1	.9%	0	.0%	0	.0%	0	.0%
	Wakering	0	.0%	0	.0%	0	.0%	0	.0%
	Wyevale Garden Centre, Eastwood Road, Rayleigh	0	.0%	1	.9%	0	.0%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	92	100.0%	51	100.0%	47	100.0%
Southend Town Centre	38	41.3%	24	47.1%	17	36.2%
Basildon	1	1.1%	0	.0%	1	2.1%
Rochford	0	.0%	2	3.9%	8	17.0%
Chelmsford	0	.0%	0	.0%	1	2.1%
Internet	0	.0%	0	.0%	2	4.3%
Leigh Town Centre	0	.0%	0	.0%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	2	2.2%	0	.0%	0	.0%
Fossett's Way Park	2	2.2%	1	2.0%	0	.0%
Lakeside	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	0	.0%	0	.0%	0	.0%
Airport Retail Park	0	.0%	0	.0%	1	2.1%
London Road Retail Park	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	0	.0%	1	2.0%	0	.0%
Blue Water	0	.0%	0	.0%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	B&Q, Fossetts Way, Eastern Avenue, Southend-on-Sea	31	33.7%	11	21.6%	7	14.9%
	Homebase, Stadium Way, Rayleigh Weir, Benfleet	0	.0%	1	2.0%	1	2.1%
	Rayleigh	0	.0%	1	2.0%	1	2.1%
	Homebase, London Road, Southend-on-Sea	5	5.4%	3	5.9%	0	.0%
	B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	1	1.1%	0	.0%	0	.0%
	Focus, Rushbottom Lane, Benfleet	0	.0%	0	.0%	0	.0%
	Wickes, Rat Lane, Rayleigh	1	1.1%	0	.0%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%
	Benfleet	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Basildon	0	.0%	0	.0%	0	.0%
	Homebase, Mayflower Retail Park, Gardiners Road, Basildon	0	.0%	0	.0%	0	.0%
	Wickford	0	.0%	0	.0%	0	.0%
	B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0	.0%	0	.0%	0	.0%
	Homebase, Purdeys Industrial Estate, Purdeys Way, Rochford	0	.0%	0	.0%	4	8.5%
	Hockley	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%
	Alton Garden Centre, Arterial Road, Wickford	1	1.1%	0	.0%	0	.0%
	Asda, North Shoebury Road, Shoeburyness	0	.0%	4	7.8%	0	.0%
	Homebase, Hazelmere, Pitsea, Basildon	0	.0%	0	.0%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Izod & Burnip, Southchurch Road, Southend-on-Sea	3	3.3%	0	.0%	0	.0%
	Morley Nurseries, Southend Road, Great Wakering, Southend-on-Sea	3	3.3%	1	2.0%	0	.0%
	Wilkinson, Victoria Circus Shopping Centre, Talza Way, Southend-on-sea	2	2.2%	0	.0%	0	.0%
	Focus, Wycke Hill, Maldon	0	.0%	0	.0%	0	.0%
	Garden World, Canvey Road, Canvey Island	0	.0%	0	.0%	0	.0%
	GMD, High Street, Canvey Island	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers Town Centre	0	.0%	0	.0%	0	.0%
	Yardley Business Park, Luckyn Lane, Basildon	0	.0%	0	.0%	0	.0%
	B&Q, Heron Way, Lakeside Retail Park, West Thurrock, Grays	0	.0%	0	.0%	0	.0%
	Eastwood Timber & Door, Rayleigh Road, Eastwood, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Southend-on-sea	0	.0%	0	.0%	0	.0%
	Ikea, Lakeside Shopping Centre, Thurrock	0	.0%	0	.0%	0	.0%
	Interior Decor, High Road, Benfleet	0	.0%	0	.0%	0	.0%
	Mayflower Retail Park, Gardiners Link, Basildon	0	.0%	0	.0%	0	.0%
	McGregor Hardware, Kiln Road, Benfleet	0	.0%	0	.0%	0	.0%
Meadow Croft Garden Centre, Woodham Road, Wickford	0	.0%	0	.0%	0	.0%	

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Pitsea Market	0	.0%	0	.0%	0	.0%
	Potters, Main Road, Hockley	0	.0%	0	.0%	0	.0%
	Rayleigh Garden Centre, Rayleigh Avenue, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	S&A Supplies, London Road, Westcliffe-on-Sea	0	.0%	1	2.0%	0	.0%
	Sainsbury's, Stadium way, Rayleigh Weir, Benfleet	0	.0%	0	.0%	0	.0%
	Screwfix, Stock Road, Southend-on-Sea	0	.0%	1	2.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	1	1.1%	0	.0%	1	2.1%
	Battlesbridge Mills Garden Centre, Wickford	0	.0%	0	.0%	0	.0%
	Burnt Mills Industrial Estate, Josselin Road, Basildon	0	.0%	0	.0%	0	.0%
	Canvey Supply, Point Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Castle Point	0	.0%	0	.0%	0	.0%
	Comet, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Cottage Garden Nursery, Prince Avenue, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Daves Hardware, Eastwood Old Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Dulex, London Road, Westcliff-on-Sea,	0	.0%	0	.0%	0	.0%
	Essex Tile Design, High Street, Rayleigh	0	.0%	0	.0%	0	.0%
	FADS, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Flowers by Kimberlee Stone, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Focus, Hackmans Lane, Purleigh, Chelmsford	0	.0%	0	.0%	0	.0%
	GB Domestic, London Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Howdens, Benfleet	0	.0%	0	.0%	0	.0%
	Hullbridge	0	.0%	0	.0%	0	.0%
	KD Stephens, Ashingdon Road, Rochford	0	.0%	0	.0%	1	2.1%
	Kynastons, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Northwick Garden Centre, Canvey	0	.0%	0	.0%	0	.0%
	Pipps Hill Retail Park, Miles Grey Road, Basildon	0	.0%	0	.0%	0	.0%
	Purdeys retail park, Rochford	0	.0%	0	.0%	1	2.1%
	Rayleigh Garden Centre, Eastwood Road, Rayleigh	0	.0%	0	.0%	1	2.1%
	Romford	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Summerhill Nurseries, Pipps Hill Road North, Crays Hill, Billericay	0	.0%	0	.0%	0	.0%
	Suttons, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Tarpots, Benfleet	0	.0%	0	.0%	0	.0%
	Tesco, Station Lane, Pitsea, Basildon	0	.0%	0	.0%	0	.0%
Tower Radio, High Street, Canvey Island	0	.0%	0	.0%	0	.0%	

(cont.)

**Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and garden products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	View Garden Centre, Old Chelmsford Road, Rawreth, Wickford	0	.0%	0	.0%	0	.0%
	Wakering	1	1.1%	0	.0%	0	.0%
	Wyevale Garden Centre, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	980	100.0%	81	100.0%	87	100.0%	119	100.0%
Southend Town Centre	170	17.3%	0	.0%	4	4.6%	5	4.2%
Basildon	66	6.7%	26	32.1%	3	3.4%	13	10.9%
Westcliff Town Centre/ Hamlet Court Road	24	2.4%	0	.0%	0	.0%	1	.8%
Leigh Town Centre	22	2.2%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	19	1.9%	2	2.5%	1	1.1%	0	.0%
Rochford	17	1.7%	0	.0%	1	1.1%	1	.8%
Shoeburyness Town Centre	14	1.4%	0	.0%	0	.0%	0	.0%
Lakeside	10	1.0%	1	1.2%	2	2.3%	1	.8%
Internet	9	.9%	2	2.5%	0	.0%	3	2.5%
Chelmsford	8	.8%	0	.0%	0	.0%	0	.0%
Blue Water	4	.4%	0	.0%	1	1.1%	0	.0%
Eastwood District Centre	3	.3%	0	.0%	0	.0%	0	.0%
Airport Retail Park	2	.2%	0	.0%	0	.0%	0	.0%
London Road Retail Park	2	.2%	0	.0%	0	.0%	1	.8%
Fossett's Way Park	1	.1%	0	.0%	0	.0%	0	.0%
North Shoebury District Centre	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Base: Excluding don't do/ varies							
				Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Boots, High Street, Southend-on-Sea	46	4.7%	0	.0%	0	.0%	1	.8%
	Canvey Island	29	3.0%	0	.0%	29	33.3%	0	.0%
	Tesco, Off Station Lane, Pitsea	28	2.9%	19	23.5%	0	.0%	7	5.9%
	Rayleigh	25	2.6%	0	.0%	0	.0%	3	2.5%
	Boots, High Street, Rayleigh	23	2.3%	0	.0%	0	.0%	2	1.7%
	Wickford	21	2.1%	0	.0%	0	.0%	0	.0%
	Boots, Furtherwick Road, Canvey Island	19	1.9%	0	.0%	19	21.8%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	18	1.8%	0	.0%	0	.0%	0	.0%
	Pitsea	16	1.6%	15	18.5%	0	.0%	1	.8%
	Asda, North Shoebury Road, Southend-on-Sea	15	1.5%	0	.0%	0	.0%	0	.0%
	Boots, Willowdale Centre, Wickford	14	1.4%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	14	1.4%	0	.0%	0	.0%	7	5.9%
	Boots, Town Square, Basildon	13	1.3%	3	3.7%	2	2.3%	4	3.4%
	Benfleet	12	1.2%	0	.0%	0	.0%	12	10.1%
	Morrisons, London Road, Hadleigh	11	1.1%	0	.0%	0	.0%	10	8.4%
	South Woodham Ferrers	10	1.0%	0	.0%	0	.0%	0	.0%
	Asifs New Pharmacy, London Road, Hadleigh, Benfleet	8	.8%	0	.0%	0	.0%	8	6.7%
	Boots, Southchurch Road, Southend-on-Sea	8	.8%	0	.0%	0	.0%	0	.0%
	Hadleigh	8	.8%	0	.0%	0	.0%	8	6.7%
	Lloyds, Eastwood Road, Rayleigh	8	.8%	0	.0%	0	.0%	1	.8%
Boots, Hamlet Court Road, Westcliff-on-Sea	7	.7%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Boots, Northlands Pavement, Pitsea, Basildon	7	.7%	3	3.7%	1	1.1%	0	.0%
	Debenhams, High Street, Southend-on-Sea	7	.7%	0	.0%	0	.0%	1	.8%
	Ferry Pharmacy, Ferry Road, Hockley	7	.7%	0	.0%	0	.0%	0	.0%
	Sainsbury's, London Road, Southend-on-Sea	7	.7%	0	.0%	0	.0%	0	.0%
	Hockley	6	.6%	0	.0%	0	.0%	0	.0%
	Hockley Pharmacy, Broad Parade, Hockley	6	.6%	0	.0%	0	.0%	0	.0%
	Lloyds, High Road, Benfleet	6	.6%	0	.0%	0	.0%	6	5.0%
	Nutan Pharmacy, Ashingdon Road, Rochford	6	.6%	0	.0%	0	.0%	0	.0%
	Chemys, Elm Road, Leigh-on-Sea	5	.5%	0	.0%	0	.0%	0	.0%
	Frenchs Chemist, London Road, Leigh-on-Sea	5	.5%	0	.0%	0	.0%	1	.8%
	London	5	.5%	0	.0%	1	1.1%	0	.0%
	Pharma Healthcare, Furtherwick Road, Canvey Island	5	.5%	0	.0%	5	5.7%	0	.0%
	Waitrose, Fossetts Way, Eastern Avenue, Southend on Sea	5	.5%	0	.0%	0	.0%	0	.0%
	Boots, Broadway, Leigh-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
	Boots, High Chelmer, Chelmsford	4	.4%	0	.0%	0	.0%	0	.0%
	Co-op Pharmacy, High Street, Wickford	4	.4%	0	.0%	0	.0%	0	.0%
	Co-op Pharmacy, West Street, Rochford	4	.4%	0	.0%	0	.0%	0	.0%
	Gill Pharmacy, Westborough Road, Westcliff-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
	Great Wakering	4	.4%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Morrisons, Northwick Road, Canvey Island	4	.4%	0	.0%	4	4.6%	0	.0%
	Rays Pharmacy, Sutton Road, Southend-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	4	.4%	0	.0%	0	.0%	1	.8%
	Woods Chemist, Rayleigh Road, Leigh-on-Sea	4	.4%	0	.0%	0	.0%	0	.0%
	Asda, Queen Elizabeth II Square, South Woodham Ferrers	3	.3%	0	.0%	0	.0%	0	.0%
	Belfairs, Eastwood Road North, Leigh-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
	Bridgewater Pharmacy, Birdgewater Drive, Westcliff-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
	Cross Chemist, London Road, Benfleet	3	.3%	0	.0%	0	.0%	3	2.5%
	Debenhams, The Eastgate Centre, Basildon	3	.3%	1	1.2%	1	1.1%	1	.8%
	Deejay Dispensary, Campfield Road, Shoeburyness	3	.3%	0	.0%	0	.0%	0	.0%
	Elms Pharmacy, London Road, Leigh-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
	Grange Pharmacy, London Road, Rayleigh	3	.3%	0	.0%	0	.0%	0	.0%
	Hullbridge	3	.3%	0	.0%	0	.0%	0	.0%
	Morrisons, Western Approaches, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
	Pitsea Market	3	.3%	2	2.5%	0	.0%	0	.0%
	Superdrug, Furtherwick Road, Canvey Island	3	.3%	0	.0%	3	3.4%	0	.0%
	Superdrug, High Street, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Thorpe Bay, Southend-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
	Abroad	2	.2%	0	.0%	1	1.1%	0	.0%
	Aldi, Rectory Park Drive, Pitsea	2	.2%	1	1.2%	1	1.1%	0	.0%
	Alliance Pharmacy, Third Avenue, Canvey Island	2	.2%	0	.0%	2	2.3%	0	.0%
	Asda, Herron Retail Park, Miles Grey Road, Basildon	2	.2%	1	1.2%	0	.0%	1	.8%
	Asda, Rawreth Lane, Rayleigh	2	.2%	0	.0%	0	.0%	0	.0%
	Ashingdon	2	.2%	0	.0%	0	.0%	0	.0%
	Audley Mills Pharmacy, Eastwood Road, Rayleigh	2	.2%	0	.0%	0	.0%	0	.0%
	Boots, Rayleigh Road, Leigh-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Castle Point	2	.2%	0	.0%	0	.0%	2	1.7%
	Garbetts, High Street, Wickford	2	.2%	0	.0%	0	.0%	0	.0%
	Govani, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	2	.2%	0	.0%	0	.0%	0	.0%
	Hawkwell	2	.2%	0	.0%	0	.0%	0	.0%
	Howells & Harrison, The Broadway, Thorpe Bay, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Longthornes, West Road, Westcliff-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Rowlands, High Street, Great Wakering, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Rowlands, Arundel Road, Benfleet	2	.2%	0	.0%	0	.0%	2	1.7%
	Savers, Town Square, Basildon,	2	.2%	0	.0%	1	1.1%	0	.0%
	Shoebury Pharmacy, High Street, Shoeburyness	2	.2%	0	.0%	0	.0%	0	.0%
	Shotgate Pharmacy, Southern Road, Shotgate, Wickford	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Base: Excluding don't do/ varies		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Southchurch Pharmacy, Southchurch Road, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Rayleigh	2	.2%	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Wickford	2	.2%	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	2	.2%	1	1.2%	0	.0%	0	.0%
	Allcures Pharmacy, Clay Hill Road, Basildon	1	.1%	1	1.2%	0	.0%	0	.0%
	Alliance Pharmacy, Rectory Road, Hadleigh	1	.1%	0	.0%	0	.0%	1	.8%
	Arundel Pharmacy, Arundel Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.8%
	Boots, Mayflower Retail Park, Gardiners Link, Basildon	1	.1%	0	.0%	1	1.1%	0	.0%
	Boots, High Street, Hadleigh	1	.1%	0	.0%	0	.0%	1	.8%
	Boots, Bridge Street, London	1	.1%	0	.0%	1	1.1%	0	.0%
	Boots, Chelmer Village Retail Park, Chelmer Village Way, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Boots, Eastwood Road, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Boots, Fulham Broadway, London	1	.1%	0	.0%	0	.0%	0	.0%
	Boots, High Street, Hornchurch	1	.1%	0	.0%	0	.0%	1	.8%
	Boots, Lakeside Shopping Centre, West Thurrock	1	.1%	0	.0%	0	.0%	1	.8%
	Bruce Grove, Wickford Pharmacy	1	.1%	0	.0%	0	.0%	0	.0%
	Camden, London	1	.1%	0	.0%	0	.0%	0	.0%
	Cartwrights Pharmacy, Kiln Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.8%
	Chemicrest, Spa Road, Hockley	1	.1%	0	.0%	0	.0%	0	.0%
	Thundersley	1	.1%	0	.0%	0	.0%	1	.8%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Whitford	1	.1%	0	.0%	0	.0%	0	.0%
	Collins, High Street, Great Wakering	1	.1%	0	.0%	0	.0%	0	.0%
	Daynite Pharmacy, Hadleigh Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.8%
	Derix Healthcare Pharmacy, London Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Elora, High Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.8%
	Golden Cross Pharmacy, Golden Cross Parade, Ashingdon Road, Rochford	1	.1%	0	.0%	0	.0%	0	.0%
	Goldlight Chemists, Brickfields Road, South Woodham	1	.1%	0	.0%	0	.0%	0	.0%
	Govani, Station Road, Upminster	1	.1%	0	.0%	0	.0%	0	.0%
	Howells & Chana, Shoeburyness, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Howells and Chana, West Road, Shoeburyness	1	.1%	0	.0%	0	.0%	0	.0%
	Lloyds, Elm Road, Westcliffe-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Mayflower Retail Park, Basildon	1	.1%	1	1.2%	0	.0%	0	.0%
	Morrisons, Limebrook Way, Maldon	1	.1%	0	.0%	0	.0%	0	.0%
	One-Stop, Hullbridge Road, South Woodham Ferrers	1	.1%	0	.0%	0	.0%	0	.0%
	Pal Chemist, Long Road, Canvey Island	1	.1%	0	.0%	1	1.1%	0	.0%
	Patels, Eastwood Road, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Patels, Broad Parade, Hockley	1	.1%	0	.0%	0	.0%	0	.0%
	Rishi Pharmacy, Hart Road, Benfleet	1	.1%	0	.0%	0	.0%	1	.8%
	Sach Chemist, Broadway, High Road, Pitsea	1	.1%	1	1.2%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Sainsbury's, Knightswick Centre, Canvey Island	1	.1%	0	.0%	1	1.1%	0	.0%
	Sainsbury's, Cricketers Way, Basildon	1	.1%	0	.0%	0	.0%	0	.0%
	Shadforth's, High Street, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Southgate Pharmacy, Southend Road, Shotgate, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	Springfield, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Superdrug, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	1	.8%
	Superdrug, Town Square, Basildon	1	.1%	0	.0%	0	.0%	1	.8%
	Tesco, Mandeville Way, Laindon	1	.1%	1	1.2%	0	.0%	0	.0%
	Co-op, Oak Road, Canvey Island	1	.1%	0	.0%	1	1.1%	0	.0%
	Thyme Road, Colchester	1	.1%	0	.0%	0	.0%	0	.0%
	Tottenham	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, London Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Wilkinson, Talza Way, Southend-on-Sea,	1	.1%	0	.0%	0	.0%	0	.0%
	Winchester	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	120	100.0%	123	100.0%	111	100.0%	138	100.0%
Southend Town Centre	2	1.7%	11	8.9%	22	19.8%	59	42.8%
Basildon	17	14.2%	5	4.1%	1	.9%	1	.7%
Westcliff Town Centre/ Hamlet Court Road	1	.8%	2	1.6%	3	2.7%	14	10.1%
Leigh Town Centre	0	.0%	1	.8%	18	16.2%	3	2.2%
Catalogue / Mail Order	2	1.7%	4	3.3%	3	2.7%	4	2.9%
Rochford	1	.8%	1	.8%	0	.0%	1	.7%
Shoeburyness Town Centre	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside	3	2.5%	2	1.6%	0	.0%	0	.0%
Internet	0	.0%	0	.0%	1	.9%	1	.7%
Chelmsford	6	5.0%	0	.0%	1	.9%	0	.0%
Blue Water	1	.8%	0	.0%	1	.9%	1	.7%
Eastwood District Centre	1	.8%	0	.0%	2	1.8%	0	.0%
Airport Retail Park	0	.0%	0	.0%	0	.0%	1	.7%
London Road Retail Park	0	.0%	0	.0%	0	.0%	1	.7%
Fossett's Way Park	0	.0%	0	.0%	0	.0%	0	.0%
North Shoebury District Centre	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Boots, High Street, Southend-on-Sea	0	.0%	4	3.3%	7	6.3%	9	6.5%
	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Off Station Lane, Pitsea	1	.8%	0	.0%	1	.9%	0	.0%
	Rayleigh	0	.0%	20	16.3%	2	1.8%	0	.0%
	Boots, High Street, Rayleigh	0	.0%	18	14.6%	3	2.7%	0	.0%
	Wickford	21	17.5%	0	.0%	0	.0%	0	.0%
	Boots, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	2	1.6%	6	5.4%	4	2.9%
	Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, North Shoebury Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	Boots, Willowdale Centre, Wickford	13	10.8%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	4	3.3%	2	1.8%	0	.0%
	Boots, Town Square, Basildon	3	2.5%	1	.8%	0	.0%	0	.0%
	Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, London Road, Hadleigh	0	.0%	0	.0%	1	.9%	0	.0%
	South Woodham Ferrers	10	8.3%	0	.0%	0	.0%	0	.0%
	Asifs New Pharmacy, London Road, Hadleigh, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	2	1.8%	2	1.4%
	Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Lloyds, Eastwood Road, Rayleigh	0	.0%	7	5.7%	0	.0%	0	.0%
Boots, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	1	.9%	6	4.3%	

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Boots, Northlands Pavement, Pitsea, Basildon	3	2.5%	0	.0%	0	.0%	0	.0%
	Debenhams, High Street, Southend-on-Sea	0	.0%	0	.0%	2	1.8%	0	.0%
	Ferry Pharmacy, Ferry Road, Hockley	0	.0%	7	5.7%	0	.0%	0	.0%
	Sainsbury's, London Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	6	4.3%
	Hockley	0	.0%	6	4.9%	0	.0%	0	.0%
	Hockley Pharmacy, Broad Parade, Hockley	0	.0%	6	4.9%	0	.0%	0	.0%
	Lloyds, High Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Nutan Pharmacy, Ashingdon Road, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	Chemys, Elm Road, Leigh-on-Sea	0	.0%	0	.0%	4	3.6%	1	.7%
	Frenchs Chemist, London Road, Leigh-on-Sea	0	.0%	0	.0%	4	3.6%	0	.0%
	London	2	1.7%	0	.0%	0	.0%	0	.0%
	Pharma Healthcare, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Fossetts Way, Eastern Avenue, Southend on Sea	0	.0%	0	.0%	0	.0%	3	2.2%
	Boots, Broadway, Leigh-on-Sea	0	.0%	1	.8%	3	2.7%	0	.0%
	Boots, High Chelmer, Chelmsford	4	3.3%	0	.0%	0	.0%	0	.0%
	Co-op Pharmacy, High Street, Wickford	4	3.3%	0	.0%	0	.0%	0	.0%
	Co-op Pharmacy, West Street, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	Gill Pharmacy, Westborough Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	4	2.9%
	Great Wakering	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Morrisons, Northwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Rays Pharmacy, Sutton Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	4	2.9%
	Tesco, London Road, Leigh-on-Sea	0	.0%	0	.0%	3	2.7%	0	.0%
	Woods Chemist, Rayleigh Road, Leigh-on-Sea	0	.0%	0	.0%	4	3.6%	0	.0%
	Asda, Queen Elizabeth II Square, South Woodham Ferrers	3	2.5%	0	.0%	0	.0%	0	.0%
	Belfairs, Eastwood Road North, Leigh-on-Sea	0	.0%	0	.0%	2	1.8%	1	.7%
	Bridgewater Pharmacy, Birdgewater Drive, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	3	2.2%
	Cross Chemist, London Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, The Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Deejay Dispensary, Campfield Road, Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%
	Elms Pharmacy, London Road, Leigh-on-Sea	0	.0%	0	.0%	3	2.7%	0	.0%
	Grange Pharmacy, London Road, Rayleigh	0	.0%	3	2.4%	0	.0%	0	.0%
	Hullbridge	0	.0%	3	2.4%	0	.0%	0	.0%
	Morrisons, Western Approaches, Southend-on-Sea	0	.0%	0	.0%	2	1.8%	1	.7%
	Pitsea Market	0	.0%	1	.8%	0	.0%	0	.0%
	Superdrug, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Southend-on-Sea	0	.0%	1	.8%	0	.0%	2	1.4%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Thorpe Bay, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	Abroad	1	.8%	0	.0%	0	.0%	0	.0%
	Aldi, Rectory Park Drive, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Alliance Pharmacy, Third Avenue, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Herron Retail Park, Miles Grey Road, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Rawreth Lane, Rayleigh	0	.0%	1	.8%	1	.9%	0	.0%
	Ashingdon	0	.0%	0	.0%	0	.0%	0	.0%
	Audley Mills Pharmacy, Eastwood Road, Rayleigh	0	.0%	2	1.6%	0	.0%	0	.0%
	Boots, Rayleigh Road, Leigh-on-Sea	0	.0%	0	.0%	2	1.8%	0	.0%
	Castle Point	0	.0%	0	.0%	0	.0%	0	.0%
	Garbetts, High Street, Wickford	2	1.7%	0	.0%	0	.0%	0	.0%
	Govani, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	2	1.7%	0	.0%	0	.0%	0	.0%
	Hawkwell	0	.0%	2	1.6%	0	.0%	0	.0%
	Howells & Harrison, The Broadway, Thorpe Bay, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Longthornes, West Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	2	1.4%
	Rowlands, High Street, Great Wakering, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Rowlands, Arundel Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Savers, Town Square, Basildon,	1	.8%	0	.0%	0	.0%	0	.0%
	Shoebury Pharmacy, High Street, Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%
	Shotgate Pharmacy, Southern Road, Shotgate, Wickford	2	1.7%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Southchurch Pharmacy, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Rayleigh	0	.0%	2	1.6%	0	.0%	0	.0%
	Superdrug, High Street, Wickford	2	1.7%	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	0	.0%	1	.8%	0	.0%	0	.0%
	Allcures Pharmacy, Clay Hill Road, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Alliance Pharmacy, Rectory Road, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Arundel Pharmacy, Arundel Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Mayflower Retail Park, Gardiners Link, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, High Street, Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Bridge Street, London	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Chelmer Village Retail Park, Chelmer Village Way, Chelmsford	1	.8%	0	.0%	0	.0%	0	.0%
	Boots, Eastwood Road, Rayleigh	0	.0%	0	.0%	1	.9%	0	.0%
	Boots, Fulham Broadway, London	0	.0%	0	.0%	1	.9%	0	.0%
	Boots, High Street, Hornchurch	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%	0	.0%
	Bruce Grove, Wickford Pharmacy	1	.8%	0	.0%	0	.0%	0	.0%
	Camden, London	1	.8%	0	.0%	0	.0%	0	.0%
	Cartwrights Pharmacy, Kiln Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Chemicrest, Spa Road, Hockley	0	.0%	1	.8%	0	.0%	0	.0%
	Thundersley	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Whitford	1	.8%	0	.0%	0	.0%	0	.0%
	Collins, High Street, Great Wakering	0	.0%	0	.0%	0	.0%	0	.0%
	Daynite Pharmacy, Hadleigh Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Derix Healthcare Pharmacy, London Road, Leigh-on-Sea	0	.0%	0	.0%	1	.9%	0	.0%
	Elora, High Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Golden Cross Pharmacy, Golden Cross Parade, Ashingdon Road, Rochford	0	.0%	0	.0%	0	.0%	0	.0%
	Goldlight Chemists, Brickfields Road, South Woodham	1	.8%	0	.0%	0	.0%	0	.0%
	Govani, Station Road, Upminster	1	.8%	0	.0%	0	.0%	0	.0%
	Howells & Chana, Shoeburyness, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Howells and Chana, West Road, Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%
	Lloyds, Elm Road, Westcliffe-on-Sea	0	.0%	0	.0%	0	.0%	1	.7%
	Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Limebrook Way, Maldon	1	.8%	0	.0%	0	.0%	0	.0%
	One-Stop, Hullbridge Road, South Woodham Ferrers	1	.8%	0	.0%	0	.0%	0	.0%
	Pal Chemist, Long Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Patels, Eastwood Road, Rayleigh	0	.0%	1	.8%	0	.0%	0	.0%
	Patels, Broad Parade, Hockley	0	.0%	1	.8%	0	.0%	0	.0%
	Rishi Pharmacy, Hart Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
	Sach Chemist, Broadway, High Road, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cricketers Way, Basildon	0	.0%	1	.8%	0	.0%	0	.0%
	Shadforth's, High Street, Wickford	1	.8%	0	.0%	0	.0%	0	.0%
	Southgate Pharmacy, Southend Road, Shotgate, Wickford	1	.8%	0	.0%	0	.0%	0	.0%
	Springfield, Chelmsford	1	.8%	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%
	Superdrug, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Superdrug, Town Square, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Mandeville Way, Laindon	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Oak Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Thyme Road, Colchester	0	.0%	0	.0%	0	.0%	1	.7%
	Tottenham	0	.0%	1	.8%	0	.0%	0	.0%
	Waitrose, London Road, Leigh-on-Sea	0	.0%	0	.0%	1	.9%	0	.0%
	Wilkinson, Talza Way, Southend-on-Sea,	0	.0%	0	.0%	0	.0%	0	.0%
	Winchester	1	.8%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	99	100.0%	51	100.0%	51	100.0%
Southend Town Centre	44	44.4%	12	23.5%	11	21.6%
Basildon	0	.0%	0	.0%	0	.0%
Westcliff Town Centre/ Hamlet Court Road	0	.0%	2	3.9%	1	2.0%
Leigh Town Centre	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	1	1.0%	0	.0%	2	3.9%
Rochford	0	.0%	0	.0%	12	23.5%
Shoeburyness Town Centre	5	5.1%	9	17.6%	0	.0%
Lakeside	0	.0%	0	.0%	1	2.0%
Internet	2	2.0%	0	.0%	0	.0%
Chelmsford	0	.0%	0	.0%	1	2.0%
Blue Water	0	.0%	0	.0%	0	.0%
Eastwood District Centre	0	.0%	0	.0%	0	.0%
Airport Retail Park	1	1.0%	0	.0%	0	.0%
London Road Retail Park	0	.0%	0	.0%	0	.0%
Fossett's Way Park	1	1.0%	0	.0%	0	.0%
North Shoebury District Centre	1	1.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Boots, High Street, Southend-on-Sea	19	19.2%	3	5.9%	3	5.9%
	Canvey Island	0	.0%	0	.0%	0	.0%
	Tesco, Off Station Lane, Pitsea	0	.0%	0	.0%	0	.0%
	Rayleigh	0	.0%	0	.0%	0	.0%
	Boots, High Street, Rayleigh	0	.0%	0	.0%	0	.0%
	Wickford	0	.0%	0	.0%	0	.0%
	Boots, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	3	3.0%	0	.0%	3	5.9%
	Pitsea	0	.0%	0	.0%	0	.0%
	Asda, North Shoebury Road, Southend-on-Sea	4	4.0%	10	19.6%	0	.0%
	Boots, Willowdale Centre, Wickford	1	1.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	1	2.0%
	Boots, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Benfleet	0	.0%	0	.0%	0	.0%
	Morrisons, London Road, Hadleigh	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Asifs New Pharmacy, London Road, Hadleigh, Benfleet	0	.0%	0	.0%	0	.0%
	Boots, Southchurch Road, Southend-on-Sea	4	4.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%
	Lloyds, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
Boots, Hamlet Court Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Boots, Northlands Pavement, Pitsea, Basildon	0	.0%	0	.0%	0	.0%
	Debenhams, High Street, Southend-on-Sea	3	3.0%	0	.0%	1	2.0%
	Ferry Pharmacy, Ferry Road, Hockley	0	.0%	0	.0%	0	.0%
	Sainsbury's, London Road, Southend-on-Sea	0	.0%	0	.0%	1	2.0%
	Hockley	0	.0%	0	.0%	0	.0%
	Hockley Pharmacy, Broad Parade, Hockley	0	.0%	0	.0%	0	.0%
	Lloyds, High Road, Benfleet	0	.0%	0	.0%	0	.0%
	Nutan Pharmacy, Ashingdon Road, Rochford	0	.0%	0	.0%	6	11.8%
	Chemys, Elm Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Frenchs Chemist, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	London	1	1.0%	1	2.0%	0	.0%
	Pharma Healthcare, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Waitrose, Fossetts Way, Eastern Avenue, Southend on Sea	2	2.0%	0	.0%	0	.0%
	Boots, Broadway, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Boots, High Chelmer, Chelmsford	0	.0%	0	.0%	0	.0%
	Co-op Pharmacy, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Co-op Pharmacy, West Street, Rochford	0	.0%	0	.0%	4	7.8%
	Gill Pharmacy, Westborough Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Great Wakering	0	.0%	4	7.8%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Morrisons, Northwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Rays Pharmacy, Sutton Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Tesco, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Woods Chemist, Rayleigh Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Asda, Queen Elizabeth II Square, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Belfairs, Eastwood Road North, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Bridgewater Pharmacy, Birdgewater Drive, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Cross Chemist, London Road, Benfleet	0	.0%	0	.0%	0	.0%
	Debenhams, The Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
	Deejay Dispensary, Campfield Road, Shoeburyness	2	2.0%	1	2.0%	0	.0%
	Elms Pharmacy, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Grange Pharmacy, London Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Hullbridge	0	.0%	0	.0%	0	.0%
	Morrisons, Western Approaches, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Pitsea Market	0	.0%	0	.0%	0	.0%
	Superdrug, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
Superdrug, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Thorpe Bay, Southend-on-Sea	1	1.0%	1	2.0%	0	.0%
	Abroad	0	.0%	0	.0%	0	.0%
	Aldi, Rectory Park Drive, Pitsea	0	.0%	0	.0%	0	.0%
	Alliance Pharmacy, Third Avenue, Canvey Island	0	.0%	0	.0%	0	.0%
	Asda, Herron Retail Park, Miles Grey Road, Basildon	0	.0%	0	.0%	0	.0%
	Asda, Rawreth Lane, Rayleigh	0	.0%	0	.0%	0	.0%
	Ashingdon	0	.0%	0	.0%	2	3.9%
	Audley Mills Pharmacy, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Boots, Rayleigh Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Castle Point	0	.0%	0	.0%	0	.0%
	Garbetts, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Govani, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0	.0%	0	.0%	0	.0%
	Hawkwell	0	.0%	0	.0%	0	.0%
	Howells & Harrison, The Broadway, Thorpe Bay, Southend-on-Sea	2	2.0%	0	.0%	0	.0%
	Longthornes, West Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	Rowlands, High Street, Great Wakering, Southend-on-Sea	0	.0%	2	3.9%	0	.0%
	Rowlands, Arundel Road, Benfleet	0	.0%	0	.0%	0	.0%
	Savers, Town Square, Basildon,	0	.0%	0	.0%	0	.0%
	Shoebury Pharmacy, High Street, Shoeburyness	0	.0%	2	3.9%	0	.0%
	Shotgate Pharmacy, Southern Road, Shotgate, Wickford	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Southchurch Pharmacy, Southchurch Road, Southend-on-Sea	2	2.0%	0	.0%	0	.0%
	Superdrug, High Street, Rayleigh	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Tesco, Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Allcures Pharmacy, Clay Hill Road, Basildon	0	.0%	0	.0%	0	.0%
	Alliance Pharmacy, Rectory Road, Hadleigh	0	.0%	0	.0%	0	.0%
	Arundel Pharmacy, Arundel Road, Benfleet	0	.0%	0	.0%	0	.0%
	Boots, Mayflower Retail Park, Gardiners Link, Basildon	0	.0%	0	.0%	0	.0%
	Boots, High Street, Hadleigh	0	.0%	0	.0%	0	.0%
	Boots, Bridge Street, London	0	.0%	0	.0%	0	.0%
	Boots, Chelmer Village Retail Park, Chelmer Village Way, Chelmsford	0	.0%	0	.0%	0	.0%
	Boots, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Boots, Fulham Broadway, London	0	.0%	0	.0%	0	.0%
	Boots, High Street, Hornchurch	0	.0%	0	.0%	0	.0%
	Boots, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%
	Bruce Grove, Wickford Pharmacy	0	.0%	0	.0%	0	.0%
	Camden, London	0	.0%	0	.0%	0	.0%
	Cartwrights Pharmacy, Kiln Road, Benfleet	0	.0%	0	.0%	0	.0%
	Chemicrest, Spa Road, Hockley	0	.0%	0	.0%	0	.0%
	Thundersley	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Whitford	0	.0%	0	.0%	0	.0%
	Collins, High Street, Great Wakering	0	.0%	1	2.0%	0	.0%
	Daynite Pharmacy, Hadleigh Road, Benfleet	0	.0%	0	.0%	0	.0%
	Derix Healthcare Pharmacy, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Elora, High Road, Benfleet	0	.0%	0	.0%	0	.0%
	Golden Cross Pharmacy, Golden Cross Parade, Ashingdon Road, Rochford	0	.0%	0	.0%	1	2.0%
	Goldlight Chemists, Brickfields Road, South Woodham	0	.0%	0	.0%	0	.0%
	Govani, Station Road, Upminster	0	.0%	0	.0%	0	.0%
	Howells & Chana, Shoeburyness, Southend-on-Sea	0	.0%	1	2.0%	0	.0%
	Howells and Chana, West Road, Shoeburyness	0	.0%	1	2.0%	0	.0%
	Lloyds, Elm Road, Westcliffe-on-Sea	0	.0%	0	.0%	0	.0%
	Mayflower Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	Morrisons, Limebrook Way, Maldon	0	.0%	0	.0%	0	.0%
	One-Stop, Hullbridge Road, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Pal Chemist, Long Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Patels, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%
	Patels, Broad Parade, Hockley	0	.0%	0	.0%	0	.0%
	Rishi Pharmacy, Hart Road, Benfleet	0	.0%	0	.0%	0	.0%
	Sach Chemist, Broadway, High Road, Pitsea	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cricketers Way, Basildon	0	.0%	0	.0%	0	.0%
	Shadforths, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Southgate Pharmacy, Southend Road, Shotgate, Wickford	0	.0%	0	.0%	0	.0%
	Springfield, Chelmsford	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Chelmsford	0	.0%	0	.0%	1	2.0%
	Superdrug, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Superdrug, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Tesco, Mandeville Way, Laindon	0	.0%	0	.0%	0	.0%
	Co-op, Oak Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Thyme Road, Colchester	0	.0%	0	.0%	0	.0%
	Tottenham	0	.0%	0	.0%	0	.0%
	Waitrose, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Wilkinson, Talza Way, Southend-on-Sea,	0	.0%	1	2.0%	0	.0%
	Winchester	0	.0%	0	.0%	0	.0%

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	827	100.0%	73	100.0%	76	100.0%	101	100.0%
Southend Town Centre	250	30.2%	0	.0%	11	14.5%	12	11.9%
Basildon	119	14.4%	35	47.9%	21	27.6%	17	16.8%
Internet	106	12.8%	10	13.7%	9	11.8%	14	13.9%
Lakeside	84	10.2%	9	12.3%	14	18.4%	21	20.8%
Chelmsford	21	2.5%	1	1.4%	1	1.3%	3	3.0%
Leigh Town Centre	15	1.8%	0	.0%	0	.0%	1	1.0%
Blue Water	14	1.7%	0	.0%	1	1.3%	2	2.0%
Catalogue / Mail Order	11	1.3%	0	.0%	2	2.6%	2	2.0%
Westcliff Town Centre/ Hamlet Court Road	9	1.1%	1	1.4%	0	.0%	0	.0%
Rochford	5	.6%	0	.0%	0	.0%	0	.0%
London Road Retail Park	2	.2%	0	.0%	0	.0%	1	1.0%
Airport Retail Park	1	.1%	0	.0%	0	.0%	0	.0%
North Shoebury District Centre	1	.1%	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Waterstones, High Street, Southend-on-Sea	14	1.7%	0	.0%	0	.0%	0	.0%
	Wickford	11	1.3%	0	.0%	0	.0%	0	.0%
	London	9	1.1%	0	.0%	0	.0%	0	.0%
	Rayleigh	9	1.1%	0	.0%	0	.0%	3	3.0%
	Debenhams, High Street, Southend-on-Sea	8	1.0%	0	.0%	0	.0%	2	2.0%
	Tesco, Off Station Lane, Pitsea	7	.8%	3	4.1%	0	.0%	2	2.0%
	Asda, North Shoebury Road, Shoeburyness	6	.7%	0	.0%	1	1.3%	0	.0%
	Canvey Island	6	.7%	0	.0%	6	7.9%	0	.0%
	WHSmith, High Street, Southend-on-Sea	6	.7%	0	.0%	0	.0%	0	.0%
	WHSmith, Town Square, Basildon	6	.7%	5	6.8%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	5	.6%	1	1.4%	2	2.6%	1	1.0%
	Sainsbury's, Stadium Way, Benfleet	4	.5%	0	.0%	0	.0%	2	2.0%
	Abroad	3	.4%	0	.0%	1	1.3%	1	1.0%
	Argos, Victoria Plaza Shopping Centre, Southend-on-Sea	3	.4%	0	.0%	0	.0%	0	.0%
	Makro, Rawreth Lane, Rawreth Industrial Estate, Rayleigh	3	.4%	0	.0%	0	.0%	1	1.0%
	Waterstones, Eastgate Centre, Basildon	3	.4%	1	1.4%	0	.0%	0	.0%
	Alistair Black, Queen Elizabeth II Square, South Woodham Ferrers	2	.2%	0	.0%	0	.0%	0	.0%
	Argos, Rayleigh Weir Retail Park, Rayleigh Weir	2	.2%	0	.0%	1	1.3%	1	1.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Base: Excluding don't do/ varies				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Argos, Westgate Park, Fodderwick, Basildon	2	.2%	0	.0%	0	.0%	1	1.0%
	Asda, Eastgate Shopping Centre, Basildon	2	.2%	0	.0%	1	1.3%	1	1.0%
	Debenhams, High Street, Chelmsford	2	.2%	0	.0%	0	.0%	0	.0%
	H Samuel, High Street, Southend-on-Sea	2	.2%	0	.0%	0	.0%	1	1.0%
	Hadleigh	2	.2%	0	.0%	0	.0%	2	2.0%
	Ikea, Lakeside Retail Park, West Thurrock, Grays	2	.2%	0	.0%	0	.0%	2	2.0%
	Jewellery Paradise, Furtherwick Road, Canvey Island	2	.2%	0	.0%	2	2.6%	0	.0%
	Pitsea	2	.2%	2	2.7%	0	.0%	0	.0%
	Pitsea Market	2	.2%	1	1.4%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	2	.2%	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers	2	.2%	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	The Works, High Street, Southend-on-Sea	2	.2%	0	.0%	0	.0%	1	1.0%
	TK Maxx, High Street, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Waitrose, Fossetts way, Eastern Avenue, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Walthamstow	2	.2%	0	.0%	1	1.3%	0	.0%
	Waterstones, Lakeside Shopping Centre, West Thurrock	2	.2%	0	.0%	0	.0%	1	1.0%
	Andrews, West Road, Shoeburyness	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Base: Excluding don't do/ varies				Zone					
		Num		%		1		2		3	
		Num	%	Num	%	Num	%	Num	%		
Other	Argos, Miles Gray Road, Basildon	1	.1%	1	1.4%	0	.0%	0	.0%		
	Argos, Rochford Road, Southend-on-Sea	1	.1%	1	1.4%	0	.0%	0	.0%		
	Argos, Springfield Road, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%		
	Art House, Broadway West, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Asda, Queen Elizabeth II Square, South Woodham Ferrers	1	.1%	0	.0%	0	.0%	0	.0%		
	Borders, Elder Gate, The Portway, Milton Keynes	1	.1%	0	.0%	0	.0%	0	.0%		
	Broadgate Circle, London	1	.1%	0	.0%	0	.0%	0	.0%		
	Castlepoint, Stadium Way, Benfleet	1	.1%	0	.0%	0	.0%	1	1.0%		
	Christopher J Vinten, Leigh Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Colchester	1	.1%	0	.0%	0	.0%	0	.0%		
	Costco, West Thurrock Way, West Thurrock	1	.1%	0	.0%	0	.0%	0	.0%		
	Daves Hardware, Eastwood Old Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Ernest Jones, Eastgate Centre, Basildon	1	.1%	0	.0%	0	.0%	0	.0%		
	Ernest Jones, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Foyles, Charing Cross Road, London	1	.1%	0	.0%	0	.0%	0	.0%		
	H Samuel, Town Square, Basildon	1	.1%	1	1.4%	0	.0%	0	.0%		
	H Samuel, Churchil West, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	H Samuel, Lakeside Centre, West Thurrock, Grays	1	.1%	0	.0%	0	.0%	1	1.0%		

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Base: Excluding don't do/ varies				Zone					
		1		2		3					
		Num	%	Num	%	Num	%	Num	%		
Other	Havens, Hamlet Court Road	1	.1%	0	.0%	0	.0%	0	.0%		
	HMV, High Chelmer Shopping Centre, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%		
	Homebase, Baynes Place, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%		
	House of Fraser, Lakeside Shopping Centre, West Thurrock, Grays	1	.1%	0	.0%	0	.0%	1	1.0%		
	John Lewis, Oxford Street, London	1	.1%	0	.0%	0	.0%	0	.0%		
	Krafft, The Broadway, Wickford	1	.1%	0	.0%	0	.0%	0	.0%		
	Matalan, Greyhound Trading Park, Greyhound Way, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Morrisons, Northwick road, Canvey Island	1	.1%	0	.0%	1	1.3%	0	.0%		
	Next, Lakeside Retail Park, West Thurrock, Grays	1	.1%	0	.0%	0	.0%	0	.0%		
	Next, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Niche Pandora Jewellery, Broadway West, Leigh-on-sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Past Times, High Street, Southend-on-sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Poole	1	.1%	0	.0%	0	.0%	0	.0%		
	Roomes, Station Road, Upminster	1	.1%	0	.0%	0	.0%	0	.0%		
	Sainsbury's, Knightswick Centre, Canvey Island	1	.1%	0	.0%	1	1.3%	0	.0%		
	Sainsbury's, London Road, Southend On Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Smyths Toys, Stadium Way, Benfleet, Essex	1	.1%	0	.0%	0	.0%	0	.0%		
	Somerfield, Eastwood Road, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Base: Excluding don't do/ varies						Zone			
		Num	%	1		2		3			
				Num	%	Num	%	Num	%		
Other	South Benfleet	1	.1%	0	.0%	0	.0%	1	1.0%		
	Stuarts, High Street, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%		
	Taverham, Norwich	1	.1%	0	.0%	0	.0%	0	.0%		
	Tesco, Mandeville Way, Basildon	1	.1%	1	1.4%	0	.0%	0	.0%		
	The Book Inn, Broadway West, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Warren James, High Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Waterstones, West Village, Bluewater	1	.1%	0	.0%	0	.0%	1	1.0%		
	Waterstones, Piccadilly, London	1	.1%	0	.0%	0	.0%	1	1.0%		
	Westfield	1	.1%	0	.0%	0	.0%	0	.0%		
	WHSmith, High Street, Wickford	1	.1%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	104	100.0%	98	100.0%	91	100.0%	115	100.0%
Southend Town Centre	1	1.0%	35	35.7%	35	38.5%	64	55.7%
Basildon	32	30.8%	11	11.2%	2	2.2%	0	.0%
Internet	11	10.6%	16	16.3%	12	13.2%	13	11.3%
Lakeside	11	10.6%	12	12.2%	7	7.7%	1	.9%
Chelmsford	12	11.5%	1	1.0%	2	2.2%	0	.0%
Leigh Town Centre	0	.0%	0	.0%	10	11.0%	2	1.7%
Blue Water	2	1.9%	0	.0%	2	2.2%	4	3.5%
Catalogue / Mail Order	2	1.9%	0	.0%	1	1.1%	1	.9%
Westcliff Town Centre/ Hamlet Court Road	1	1.0%	0	.0%	1	1.1%	4	3.5%
Rochford	1	1.0%	1	1.0%	0	.0%	2	1.7%
London Road Retail Park	1	1.0%	0	.0%	0	.0%	0	.0%
Airport Retail Park	0	.0%	0	.0%	0	.0%	0	.0%
North Shoebury District Centre	0	.0%	0	.0%	0	.0%	0	.0%
Shoeburyness Town Centre	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Waterstones, High Street, Southend-on-Sea	0	.0%	1	1.0%	3	3.3%	4	3.5%
	Wickford	11	10.6%	0	.0%	0	.0%	0	.0%
	London	1	1.0%	3	3.1%	1	1.1%	2	1.7%
	Rayleigh	0	.0%	4	4.1%	1	1.1%	0	.0%
	Debenhams, High Street, Southend-on-Sea	0	.0%	2	2.0%	2	2.2%	1	.9%
	Tesco, Off Station Lane, Pitsea	1	1.0%	0	.0%	1	1.1%	0	.0%
	Asda, North Shoebury Road, Shoeburyness	0	.0%	0	.0%	0	.0%	3	2.6%
	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	WHSmith, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	2	1.7%
	WHSmith, Town Square, Basildon	0	.0%	1	1.0%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	1	1.0%	0	.0%	0	.0%
	Abroad	0	.0%	0	.0%	1	1.1%	0	.0%
	Argos, Victoria Plaza Shopping Centre, Southend-on-Sea	0	.0%	1	1.0%	0	.0%	1	.9%
	Makro, Rawreth Lane, Rawreth Industrial Estate, Rayleigh	0	.0%	1	1.0%	1	1.1%	0	.0%
	Waterstones, Eastgate Centre, Basildon	1	1.0%	0	.0%	1	1.1%	0	.0%
	Alistair Black, Queen Elizabeth II Square, South Woodham Ferrers	2	1.9%	0	.0%	0	.0%	0	.0%
	Argos, Rayleigh Weir Retail Park, Rayleigh Weir	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Argos, Westgate Park, Fodderwick, Basildon	1	1.0%	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Shopping Centre, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, High Street, Chelmsford	2	1.9%	0	.0%	0	.0%	0	.0%
	H Samuel, High Street, Southend-on-Sea	0	.0%	0	.0%	1	1.1%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%
	Ikea, Lakeside Retail Park, West Thurrock, Grays	0	.0%	0	.0%	0	.0%	0	.0%
	Jewellery Paradise, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	Pitsea Market	0	.0%	1	1.0%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	1	1.0%	1	1.0%	0	.0%	0	.0%
	South Woodham Ferrers	2	1.9%	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	0	.0%	1	1.1%	1	.9%
	The Works, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	TK Maxx, High Street, Southend-on-Sea	1	1.0%	0	.0%	1	1.1%	0	.0%
	Waitrose, Fossetts way, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%
	Walthamstow	0	.0%	0	.0%	0	.0%	0	.0%
	Waterstones, Lakeside Shopping Centre, West Thurrock	0	.0%	1	1.0%	0	.0%	0	.0%
Andrews, West Road, Shoeburyness	0	.0%	0	.0%	0	.0%	1	.9%	

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Argos, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
	Argos, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Argos, Springfield Road, Chelmsford	0	.0%	1	1.0%	0	.0%	0	.0%		
	Art House, Broadway West, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Asda, Queen Elizabeth II Square, South Woodham Ferrers	1	1.0%	0	.0%	0	.0%	0	.0%		
	Borders, Elder Gate, The Portway, Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Broadgate Circle, London	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Castlepoint, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Christopher J Vinten, Leigh Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.1%	0	.0%		
	Colchester	0	.0%	0	.0%	1	1.1%	0	.0%		
	Costco, West Thurrock Way, West Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Daves Hardware, Eastwood Old Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Ernest Jones, Eastgate Centre, Basildon	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ernest Jones, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Foyles, Charing Cross Road, London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	H Samuel, Town Square, Basildon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	H Samuel, Churchil West, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	H Samuel, Lakeside Centre, West Thurrock, Grays	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Havens, Hamlet Court Road	0	.0%	0	.0%	0	.0%	0	.0%
	HMV, High Chelmer Shopping Centre, Chelmsford	1	1.0%	0	.0%	0	.0%	0	.0%
	Homebase, Baynes Place, Chelmsford	1	1.0%	0	.0%	0	.0%	0	.0%
	House of Fraser, Lakeside Shopping Centre, West Thurrock, Grays	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	0	.0%	0	.0%	1	1.1%	0	.0%
	Krafft, The Broadway, Wickford	1	1.0%	0	.0%	0	.0%	0	.0%
	Matalan, Greyhound Trading Park, Greyhound Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Northwick road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Lakeside Retail Park, West Thurrock, Grays	0	.0%	1	1.0%	0	.0%	0	.0%
	Next, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Niche Pandora Jewellery, Broadway West, Leigh-on-sea	0	.0%	0	.0%	0	.0%	0	.0%
	Past Times, High Street, Southend-on-sea	0	.0%	0	.0%	0	.0%	1	.9%
	Poole	0	.0%	0	.0%	0	.0%	0	.0%
	Roomes, Station Road, Upminster	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, London Road, Southend On Sea	0	.0%	0	.0%	0	.0%	1	.9%
	Smyths Toys, Stadium Way, Benfleet, Essex	0	.0%	1	1.0%	0	.0%	0	.0%
	Somerfield, Eastwood Road, Rayleigh	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	South Benfleet	0	.0%	0	.0%	0	.0%	0	.0%		
	Stuarts, High Street, Rayleigh	0	.0%	1	1.0%	0	.0%	0	.0%		
	Taverham, Norwich	0	.0%	0	.0%	0	.0%	0	.0%		
	Tesco, Mandeville Way, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
	The Book Inn, Broadway West, Leigh-on-Sea	0	.0%	0	.0%	1	1.1%	0	.0%		
	Warren James, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%		
	Waterstones, West Village, Bluewater	0	.0%	0	.0%	0	.0%	0	.0%		
	Waterstones, Piccadilly, London	0	.0%	0	.0%	0	.0%	0	.0%		
	Westfield	0	.0%	0	.0%	1	1.1%	0	.0%		
	WHSmith, High Street, Wickford	1	1.0%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	84	100.0%	46	100.0%	39	100.0%
Southend Town Centre	44	52.4%	27	58.7%	21	53.8%
Basildon	1	1.2%	0	.0%	0	.0%
Internet	11	13.1%	7	15.2%	3	7.7%
Lakeside	4	4.8%	1	2.2%	4	10.3%
Chelmsford	0	.0%	0	.0%	1	2.6%
Leigh Town Centre	1	1.2%	1	2.2%	0	.0%
Blue Water	3	3.6%	0	.0%	0	.0%
Catalogue / Mail Order	1	1.2%	1	2.2%	1	2.6%
Westcliff Town Centre/ Hamlet Court Road	1	1.2%	0	.0%	1	2.6%
Rochford	0	.0%	0	.0%	1	2.6%
London Road Retail Park	0	.0%	0	.0%	0	.0%
Airport Retail Park	1	1.2%	0	.0%	0	.0%
North Shoebury District Centre	1	1.2%	0	.0%	0	.0%
Shoeburyness Town Centre	1	1.2%	0	.0%	0	.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Waterstones, High Street, Southend-on-Sea	3	3.6%	1	2.2%	2	5.1%
	Wickford	0	.0%	0	.0%	0	.0%
	London	1	1.2%	1	2.2%	0	.0%
	Rayleigh	0	.0%	0	.0%	1	2.6%
	Debenhams, High Street, Southend-on-Sea	0	.0%	0	.0%	1	2.6%
	Tesco, Off Station Lane, Pitsea	0	.0%	0	.0%	0	.0%
	Asda, North Shoebury Road, Shoeburyness	1	1.2%	1	2.2%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%
	WHSmith, High Street, Southend-on-Sea	3	3.6%	1	2.2%	0	.0%
	WHSmith, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	Debenhams, Eastgate Centre, Basildon	0	.0%	1	2.2%	0	.0%
	Sainsbury's, Stadium Way, Benfleet	0	.0%	0	.0%	1	2.6%
	Abroad	0	.0%	0	.0%	0	.0%
	Argos, Victoria Plaza Shopping Centre, Southend-on-Sea	0	.0%	0	.0%	1	2.6%
	Makro, Rawreth Lane, Rawreth Industrial Estate, Rayleigh	0	.0%	0	.0%	0	.0%
	Waterstones, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
	Alistair Black, Queen Elizabeth II Square, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Argos, Rayleigh Weir Retail Park, Rayleigh Weir	0	.0%	0	.0%	0	.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Argos, Westgate Park, Fodderwick, Basildon	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Shopping Centre, Basildon	0	.0%	0	.0%	0	.0%
	Debenhams, High Street, Chelmsford	0	.0%	0	.0%	0	.0%
	H Samuel, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%
	Ikea, Lakeside Retail Park, West Thurrock, Grays	0	.0%	0	.0%	0	.0%
	Jewellery Paradise, Furtherwick Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%
	Pitsea Market	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cricketers Retail Park, Basildon	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Tesco, Prince Avenue, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	The Works, High Street, Southend-on-Sea	0	.0%	1	2.2%	0	.0%
	TK Maxx, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Waitrose, Fossetts way, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	1	2.6%
	Walthamstow	1	1.2%	0	.0%	0	.0%
	Waterstones, Lakeside Shopping Centre, West Thurrock	0	.0%	0	.0%	0	.0%
Andrews, West Road, Shoeburyness	0	.0%	0	.0%	0	.0%	

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Argos, Miles Gray Road, Basildon	0	.0%	0	.0%	0	.0%
	Argos, Rochford Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Argos, Springfield Road, Chelmsford	0	.0%	0	.0%	0	.0%
	Art House, Broadway West, Leigh-on-Sea	1	1.2%	0	.0%	0	.0%
	Asda, Queen Elizabeth II Square, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Borders, Elder Gate, The Portway, Milton Keynes	0	.0%	0	.0%	0	.0%
	Broadgate Circle, London	0	.0%	0	.0%	0	.0%
	Castlepoint, Stadium Way, Benfleet	0	.0%	0	.0%	0	.0%
	Christopher J Vinten, Leigh Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Colchester	0	.0%	0	.0%	0	.0%
	Costco, West Thurrock Way, West Thurrock	0	.0%	0	.0%	0	.0%
	Daves Hardware, Eastwood Old Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Ernest Jones, Eastgate Centre, Basildon	0	.0%	0	.0%	0	.0%
	Ernest Jones, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Foyles, Charing Cross Road, London	1	1.2%	0	.0%	0	.0%
	H Samuel, Town Square, Basildon	0	.0%	0	.0%	0	.0%
	H Samuel, Churchil West, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	H Samuel, Lakeside Centre, West Thurrock, Grays	0	.0%	0	.0%	0	.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Havens, Hamlet Court Road	0	.0%	1	2.2%	0	.0%
	HMV, High Chelmer Shopping Centre, Chelmsford	0	.0%	0	.0%	0	.0%
	Homebase, Baynes Place, Chelmsford	0	.0%	0	.0%	0	.0%
	House of Fraser, Lakeside Shopping Centre, West Thurrock, Grays	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	0	.0%	0	.0%	0	.0%
	Krafft, The Broadway, Wickford	0	.0%	0	.0%	0	.0%
	Matalan, Greyhound Trading Park, Greyhound Way, Southend-on-Sea	0	.0%	1	2.2%	0	.0%
	Morrisons, Northwick road, Canvey Island	0	.0%	0	.0%	0	.0%
	Next, Lakeside Retail Park, West Thurrock, Grays	0	.0%	0	.0%	0	.0%
	Next, High Street, Southend-on-Sea	1	1.2%	0	.0%	0	.0%
	Niche Pandora Jewellery, Broadway West, Leigh-on-sea	1	1.2%	0	.0%	0	.0%
	Past Times, High Street, Southend-on-sea	0	.0%	0	.0%	0	.0%
	Poole	1	1.2%	0	.0%	0	.0%
	Roomes, Station Road, Upminster	1	1.2%	0	.0%	0	.0%
	Sainsbury's, Knightswick Centre, Canvey Island	0	.0%	0	.0%	0	.0%
	Sainsbury's, London Road, Southend On Sea	0	.0%	0	.0%	0	.0%
	Smyths Toys, Stadium Way, Benfleet, Essex	0	.0%	0	.0%	0	.0%
	Somerfield, Eastwood Road, Rayleigh	0	.0%	0	.0%	0	.0%

(cont.)

**Q12. Where did you last go to do your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	South Benfleet	0	.0%	0	.0%	0	.0%
	Stuarts, High Street, Rayleigh	0	.0%	0	.0%	0	.0%
	Taverham, Norwich	0	.0%	1	2.2%	0	.0%
	Tesco, Mandeville Way, Basildon	0	.0%	0	.0%	0	.0%
	The Book Inn, Broadway West, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Warren James, High Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Waterstones, West Village, Bluewater	0	.0%	0	.0%	0	.0%
	Waterstones, Piccadilly, London	0	.0%	0	.0%	0	.0%
	Westfield	0	.0%	0	.0%	0	.0%
	WHSmith, High Street, Wickford	0	.0%	0	.0%	0	.0%

**Q13. When you shop for non-food goods, how do you usually travel?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%
Car / van (own/ company)	609	60.1%	48	57.1%	51	57.3%	84	70.0%
Bus/ coach	153	15.1%	16	19.0%	16	18.0%	10	8.3%
Car / van (as passenger in friends/ relatives car)	135	13.3%	8	9.5%	13	14.6%	22	18.3%
Walk	73	7.2%	7	8.3%	6	6.7%	0	.0%
Train	14	1.4%	1	1.2%	1	1.1%	2	1.7%
Taxi	11	1.1%	2	2.4%	1	1.1%	0	.0%
Goods delivered	9	.9%	1	1.2%	0	.0%	2	1.7%
Bicycle	6	.6%	1	1.2%	1	1.1%	0	.0%
Motorcycle/ moped	1	.1%	0	.0%	0	.0%	0	.0%
Other Mobility scooter	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

**Q13. When you shop for non-food goods, how do you usually travel?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	122	100.0%	128	100.0%	115	100.0%	147	100.0%
Car / van (own/ company)	82	67.2%	87	68.0%	68	59.1%	62	42.2%
Bus/ coach	15	12.3%	15	11.7%	20	17.4%	26	17.7%
Car / van (as passenger in friends/ relatives car)	15	12.3%	19	14.8%	14	12.2%	20	13.6%
Walk	7	5.7%	5	3.9%	7	6.1%	29	19.7%
Train	1	.8%	1	.8%	3	2.6%	1	.7%
Taxi	1	.8%	0	.0%	2	1.7%	4	2.7%
Goods delivered	1	.8%	0	.0%	0	.0%	3	2.0%
Bicycle	0	.0%	1	.8%	0	.0%	2	1.4%
Motorcycle/ moped	0	.0%	0	.0%	0	.0%	0	.0%
Other Mobility scooter	0	.0%	0	.0%	1	.9%	0	.0%

(cont.)

**Q13. When you shop for non-food goods, how do you usually travel?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	56	100.0%	52	100.0%
Car / van (own/ company)	55	55.0%	37	66.1%	35	67.3%
Bus/ coach	18	18.0%	7	12.5%	10	19.2%
Car / van (as passenger in friends/ relatives car)	11	11.0%	10	17.9%	3	5.8%
Walk	10	10.0%	0	.0%	2	3.8%
Train	3	3.0%	0	.0%	1	1.9%
Taxi	1	1.0%	0	.0%	0	.0%
Goods delivered	1	1.0%	0	.0%	1	1.9%
Bicycle	0	.0%	1	1.8%	0	.0%
Motorcycle/ moped	1	1.0%	0	.0%	0	.0%
Other Mobility scooter	0	.0%	1	1.8%	0	.0%

**Q14. Which of the following centres do you visit most often for any purpose?**

	Base: Excluding don't do/ varies		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	995	100.0%	84	100.0%	88	100.0%	119	100.0%
Southend	536	53.9%	20	23.8%	34	38.6%	45	37.8%
Leigh	108	10.9%	3	3.6%	0	.0%	21	17.6%
Westcliff/ Hamlet Court Road	37	3.7%	4	4.8%	0	.0%	6	5.0%
Shoeburyness	29	2.9%	0	.0%	1	1.1%	1	.8%
Basildon	136	13.7%	41	48.8%	25	28.4%	24	20.2%
Lakeside Shopping Centre, West Thurrock	34	3.4%	9	10.7%	7	8.0%	5	4.2%
Rayleigh	34	3.4%	0	.0%	1	1.1%	5	4.2%
Chelmsford	28	2.8%	0	.0%	0	.0%	3	2.5%
Canvey Island	15	1.5%	0	.0%	13	14.8%	1	.8%
Pitsea	7	.7%	5	6.0%	2	2.3%	0	.0%
Hadleigh	6	.6%	0	.0%	0	.0%	4	3.4%
Rochford	4	.4%	0	.0%	0	.0%	0	.0%
Romford	4	.4%	2	2.4%	1	1.1%	0	.0%
Thurrock	4	.4%	0	.0%	3	3.4%	0	.0%
Benfleet	3	.3%	0	.0%	0	.0%	3	2.5%
Bluewater	3	.3%	0	.0%	1	1.1%	0	.0%
South Woodham Ferrers	2	.2%	0	.0%	0	.0%	0	.0%
Wickford	2	.2%	0	.0%	0	.0%	0	.0%
Covent Garden	1	.1%	0	.0%	0	.0%	1	.8%
London	1	.1%	0	.0%	0	.0%	0	.0%
Southchurch	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q14. Which of the following centres do you visit most often for any purpose?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	110	100.0%	128	100.0%	114	100.0%	145	100.0%
Southend	32	29.1%	87	68.0%	50	43.9%	109	75.2%
Leigh	2	1.8%	6	4.7%	57	50.0%	10	6.9%
Westcliff/ Hamlet Court Road	6	5.5%	0	.0%	1	.9%	17	11.7%
Shoeburyness	0	.0%	0	.0%	0	.0%	2	1.4%
Basildon	36	32.7%	6	4.7%	3	2.6%	1	.7%
Lakeside Shopping Centre, West Thurrock	5	4.5%	5	3.9%	1	.9%	0	.0%
Rayleigh	0	.0%	21	16.4%	2	1.8%	1	.7%
Chelmsford	22	20.0%	2	1.6%	0	.0%	0	.0%
Canvey Island	1	.9%	0	.0%	0	.0%	0	.0%
Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
Hadleigh	0	.0%	0	.0%	0	.0%	1	.7%
Rochford	0	.0%	0	.0%	0	.0%	1	.7%
Other	0	.0%	1	.8%	0	.0%	0	.0%
Romford	0	.0%	1	.8%	0	.0%	0	.0%
Thurrock	1	.9%	0	.0%	0	.0%	0	.0%
Benfleet	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater	1	.9%	0	.0%	0	.0%	1	.7%
South Woodham Ferrers	2	1.8%	0	.0%	0	.0%	0	.0%
Wickford	2	1.8%	0	.0%	0	.0%	0	.0%
Covent Garden	0	.0%	0	.0%	0	.0%	0	.0%
London	0	.0%	0	.0%	0	.0%	1	.7%
Southchurch	0	.0%	0	.0%	0	.0%	1	.7%

(cont.)

**Q14. Which of the following centres do you visit most often for any purpose?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ varies	99	100.0%	56	100.0%	52	100.0%
Southend	82	82.8%	39	69.6%	38	73.1%
Leigh	6	6.1%	0	.0%	3	5.8%
Westcliff/ Hamlet Court Road	2	2.0%	0	.0%	1	1.9%
Shoeburyness	8	8.1%	17	30.4%	0	.0%
Basildon	0	.0%	0	.0%	0	.0%
Lakeside Shopping Centre, West Thurrock	1	1.0%	0	.0%	1	1.9%
Rayleigh	0	.0%	0	.0%	4	7.7%
Chelmsford	0	.0%	0	.0%	1	1.9%
Canvey Island	0	.0%	0	.0%	0	.0%
Pitsea	0	.0%	0	.0%	0	.0%
Hadleigh	0	.0%	0	.0%	1	1.9%
Rochford	0	.0%	0	.0%	3	5.8%
Other	0	.0%	0	.0%	0	.0%
Romford	0	.0%	0	.0%	0	.0%
Thurrock	0	.0%	0	.0%	0	.0%
Benfleet	0	.0%	0	.0%	0	.0%
Bluewater	0	.0%	0	.0%	0	.0%
South Woodham Ferrers	0	.0%	0	.0%	0	.0%
Wickford	0	.0%	0	.0%	0	.0%
Covent Garden	0	.0%	0	.0%	0	.0%
London	0	.0%	0	.0%	0	.0%
Southchurch	0	.0%	0	.0%	0	.0%

**Q15. How often do you visit Q14?**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%	122	100.0%
Everyday/ most days	104	10.3%	6	7.1%	9	10.1%	5	4.2%	5	4.1%
2-3 times a week	187	18.5%	11	13.1%	5	5.6%	18	15.0%	15	12.3%
Once a week	247	24.4%	18	21.4%	20	22.5%	28	23.3%	24	19.7%
Once a fortnight	144	14.2%	12	14.3%	9	10.1%	25	20.8%	15	12.3%
Once a month	160	15.8%	18	21.4%	18	20.2%	20	16.7%	27	22.1%
Less often	156	15.4%	19	22.6%	26	29.2%	23	19.2%	32	26.2%
Don't know / varies	15	1.5%	0	.0%	2	2.2%	1	.8%	4	3.3%

(cont.)

**Q15. How often do you visit Q14?**

	Zone							
	5		6		7		8	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	128	100.0%	115	100.0%	147	100.0%	100	100.0%
Everyday/ most days	5	3.9%	20	17.4%	24	16.3%	17	17.0%
2-3 times a week	15	11.7%	29	25.2%	44	29.9%	26	26.0%
Once a week	23	18.0%	33	28.7%	41	27.9%	30	30.0%
Once a fortnight	29	22.7%	16	13.9%	12	8.2%	13	13.0%
Once a month	28	21.9%	9	7.8%	15	10.2%	6	6.0%
Less often	27	21.1%	7	6.1%	8	5.4%	6	6.0%
Don't know / varies	1	.8%	1	.9%	3	2.0%	2	2.0%

(cont.)

**Q15. How often do you visit Q14?**

	Zone			
	9		10	
	Num	%	Num	%
Base: All respondents	56	100.0%	52	100.0%
Everyday/ most days	10	17.9%	3	5.8%
2-3 times a week	15	26.8%	9	17.3%
Once a week	14	25.0%	16	30.8%
Once a fortnight	7	12.5%	6	11.5%
Once a month	4	7.1%	15	28.8%
Less often	5	8.9%	3	5.8%
Don't know / varies	1	1.8%	0	.0%

**Q16. What do you like about Q14?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%
Attractive environment/ nice place	104	10.3%	6	7.1%	10	11.2%	10	8.3%
Clean streets	15	1.5%	1	1.2%	0	.0%	2	1.7%
Easy to get to from home	311	30.7%	19	22.6%	21	23.6%	34	28.3%
Easy to get to from work	21	2.1%	1	1.2%	1	1.1%	3	2.5%
Easy to park the car	61	6.0%	7	8.3%	5	5.6%	10	8.3%
Good cafes, restaurants or public houses	53	5.2%	4	4.8%	5	5.6%	6	5.0%
Good food shops	92	9.1%	4	4.8%	9	10.1%	8	6.7%
Good market	21	2.1%	2	2.4%	4	4.5%	1	.8%
Good non-food shops	186	18.4%	16	19.0%	28	31.5%	21	17.5%
Good public transport	24	2.4%	3	3.6%	2	2.2%	4	3.3%
Good range of financial or personal services	11	1.1%	2	2.4%	0	.0%	1	.8%
Good safety/ security	7	.7%	0	.0%	0	.0%	0	.0%
Traffic free pedestrian areas	19	1.9%	1	1.2%	2	2.2%	3	2.5%
Seaside Attractions	52	5.1%	5	6.0%	2	2.2%	3	2.5%
Adventure Island	9	.9%	3	3.6%	0	.0%	0	.0%
Well maintained streets	15	1.5%	0	.0%	0	.0%	2	1.7%
Nothing or very little	179	17.7%	17	20.2%	12	13.5%	22	18.3%

(cont.)

**Q16. What do you like about Q14?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Good range of shops	66	6.5%	6	7.1%	5	5.6%	4	3.3%
	Independent traders/ individual shops	28	2.8%	0	.0%	1	1.1%	7	5.8%
	Everything I need is there	24	2.4%	2	2.4%	3	3.4%	2	1.7%
	Familiarity/ know it well	24	2.4%	1	1.2%	2	2.2%	4	3.3%
	Generally convenient	22	2.2%	3	3.6%	1	1.1%	2	1.7%
	Compact shopping area/ everything in one place	20	2.0%	4	4.8%	5	5.6%	5	4.2%
	All under one roof	12	1.2%	3	3.6%	1	1.1%	2	1.7%
	Easy access to shopping centre	8	.8%	2	2.4%	0	.0%	2	1.7%
	Seafront location	8	.8%	1	1.2%	1	1.1%	0	.0%
	Old fashioned town	6	.6%	0	.0%	1	1.1%	2	1.7%
	Asda	5	.5%	1	1.2%	0	.0%	1	.8%
	Small high street	4	.4%	0	.0%	0	.0%	2	1.7%
	Free/ cheap parking	3	.3%	2	2.4%	0	.0%	0	.0%
	Debenhams	2	.2%	0	.0%	0	.0%	0	.0%
	Lots of social events, music and entertainment	2	.2%	0	.0%	0	.0%	0	.0%
	Lovely shops	2	.2%	0	.0%	0	.0%	0	.0%
	Shopping precinct	2	.2%	1	1.2%	0	.0%	0	.0%
	The Royals Shopping Centre	2	.2%	0	.0%	0	.0%	0	.0%
	Cinema	1	.1%	0	.0%	1	1.1%	0	.0%
	Eastgate Centre Parking	1	.1%	0	.0%	0	.0%	1	.8%
	Fish shop	1	.1%	0	.0%	0	.0%	1	.8%
	Golf club	1	.1%	0	.0%	0	.0%	0	.0%
	Good charity shops	1	.1%	0	.0%	0	.0%	0	.0%
Good disabled access	1	.1%	0	.0%	0	.0%	1	.8%	

(cont.)

**Q16. What do you like about Q14?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Has had some improvement, although it needs more	1	.1%	0	.0%	0	.0%	0	.0%
	It's improving/ has a new shopping precinct	1	.1%	0	.0%	0	.0%	0	.0%
	It has a large selection of facilities	1	.1%	0	.0%	0	.0%	0	.0%
	Large shopping centre	1	.1%	0	.0%	0	.0%	1	.8%
	Likes to walk the dog there	1	.1%	0	.0%	0	.0%	0	.0%
	Lots of places to visit	1	.1%	0	.0%	0	.0%	0	.0%
	Near the estuary	1	.1%	0	.0%	0	.0%	0	.0%
	Marks and Spencer	1	.1%	0	.0%	0	.0%	0	.0%
	Marks and Spencer and Primark	1	.1%	0	.0%	0	.0%	0	.0%
	Not all undercover	1	.1%	0	.0%	0	.0%	0	.0%
	Not too comercialised	1	.1%	0	.0%	0	.0%	0	.0%
	Ramsden Heath	1	.1%	0	.0%	0	.0%	0	.0%
	Good town layout	1	.1%	0	.0%	1	1.1%	0	.0%
	Theatre	1	.1%	0	.0%	0	.0%	0	.0%
	Very modern	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q16. What do you like about Q14?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	122	100.0%	128	100.0%	115	100.0%	147	100.0%
Attractive environment/ nice place	10	8.2%	15	11.7%	18	15.7%	14	9.5%
Clean streets	2	1.6%	1	.8%	0	.0%	4	2.7%
Easy to get to from home	35	28.7%	38	29.7%	34	29.6%	53	36.1%
Easy to get to from work	2	1.6%	4	3.1%	2	1.7%	5	3.4%
Easy to park the car	7	5.7%	12	9.4%	4	3.5%	9	6.1%
Good cafes, restaurants or public houses	6	4.9%	6	4.7%	8	7.0%	9	6.1%
Good food shops	11	9.0%	13	10.2%	17	14.8%	15	10.2%
Good market	3	2.5%	2	1.6%	1	.9%	5	3.4%
Good non-food shops	24	19.7%	23	18.0%	21	18.3%	25	17.0%
Good public transport	1	.8%	4	3.1%	1	.9%	4	2.7%
Good range of financial or personal services	1	.8%	2	1.6%	2	1.7%	1	.7%
Good safety/ security	2	1.6%	0	.0%	0	.0%	1	.7%
Traffic free pedestrian areas	3	2.5%	2	1.6%	1	.9%	1	.7%
Seaside Attractions	6	4.9%	9	7.0%	4	3.5%	11	7.5%
Adventure Island	1	.8%	1	.8%	0	.0%	3	2.0%
Well maintained streets	2	1.6%	3	2.3%	1	.9%	3	2.0%
Nothing or very little	16	13.1%	22	17.2%	19	16.5%	20	13.6%

(cont.)

**Q16. What do you like about Q14?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Good range of shops	17	13.9%	5	3.9%	9	7.8%	9	6.1%
	Independent traders/ individual shops	1	.8%	2	1.6%	9	7.8%	5	3.4%
	Everything I need is there	4	3.3%	3	2.3%	3	2.6%	3	2.0%
	Familiarity/ know it well	3	2.5%	3	2.3%	2	1.7%	3	2.0%
	Generally convenient	4	3.3%	2	1.6%	1	.9%	2	1.4%
	Compact shopping area/ everything in one place	1	.8%	2	1.6%	0	.0%	2	1.4%
	All under one roof	2	1.6%	2	1.6%	1	.9%	0	.0%
	Easy access to shopping centre	1	.8%	2	1.6%	0	.0%	1	.7%
	Seafront location	0	.0%	0	.0%	0	.0%	4	2.7%
	Old fashioned town	0	.0%	1	.8%	1	.9%	0	.0%
	Asda	0	.0%	0	.0%	0	.0%	1	.7%
	Small high street	0	.0%	0	.0%	1	.9%	1	.7%
	Free/ cheap parking	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams	0	.0%	1	.8%	0	.0%	1	.7%
	Lots of social events, music and entertainment	0	.0%	0	.0%	0	.0%	1	.7%
	Lovely shops	0	.0%	0	.0%	0	.0%	1	.7%
	Shopping precinct	1	.8%	0	.0%	0	.0%	0	.0%
	The Royals Shopping Centre	0	.0%	0	.0%	2	1.7%	0	.0%
	Cinema	0	.0%	0	.0%	0	.0%	0	.0%
	Eastgate Centre Parking	0	.0%	0	.0%	0	.0%	0	.0%
Fish shop	0	.0%	0	.0%	0	.0%	0	.0%	
Golf club	0	.0%	0	.0%	0	.0%	1	.7%	
Good charity shops	0	.0%	0	.0%	0	.0%	1	.7%	
Good disabled access	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q16. What do you like about Q14?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Has had some improvement, although it needs more	0	.0%	0	.0%	0	.0%	0	.0%
	It's improving/ has a new shopping precinct	0	.0%	1	.8%	0	.0%	0	.0%
	It has a large selection of facilities	0	.0%	0	.0%	0	.0%	0	.0%
	Large shopping centre	0	.0%	0	.0%	0	.0%	0	.0%
	Likes to walk the dog there	0	.0%	0	.0%	0	.0%	0	.0%
	Lots of places to visit	0	.0%	0	.0%	0	.0%	0	.0%
	Near the estuary	0	.0%	0	.0%	1	.9%	0	.0%
	Marks and Spencer	0	.0%	0	.0%	1	.9%	0	.0%
	Marks and Spencer and Primark	0	.0%	1	.8%	0	.0%	0	.0%
	Not all undercover	1	.8%	0	.0%	0	.0%	0	.0%
	Not too comercialised	0	.0%	0	.0%	1	.9%	0	.0%
	Ramsden Heath	1	.8%	0	.0%	0	.0%	0	.0%
	Good town layout	0	.0%	0	.0%	0	.0%	0	.0%
	Theatre	1	.8%	0	.0%	0	.0%	0	.0%
	Very modern	1	.8%	0	.0%	0	.0%	0	.0%

(cont.)

**Q16. What do you like about Q14?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	56	100.0%	52	100.0%
Attractive environment/ nice place	9	9.0%	8	14.3%	4	7.7%
Clean streets	2	2.0%	1	1.8%	2	3.8%
Easy to get to from home	38	38.0%	23	41.1%	16	30.8%
Easy to get to from work	3	3.0%	0	.0%	0	.0%
Easy to park the car	3	3.0%	1	1.8%	3	5.8%
Good cafes, restaurants or public houses	8	8.0%	0	.0%	1	1.9%
Good food shops	4	4.0%	5	8.9%	6	11.5%
Good market	2	2.0%	0	.0%	1	1.9%
Good non-food shops	9	9.0%	8	14.3%	11	21.2%
Good public transport	3	3.0%	1	1.8%	1	1.9%
Good range of financial or personal services	1	1.0%	1	1.8%	0	.0%
Good safety/ security	3	3.0%	0	.0%	1	1.9%
Traffic free pedestrian areas	2	2.0%	1	1.8%	3	5.8%
Seaside Attractions	8	8.0%	3	5.4%	1	1.9%
Adventure Island	1	1.0%	0	.0%	0	.0%
Well maintained streets	2	2.0%	1	1.8%	1	1.9%
Nothing or very little	23	23.0%	14	25.0%	14	26.9%

(cont.)

**Q16. What do you like about Q14?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Good range of shops	3	3.0%	4	7.1%	4	7.7%
	Independent traders/ individual shops	1	1.0%	0	.0%	2	3.8%
	Everything I need is there	1	1.0%	1	1.8%	2	3.8%
	Familiarity/ know it well	3	3.0%	2	3.6%	1	1.9%
	Generally convenient	4	4.0%	3	5.4%	0	.0%
	Compact shopping area/ everything in one place	1	1.0%	0	.0%	0	.0%
	All under one roof	0	.0%	0	.0%	1	1.9%
	Easy access to shopping centre	0	.0%	0	.0%	0	.0%
	Seafront location	2	2.0%	0	.0%	0	.0%
	Old fashioned town	1	1.0%	0	.0%	0	.0%
	Asda	2	2.0%	0	.0%	0	.0%
	Small high street	0	.0%	0	.0%	0	.0%
	Free/ cheap parking	1	1.0%	0	.0%	0	.0%
	Debenhams	0	.0%	0	.0%	0	.0%
	Lots of social events, music and entertainment	1	1.0%	0	.0%	0	.0%
	Lovely shops	0	.0%	0	.0%	1	1.9%
	Shopping precinct	0	.0%	0	.0%	0	.0%
	The Royals Shopping Centre	0	.0%	0	.0%	0	.0%
	Cinema	0	.0%	0	.0%	0	.0%
	Eastgate Centre Parking	0	.0%	0	.0%	0	.0%
	Fish shop	0	.0%	0	.0%	0	.0%
	Golf club	0	.0%	0	.0%	0	.0%
	Good charity shops	0	.0%	0	.0%	0	.0%
Good disabled access	0	.0%	0	.0%	0	.0%	

(cont.)

**Q16. What do you like about Q14?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Has had some improvement, although it needs more	1	1.0%	0	.0%	0	.0%
	It's improving/ has a new shopping precinct	0	.0%	0	.0%	0	.0%
	It has a large selection of facilities	1	1.0%	0	.0%	0	.0%
	Large shopping centre	0	.0%	0	.0%	0	.0%
	Likes to walk the dog there	1	1.0%	0	.0%	0	.0%
	Lots of places to visit	0	.0%	1	1.8%	0	.0%
	Near the estuary	0	.0%	0	.0%	0	.0%
	Marks and Spencer	0	.0%	0	.0%	0	.0%
	Marks and Spencer and Primark	0	.0%	0	.0%	0	.0%
	Not all undercover	0	.0%	0	.0%	0	.0%
	Not too comercialised	0	.0%	0	.0%	0	.0%
	Ramsden Heath	0	.0%	0	.0%	0	.0%
	Good town layout	0	.0%	0	.0%	0	.0%
	Theatre	0	.0%	0	.0%	0	.0%
	Very modern	0	.0%	0	.0%	0	.0%

**Q17. What do you dislike about Q14?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%
Car parking too expensive	73	7.2%	8	9.5%	5	5.6%	11	9.2%
Danger from vehicles in some streets/ not fully ped	11	1.1%	1	1.2%	1	1.1%	0	.0%
Difficult to park near shops	87	8.6%	5	6.0%	6	6.7%	15	12.5%
Not enough seats/ litter bins/ public telephones/ toilets	6	.6%	0	.0%	0	.0%	0	.0%
Poor access for the disabled	9	.9%	0	.0%	1	1.1%	2	1.7%
Poor market	4	.4%	1	1.2%	0	.0%	0	.0%
Poor range of services	10	1.0%	1	1.2%	0	.0%	1	.8%
Poor range of shops	140	13.8%	4	4.8%	9	10.1%	11	9.2%
Streets badly maintained	26	2.6%	2	2.4%	1	1.1%	1	.8%
Streets dirty	38	3.8%	2	2.4%	2	2.2%	8	6.7%
Too busy/ crowded	71	7.0%	2	2.4%	5	5.6%	8	6.7%
Traffic congestion makes it difficult to get to by	44	4.3%	4	4.8%	1	1.1%	5	4.2%
Unattractive environment/ not a very nice place	71	7.0%	4	4.8%	2	2.2%	8	6.7%
Nothing or very little	430	42.4%	45	53.6%	48	53.9%	56	46.7%

(cont.)

**Q17. What do you dislike about Q14?**

		Base: All respondents				Zone					
		Base: All respondents		1		2		3			
		Num	%	Num	%	Num	%	Num	%		
Other	Too many shops are closing down	38	3.8%	3	3.6%	1	1.1%	1	.8%		
	Too many jobs	11	1.1%	0	.0%	0	.0%	1	.8%		
	I don't like the layout of the town	8	.8%	1	1.2%	1	1.1%	1	.8%		
	Distance/ too far	7	.7%	0	.0%	1	1.1%	0	.0%		
	High Street could be better and improve	7	.7%	0	.0%	0	.0%	0	.0%		
	Not undercover	6	.6%	1	1.2%	2	2.2%	1	.8%		
	Poor public transport	6	.6%	0	.0%	1	1.1%	0	.0%		
	Safety at night	6	.6%	0	.0%	1	1.1%	1	.8%		
	Too many restaurants	6	.6%	0	.0%	0	.0%	1	.8%		
	Anti social behaviour	5	.5%	0	.0%	0	.0%	0	.0%		
	The University students	5	.5%	0	.0%	1	1.1%	1	.8%		
	There is very little in the town centre	5	.5%	0	.0%	1	1.1%	0	.0%		
	Too much petty crime	5	.5%	0	.0%	2	2.2%	0	.0%		
	Badly designed/built	4	.4%	1	1.2%	0	.0%	0	.0%		
	Noisy	4	.4%	0	.0%	0	.0%	1	.8%		
	Too far away	4	.4%	2	2.4%	0	.0%	1	.8%		
	Don't like the way it's being developed	3	.3%	0	.0%	1	1.1%	0	.0%		
	Everything	3	.3%	1	1.2%	0	.0%	0	.0%		
	Stores seem to have limited range of stock on offer	3	.3%	0	.0%	0	.0%	0	.0%		
	Tesco ruined it	3	.3%	0	.0%	0	.0%	0	.0%		
Too open and exposed to weather	3	.3%	1	1.2%	1	1.1%	0	.0%			
All the drunks hanging around	2	.2%	0	.0%	0	.0%	0	.0%			
Asda has a monopoly on the town	2	.2%	0	.0%	0	.0%	0	.0%			

(cont.)

**Q17. What do you dislike about Q14?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Could improve the pier for tourist attraction	2	.2%	1	1.2%	0	.0%	0	.0%
	I don't like the modern look, architecture is horrible	2	.2%	0	.0%	0	.0%	0	.0%
	The Marks and Spencers is too small	2	.2%	0	.0%	0	.0%	0	.0%
	The New Collage is horrible	2	.2%	0	.0%	0	.0%	0	.0%
	The shopping area is open air, nothing undercover if weather is bad	2	.2%	0	.0%	0	.0%	0	.0%
	The shopping centre	2	.2%	0	.0%	0	.0%	0	.0%
	Too many charity shops	2	.2%	0	.0%	0	.0%	0	.0%
	Too many coffee shops	2	.2%	0	.0%	0	.0%	0	.0%
	Too many immigrants	2	.2%	0	.0%	0	.0%	1	.8%
	Council don't work with the community to help improve local area	1	.1%	0	.0%	0	.0%	0	.0%
	Drainage	1	.1%	0	.0%	1	1.1%	0	.0%
	Expensive	1	.1%	0	.0%	0	.0%	0	.0%
	Getting in and out of the area	1	.1%	0	.0%	0	.0%	0	.0%
	Gradually Pitsea has been overtaken by Basildon	1	.1%	1	1.2%	0	.0%	0	.0%
	Lack of good places to eat	1	.1%	0	.0%	0	.0%	0	.0%
	Marks and Spencer and Next are too small	1	.1%	0	.0%	0	.0%	1	.8%
	Markets are closing	1	.1%	0	.0%	0	.0%	0	.0%
	No public toilets	1	.1%	0	.0%	0	.0%	0	.0%
	Not as big as Lakeside	1	.1%	0	.0%	1	1.1%	0	.0%
	Not enough coffee shops	1	.1%	1	1.2%	0	.0%	0	.0%

(cont.)

**Q17. What do you dislike about Q14?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Pollution	1	.1%	0	.0%	0	.0%	0	.0%
	Poor facilities	1	.1%	0	.0%	0	.0%	0	.0%
	Poor opening hours of shops	1	.1%	0	.0%	0	.0%	1	.8%
	Remove amusement arcade	1	.1%	0	.0%	0	.0%	0	.0%
	Seafront attractions	1	.1%	0	.0%	0	.0%	0	.0%
	Speed cameras and traffic wardens	1	.1%	0	.0%	0	.0%	0	.0%
	The character has been taken away	1	.1%	0	.0%	0	.0%	0	.0%
	The disruption of the building works	1	.1%	0	.0%	0	.0%	0	.0%
	The Flats are ruining the area	1	.1%	0	.0%	0	.0%	0	.0%
	The oil refinery	1	.1%	0	.0%	1	1.1%	0	.0%
	The way it was built makes it very windy	1	.1%	1	1.2%	0	.0%	0	.0%
	Too many cheap shops	1	.1%	0	.0%	0	.0%	0	.0%
	Too many financial places	1	.1%	0	.0%	0	.0%	0	.0%
	Too many food shops	1	.1%	0	.0%	0	.0%	0	.0%
	Traffic wardens	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q17. What do you dislike about Q14?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	122	100.0%	128	100.0%	115	100.0%	147	100.0%
Car parking too expensive	7	5.7%	12	9.4%	7	6.1%	9	6.1%
Danger from vehicles in some streets/ not fully ped	0	.0%	2	1.6%	2	1.7%	1	.7%
Difficult to park near shops	8	6.6%	12	9.4%	13	11.3%	10	6.8%
Not enough seats/ litter bins/ public telephones/ toilets	0	.0%	2	1.6%	1	.9%	0	.0%
Poor access for the disabled	1	.8%	1	.8%	0	.0%	2	1.4%
Poor market	1	.8%	1	.8%	0	.0%	0	.0%
Poor range of services	0	.0%	2	1.6%	1	.9%	3	2.0%
Poor range of shops	13	10.7%	14	10.9%	19	16.5%	20	13.6%
Streets badly maintained	1	.8%	1	.8%	5	4.3%	5	3.4%
Streets dirty	3	2.5%	5	3.9%	3	2.6%	3	2.0%
Too busy/ crowded	14	11.5%	8	6.3%	7	6.1%	13	8.8%
Traffic congestion makes it difficult to get to by	3	2.5%	10	7.8%	8	7.0%	7	4.8%
Unattractive environment/ not a very nice place	7	5.7%	7	5.5%	9	7.8%	14	9.5%
Nothing or very little	54	44.3%	60	46.9%	40	34.8%	63	42.9%

(cont.)

**Q17. What do you dislike about Q14?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Too many shops are closing down	4	3.3%	8	6.3%	1	.9%	9	6.1%		
	Too many jobs	3	2.5%	3	2.3%	1	.9%	2	1.4%		
	I don't like the layout of the town	2	1.6%	0	.0%	2	1.7%	0	.0%		
	Distance/ too far	1	.8%	0	.0%	1	.9%	0	.0%		
	High Street could be better and improve	1	.8%	0	.0%	3	2.6%	3	2.0%		
	Not undercover	0	.0%	2	1.6%	0	.0%	0	.0%		
	Poor public transport	0	.0%	1	.8%	1	.9%	1	.7%		
	Safety at night	0	.0%	0	.0%	1	.9%	0	.0%		
	Too many restaurants	0	.0%	1	.8%	3	2.6%	1	.7%		
	Anti social behaviour	1	.8%	0	.0%	0	.0%	0	.0%		
	The University students	0	.0%	0	.0%	0	.0%	1	.7%		
	There is very little in the town centre	0	.0%	0	.0%	0	.0%	0	.0%		
	Too much petty crime	0	.0%	0	.0%	1	.9%	1	.7%		
	Badly designed/built	2	1.6%	0	.0%	0	.0%	1	.7%		
	Noisy	1	.8%	0	.0%	0	.0%	1	.7%		
	Too far away	1	.8%	0	.0%	0	.0%	0	.0%		
	Don't like the way it's being developed	0	.0%	0	.0%	0	.0%	1	.7%		
	Everything	1	.8%	0	.0%	0	.0%	0	.0%		
	Stores seem to have limited range of stock on offer	1	.8%	0	.0%	0	.0%	1	.7%		
	Tesco ruined it	0	.0%	0	.0%	3	2.6%	0	.0%		
Too open and exposed to whether	0	.0%	0	.0%	0	.0%	1	.7%			
All the drunks hanging around	0	.0%	1	.8%	0	.0%	1	.7%			
Asda has a monopoly on the town	1	.8%	0	.0%	0	.0%	0	.0%			

(cont.)

**Q17. What do you dislike about Q14?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Could improve the pier for tourist attraction	0	.0%	0	.0%	1	.9%	0	.0%
	I don't like the modern look, architecture is horrible	0	.0%	0	.0%	0	.0%	1	.7%
	The Marks and Spencers is too small	1	.8%	1	.8%	0	.0%	0	.0%
	The New Collage is horrible	0	.0%	0	.0%	0	.0%	1	.7%
	The shopping area is open air, nothing undercover if weather is bad	0	.0%	0	.0%	0	.0%	0	.0%
	The shopping centre	0	.0%	2	1.6%	0	.0%	0	.0%
	Too many charity shops	0	.0%	0	.0%	1	.9%	0	.0%
	Too many coffee shops	0	.0%	0	.0%	2	1.7%	0	.0%
	Too many immigrants	0	.0%	0	.0%	0	.0%	1	.7%
	Council don't work with the community to help improve local area	0	.0%	0	.0%	0	.0%	0	.0%
	Drainage	0	.0%	0	.0%	0	.0%	0	.0%
	Expensive	0	.0%	0	.0%	0	.0%	0	.0%
	Getting in and out of the area	1	.8%	0	.0%	0	.0%	0	.0%
	Gradually Pitsea has been overtaken by Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of good places to eat	0	.0%	1	.8%	0	.0%	0	.0%
	Marks and Spencer and Next are too small	0	.0%	0	.0%	0	.0%	0	.0%
	Markets are closing	0	.0%	0	.0%	0	.0%	1	.7%
	No public toilets	0	.0%	1	.8%	0	.0%	0	.0%
	Not as big as Lakeside	0	.0%	0	.0%	0	.0%	0	.0%
	Not enough coffee shops	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q17. What do you dislike about Q14?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Pollution	0	.0%	1	.8%	0	.0%	0	.0%
	Poor facilities	0	.0%	1	.8%	0	.0%	0	.0%
	Poor opening hours of shops	0	.0%	0	.0%	0	.0%	0	.0%
	Remove amusement arcade	0	.0%	0	.0%	1	.9%	0	.0%
	Seafront attractions	0	.0%	0	.0%	0	.0%	0	.0%
	Speed cameras and traffic wardens	0	.0%	0	.0%	0	.0%	1	.7%
	The character has been taken away	0	.0%	0	.0%	0	.0%	1	.7%
	The disruption of the building works	0	.0%	0	.0%	0	.0%	1	.7%
	The Flats are ruining the area	1	.8%	0	.0%	0	.0%	0	.0%
	The oil refinery	0	.0%	0	.0%	0	.0%	0	.0%
	The way it was built makes it very windy	0	.0%	0	.0%	0	.0%	0	.0%
	Too many cheap shops	0	.0%	0	.0%	0	.0%	1	.7%
	Too many financial places	0	.0%	0	.0%	0	.0%	1	.7%
	Too many food shops	0	.0%	0	.0%	1	.9%	0	.0%
	Traffic wardens	0	.0%	0	.0%	0	.0%	1	.7%

(cont.)

**Q17. What do you dislike about Q14?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	56	100.0%	52	100.0%
Car parking too expensive	6	6.0%	4	7.1%	4	7.7%
Danger from vehicles in some streets/ not fully ped	2	2.0%	1	1.8%	1	1.9%
Difficult to park near shops	9	9.0%	2	3.6%	7	13.5%
Not enough seats/ litter bins/ public telephones/ toilets	2	2.0%	0	.0%	1	1.9%
Poor access for the disabled	0	.0%	1	1.8%	1	1.9%
Poor market	1	1.0%	0	.0%	0	.0%
Poor range of services	1	1.0%	1	1.8%	0	.0%
Poor range of shops	22	22.0%	14	25.0%	14	26.9%
Streets badly maintained	4	4.0%	1	1.8%	5	9.6%
Streets dirty	4	4.0%	1	1.8%	7	13.5%
Too busy/ crowded	5	5.0%	2	3.6%	7	13.5%
Traffic congestion makes it difficult to get to by	3	3.0%	1	1.8%	2	3.8%
Unattractive environment/ not a very nice place	11	11.0%	2	3.6%	7	13.5%
Nothing or very little	30	30.0%	23	41.1%	11	21.2%

(cont.)

**Q17. What do you dislike about Q14?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Too many shops are closing down	7	7.0%	3	5.4%	1	1.9%
	Too many jobs	1	1.0%	0	.0%	0	.0%
	I don't like the layout of the town	1	1.0%	0	.0%	0	.0%
	Distance/ too far	1	1.0%	1	1.8%	2	3.8%
	High Street could be better and improve	0	.0%	0	.0%	0	.0%
	Not undercover	0	.0%	0	.0%	0	.0%
	Poor public transport	1	1.0%	0	.0%	1	1.9%
	Safety at night	2	2.0%	1	1.8%	0	.0%
	Too many restaurants	0	.0%	0	.0%	0	.0%
	Anti social behaviour	2	2.0%	1	1.8%	1	1.9%
	The University students	1	1.0%	1	1.8%	0	.0%
	There is very little in the town centre	3	3.0%	1	1.8%	0	.0%
	Too much petty crime	0	.0%	0	.0%	1	1.9%
	Badly designed/built	0	.0%	0	.0%	0	.0%
	Noisy	1	1.0%	0	.0%	0	.0%
	Too far away	0	.0%	0	.0%	0	.0%
	Don't like the way it's being developed	1	1.0%	0	.0%	0	.0%
	Everything	1	1.0%	0	.0%	0	.0%
	Stores seem to have limited range of stock on offer	0	.0%	1	1.8%	0	.0%
	Tesco ruined it	0	.0%	0	.0%	0	.0%
Too open and exposed to whether	0	.0%	0	.0%	0	.0%	
All the drunks hanging around	0	.0%	0	.0%	0	.0%	
Asda has a monopoly on the town	0	.0%	1	1.8%	0	.0%	

(cont.)

**Q17. What do you dislike about Q14?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Could improve the pier for tourist attraction	0	.0%	0	.0%	0	.0%
	I don't like the modern look, architecture is horrible	0	.0%	0	.0%	1	1.9%
	The Marks and Spencers is too small	0	.0%	0	.0%	0	.0%
	The New Collage is horrible	0	.0%	0	.0%	1	1.9%
	The shopping area is open air, nothing undercover if weather is bad	1	1.0%	0	.0%	1	1.9%
	The shopping centre	0	.0%	0	.0%	0	.0%
	Too many charity shops	1	1.0%	0	.0%	0	.0%
	Too many coffee shops	0	.0%	0	.0%	0	.0%
	Too many immigrants	0	.0%	0	.0%	0	.0%
	Council don't work with the community to help improve local area	0	.0%	1	1.8%	0	.0%
	Drainage	0	.0%	0	.0%	0	.0%
	Expensive	0	.0%	0	.0%	1	1.9%
	Getting in and out of the area	0	.0%	0	.0%	0	.0%
	Gradually Pitsea has been overtaken by Basildon	0	.0%	0	.0%	0	.0%
	Lack of good places to eat	0	.0%	0	.0%	0	.0%
	Marks and Spencer and Next are too small	0	.0%	0	.0%	0	.0%
	Markets are closing	0	.0%	0	.0%	0	.0%
	No public toilets	0	.0%	0	.0%	0	.0%
	Not as big as Lakeside	0	.0%	0	.0%	0	.0%
	Not enough coffee shops	0	.0%	0	.0%	0	.0%

(cont.)

**Q17. What do you dislike about Q14?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Pollution	0	.0%	0	.0%	0	.0%
	Poor facilities	0	.0%	0	.0%	0	.0%
	Poor opening hours of shops	0	.0%	0	.0%	0	.0%
	Remove amusement arcade	0	.0%	0	.0%	0	.0%
	Seafront attractions	1	1.0%	0	.0%	0	.0%
	Speed cameras and traffic wardens	0	.0%	0	.0%	0	.0%
	The character has been taken away	0	.0%	0	.0%	0	.0%
	The disruption of the building works	0	.0%	0	.0%	0	.0%
	The Flats are ruining the area	0	.0%	0	.0%	0	.0%
	The oil refinery	0	.0%	0	.0%	0	.0%
	The way it was built makes it very windy	0	.0%	0	.0%	0	.0%
	Too many cheap shops	0	.0%	0	.0%	0	.0%
	Too many financial places	0	.0%	0	.0%	0	.0%
	Too many food shops	0	.0%	0	.0%	0	.0%
	Traffic wardens	0	.0%	0	.0%	0	.0%

**Q18. Are you a member or do you regularly visit a health and fitness club?**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%	122	100.0%
Yes	162	16.0%	18	21.4%	10	11.2%	20	16.7%	20	16.4%
No	851	84.0%	66	78.6%	79	88.8%	100	83.3%	102	83.6%

(cont.)

**Q18. Are you a member or do you regularly visit a health and fitness club?**

	Zone							
	5		6		7		8	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	128	100.0%	115	100.0%	147	100.0%	100	100.0%
Yes	29	22.7%	19	16.5%	14	9.5%	17	17.0%
No	99	77.3%	96	83.5%	133	90.5%	83	83.0%

(cont.)

**Q18. Are you a member or do you regularly visit a health and fitness club?**

	Zone			
	9		10	
	Num	%	Num	%
Base: All respondents	56	100.0%	52	100.0%
Yes	7	12.5%	8	15.4%
No	49	87.5%	44	84.6%

**Q19. Which health and fitness club do you regularly visit?**

	Base: Those visiting a health club		Zone							
	Num	%	1		2		3			
			Num	%	Num	%	Num	%		
Base: Those visiting a health club	162	100.0%	18	100.0%	10	100.0%	20	100.0%		
Virgin Active, Thundersley	19	11.7%	0	.0%	1	10.0%	8	40.0%		
David Lloyd, Snakes Lane, Southend	10	6.2%	0	.0%	0	.0%	0	.0%		
Fitness First, Southend	6	3.7%	0	.0%	0	.0%	1	5.0%		
Virgin Active, Hawkwell	6	3.7%	0	.0%	0	.0%	0	.0%		
L.A. Fitness, Southend	5	3.1%	0	.0%	0	.0%	0	.0%		
David Lloyd Basildon	4	2.5%	2	11.1%	0	.0%	0	.0%		
Fitness First, Basildon	4	2.5%	3	16.7%	0	.0%	0	.0%		
Southend Leisure and Tennis Centre, Eastern Avenue, Southend	4	2.5%	0	.0%	0	.0%	0	.0%		
Energie Fitness for Women, Southend	2	1.2%	0	.0%	0	.0%	1	5.0%		
Academy Fitness, London Road, Westcliff	1	.6%	0	.0%	0	.0%	0	.0%		
The Locker Room, Southend	1	.6%	0	.0%	0	.0%	0	.0%		
Westcliff Health Club, Westcliff	1	.6%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

		Base: Those visiting a health club				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Waterside Farm Sports Centre, Somnes Avenue, Canvey Island	14	8.6%	1	5.6%	6	60.0%	7	35.0%
	Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, Hockley	9	5.6%	0	.0%	0	.0%	0	.0%
	Virgin Active, Rayleigh Road, Benfleet	7	4.3%	1	5.6%	2	20.0%	0	.0%
	Club Woodham, Baron Road, South Woodham Ferrers	6	3.7%	0	.0%	0	.0%	0	.0%
	David Lloyds, Snakes Lane, Southend-on-Sea	4	2.5%	0	.0%	0	.0%	0	.0%
	Pitsea Leisure Centre, Northlands Pavement, Pitsea, Basildon	4	2.5%	4	22.2%	0	.0%	0	.0%
	Curves, London Road, Wickford	3	1.9%	0	.0%	0	.0%	0	.0%
	Eversley Leisure Centre, Crest Avenue, Pitsea, Basildon	3	1.9%	3	16.7%	0	.0%	0	.0%
	Bodycare Fitness, High Road, Benfleet	2	1.2%	0	.0%	0	.0%	1	5.0%
	Club 60, Queensway House, Essex Street, Southend-on-Sea	2	1.2%	0	.0%	0	.0%	0	.0%
	Fit 4 All, Oak Farm, Castledon Road, Downham, Billericay	2	1.2%	0	.0%	0	.0%	0	.0%
	Leigh-on-Sea	2	1.2%	0	.0%	0	.0%	0	.0%
	Runnymede Swimming Pool, Kiln Road, Thundersley, Benfleet	2	1.2%	0	.0%	0	.0%	0	.0%
	Shoeburyness Leisure Centre, Delaware Road, Shoeburyness	2	1.2%	0	.0%	0	.0%	0	.0%
	Warriors Swim Centre, Warrior Square, Southend-on-Sea	2	1.2%	0	.0%	0	.0%	0	.0%
	Athenaeum, Aviation Way, Southend-On-Sea	1	.6%	0	.0%	0	.0%	0	.0%

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

		Base: Those visiting a health club		Zone							
		Num	%	1		2		3			
				Num	%	Num	%	Num	%		
Other	Basildon	1	.6%	1	5.6%	0	.0%	0	.0%		
	Basildon Athletic Club, Gloucester Park, Cranes Farm Road, Basildon	1	.6%	1	5.6%	0	.0%	0	.0%		
	Be Active at Bromfords School, Wickford	1	.6%	0	.0%	0	.0%	0	.0%		
	Benfleet	1	.6%	0	.0%	0	.0%	1	5.0%		
	Bowls Club, Westcliff-on-Sea	1	.6%	0	.0%	0	.0%	0	.0%		
	Christ Church U Champions Manor Hall, Hullbridge Road, South Woodham Ferrers	1	.6%	0	.0%	0	.0%	0	.0%		
	Christ Church United Reformed & Methodist Church,, Ladygate Centre, High Street, Wickford	1	.6%	0	.0%	0	.0%	0	.0%		
	Clements Hall, Rayleigh	1	.6%	0	.0%	0	.0%	0	.0%		
	Club Kingswood, Clayhill, Lanesparrows Herne, Basildon	1	.6%	1	5.6%	0	.0%	0	.0%		
	Company gym	1	.6%	0	.0%	0	.0%	0	.0%		
	Curves, Chandlers Way, South Woodham Ferrers	1	.6%	0	.0%	0	.0%	0	.0%		
	Curves, Websters Way, Rayleigh	1	.6%	0	.0%	0	.0%	0	.0%		
	Fit For Life, Arundel Close, Billericay	1	.6%	1	5.6%	0	.0%	0	.0%		
	Fitness First, Wickford	1	.6%	0	.0%	0	.0%	0	.0%		
	Garon Park, Eastern Avenue, Southend-on-Sea	1	.6%	0	.0%	0	.0%	0	.0%		
	Greensward Academy, Hockley	1	.6%	0	.0%	0	.0%	0	.0%		
	Islands Gym, Vikings Way, Canvey Island	1	.6%	0	.0%	1	10.0%	0	.0%		
	Jazz Exercise, Rayleigh	1	.6%	0	.0%	0	.0%	0	.0%		
Judo Class, Southend-on-Sea	1	.6%	0	.0%	0	.0%	0	.0%			

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

		Base: Those visiting a health club				Zone					
		Base		1		2		3			
		Num	%	Num	%	Num	%	Num	%		
Other	Lawns Court, Benfleet	1	.6%	0	.0%	0	.0%	1	5.0%		
	Line Dancing, Baptist Church, Rayleigh	1	.6%	0	.0%	0	.0%	0	.0%		
	Local walking groups	1	.6%	0	.0%	0	.0%	0	.0%		
	Nuffield Health Club, Old Broad Street, London	1	.6%	0	.0%	0	.0%	0	.0%		
	Rayleigh Bowls Club, Bull Lane, Rayleigh	1	.6%	0	.0%	0	.0%	0	.0%		
	Rayleigh Leisure Centre, Rawreth Lane, Rayleigh	1	.6%	0	.0%	0	.0%	0	.0%		
	Recycled Teenagers, Rochford	1	.6%	0	.0%	0	.0%	0	.0%		
	Recycled Teenagers, Snakes Lane, Southend	1	.6%	0	.0%	0	.0%	0	.0%		
	Rosemary Conally, Mill Hall, Bellingham Lane, Rayleigh	1	.6%	0	.0%	0	.0%	0	.0%		
	The Serenity, Clements Hall Way, Hockley	1	.6%	0	.0%	0	.0%	0	.0%		
	Southend-on-Sea Athletic Club, Grasmear Avenue, Leigh-on-Sea	1	.6%	0	.0%	0	.0%	0	.0%		
	Southend Leisure and Tennis Centre, Garon Park, Southend-on-Sea	1	.6%	0	.0%	0	.0%	0	.0%		
	The Salvation Army, Southchurch Road, Southend-on-Sea	1	.6%	0	.0%	0	.0%	0	.0%		
	Thorpe Bay Gardens, Southend-on-Sea	1	.6%	0	.0%	0	.0%	0	.0%		
	Wickford Health Centre, Market Road, Wickford	1	.6%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting a health club	20	100.0%	29	100.0%	19	100.0%	14	100.0%
Virgin Active, Thundersley	0	.0%	5	17.2%	4	21.1%	1	7.1%
David Lloyd, Snakes Lane, Southend	1	5.0%	3	10.3%	2	10.5%	3	21.4%
Fitness First, Southend	0	.0%	1	3.4%	0	.0%	2	14.3%
Virgin Active, Hawkwell	0	.0%	4	13.8%	0	.0%	1	7.1%
L.A. Fitness, Southend	0	.0%	0	.0%	1	5.3%	0	.0%
David Lloyd Basildon	2	10.0%	0	.0%	0	.0%	0	.0%
Fitness First, Basildon	1	5.0%	0	.0%	0	.0%	0	.0%
Southend Leisure and Tennis Centre, Eastern Avenue, Southend	0	.0%	0	.0%	0	.0%	2	14.3%
Energie Fitness for Women, Southend	0	.0%	0	.0%	1	5.3%	0	.0%
Academy Fitness, London Road, Westcliff	0	.0%	0	.0%	0	.0%	0	.0%
The Locker Room, Southend	0	.0%	1	3.4%	0	.0%	0	.0%
Westcliff Health Club, Westcliff	0	.0%	0	.0%	1	5.3%	0	.0%

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Waterside Farm Sports Centre, Somnes Avenue, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, Hockley	0	.0%	3	10.3%	2	10.5%	1	7.1%
	Virgin Active, Rayleigh Road, Benfleet	0	.0%	3	10.3%	0	.0%	0	.0%
	Club Woodham, Baron Road, South Woodham Ferrers	6	30.0%	0	.0%	0	.0%	0	.0%
	David Lloyds, Snakes Lane, Southend-on-Sea	0	.0%	0	.0%	3	15.8%	1	7.1%
	Pitsea Leisure Centre, Northlands Pavement, Pitsea, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Curves, London Road, Wickford	3	15.0%	0	.0%	0	.0%	0	.0%
	Eversley Leisure Centre, Crest Avenue, Pitsea, Basildon	0	.0%	0	.0%	0	.0%	0	.0%
	Bodycare Fitness, High Road, Benfleet	0	.0%	0	.0%	1	5.3%	0	.0%
	Club 60, Queensway House, Essex Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Fit 4 All, Oak Farm, Castledon Road, Downham, Billericay	2	10.0%	0	.0%	0	.0%	0	.0%
	Leigh-on-Sea	0	.0%	1	3.4%	1	5.3%	0	.0%
	Runnymede Swimming Pool, Kiln Road, Thundersley, Benfleet	0	.0%	0	.0%	1	5.3%	0	.0%
	Shoeburyness Leisure Centre, Delaware Road, Shoeburyness	0	.0%	1	3.4%	0	.0%	0	.0%
	Warriors Swim Centre, Warrior Square, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
Athenaeum, Aviation Way, Southend-On-Sea	0	.0%	0	.0%	0	.0%	1	7.1%	

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
Basildon Athletic Club, Gloucester Park, Cranes Farm Road, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
Be Active at Bromfords School, Wickford	1	5.0%	0	.0%	0	.0%	0	.0%		
Benfleet	0	.0%	0	.0%	0	.0%	0	.0%		
Bowls Club, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
Christ Church U Champions Manor Hall, Hullbridge Road, South Woodham Ferrers	1	5.0%	0	.0%	0	.0%	0	.0%		
Christ Church United Reformed & Methodist Church,, Ladygate Centre, High Street, Wickford	0	.0%	1	3.4%	0	.0%	0	.0%		
Clements Hall, Rayleigh	0	.0%	1	3.4%	0	.0%	0	.0%		
Club Kingswood, Clayhill, Lanesparrows Herne, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
Company gym	0	.0%	0	.0%	0	.0%	0	.0%		
Curves, Chandlers Way, South Woodham Ferrers	1	5.0%	0	.0%	0	.0%	0	.0%		
Curves, Websters Way, Rayleigh	0	.0%	1	3.4%	0	.0%	0	.0%		
Fit For Life, Arundel Close, Billericay	0	.0%	0	.0%	0	.0%	0	.0%		
Fitness First, Wickford	1	5.0%	0	.0%	0	.0%	0	.0%		
Garon Park, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	1	5.3%	0	.0%		
Greensward Academy, Hockley	0	.0%	0	.0%	0	.0%	0	.0%		
Islands Gym, Vikings Way, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
Jazz Exercise, Rayleigh	0	.0%	1	3.4%	0	.0%	0	.0%		
Judo Class, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Lawns Court, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%		
	Line Dancing, Baptist Church, Rayleigh	0	.0%	1	3.4%	0	.0%	0	.0%		
	Local walking groups	0	.0%	0	.0%	0	.0%	0	.0%		
	Nuffield Health Club, Old Broad Street, London	0	.0%	0	.0%	1	5.3%	0	.0%		
	Rayleigh Bowls Club, Bull Lane, Rayleigh	0	.0%	1	3.4%	0	.0%	0	.0%		
	Rayleigh Leisure Centre, Rawreth Lane, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%		
	Recycled Teenagers, Rochford	0	.0%	0	.0%	0	.0%	1	7.1%		
	Recycled Teenagers, Snakes Lane, Southend	0	.0%	0	.0%	0	.0%	1	7.1%		
	Rosemary Conally, Mill Hall, Bellingham Lane, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%		
	The Serenity, Clements Hall Way, Hockley	0	.0%	1	3.4%	0	.0%	0	.0%		
	Southend-on-Sea Athletic Club, Grasmoad Avenue, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Southend Leisure and Tennis Centre, Garon Park, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	The Salvation Army, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Thorpe Bay Gardens, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Wickford Health Centre, Market Road, Wickford	1	5.0%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Those visiting a health club	17	100.0%	7	100.0%	8	100.0%
Virgin Active, Thundersley	0	.0%	0	.0%	0	.0%
David Lloyd, Snakes Lane, Southend	1	5.9%	0	.0%	0	.0%
Fitness First, Southend	1	5.9%	1	14.3%	0	.0%
Virgin Active, Hawkwell	0	.0%	0	.0%	1	12.5%
L.A. Fitness, Southend	4	23.5%	0	.0%	0	.0%
David Lloyd Basildon	0	.0%	0	.0%	0	.0%
Fitness First, Basildon	0	.0%	0	.0%	0	.0%
Southend Leisure and Tennis Centre, Eastern Avenue, Southend	1	5.9%	0	.0%	1	12.5%
Energie Fitness for Women, Southend	0	.0%	0	.0%	0	.0%
Academy Fitness, London Road, Westcliff	1	5.9%	0	.0%	0	.0%
The Locker Room, Southend	0	.0%	0	.0%	0	.0%
Westcliff Health Club, Westcliff	0	.0%	0	.0%	0	.0%

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Waterside Farm Sports Centre, Somnes Avenue, Canvey Island	0	.0%	0	.0%	0	.0%
	Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, Hockley	1	5.9%	0	.0%	2	25.0%
	Virgin Active, Rayleigh Road, Benfleet	0	.0%	0	.0%	1	12.5%
	Club Woodham, Baron Road, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	David Lloyds, Snakes Lane, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Pitsea Leisure Centre, Northlands Pavement, Pitsea, Basildon	0	.0%	0	.0%	0	.0%
	Curves, London Road, Wickford	0	.0%	0	.0%	0	.0%
	Eversley Leisure Centre, Crest Avenue, Pitsea, Basildon	0	.0%	0	.0%	0	.0%
	Bodycare Fitness, High Road, Benfleet	0	.0%	0	.0%	0	.0%
	Club 60, Queensway House, Essex Street, Southend-on-Sea	0	.0%	2	28.6%	0	.0%
	Fit 4 All, Oak Farm, Castledon Road, Downham, Billericay	0	.0%	0	.0%	0	.0%
	Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Runnymede Swimming Pool, Kiln Road, Thundersley, Benfleet	1	5.9%	0	.0%	0	.0%
	Shoeburyness Leisure Centre, Delaware Road, Shoeburyness	0	.0%	1	14.3%	0	.0%
	Warriors Swim Centre, Warrior Square, Southend-on-Sea	2	11.8%	0	.0%	0	.0%
	Athenaeum, Aviation Way, Southend-On-Sea	0	.0%	0	.0%	0	.0%

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Basildon	0	.0%	0	.0%	0	.0%
	Basildon Athletic Club, Gloucester Park, Cranes Farm Road, Basildon	0	.0%	0	.0%	0	.0%
	Be Active at Bromfords School, Wickford	0	.0%	0	.0%	0	.0%
	Benfleet	0	.0%	0	.0%	0	.0%
	Bowls Club, Westcliff-on-Sea	1	5.9%	0	.0%	0	.0%
	Christ Church U Champions Manor Hall, Hullbridge Road, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Christ Church United Reformed & Methodist Church,, Ladygate Centre, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Clements Hall, Rayleigh	0	.0%	0	.0%	0	.0%
	Club Kingswood, Clayhill, Lanesparrows Herne, Basildon	0	.0%	0	.0%	0	.0%
	Company gym	0	.0%	1	14.3%	0	.0%
	Curves, Chandlers Way, South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	Curves, Websters Way, Rayleigh	0	.0%	0	.0%	0	.0%
	Fit For Life, Arundel Close, Billericay	0	.0%	0	.0%	0	.0%
	Fitness First, Wickford	0	.0%	0	.0%	0	.0%
	Garon Park, Eastern Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Greensward Academy, Hockley	0	.0%	0	.0%	1	12.5%
	Islands Gym, Vikings Way, Canvey Island	0	.0%	0	.0%	0	.0%
	Jazz Exercise, Rayleigh	0	.0%	0	.0%	0	.0%
	Judo Class, Southend-on-Sea	0	.0%	1	14.3%	0	.0%

(cont.)

**Q19. Which health and fitness club do you regularly visit?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Lawns Court, Benfleet	0	.0%	0	.0%	0	.0%
	Line Dancing, Baptist Church, Rayleigh	0	.0%	0	.0%	0	.0%
	Local walking groups	1	5.9%	0	.0%	0	.0%
	Nuffield Health Club, Old Broad Street, London	0	.0%	0	.0%	0	.0%
	Rayleigh Bowls Club, Bull Lane, Rayleigh	0	.0%	0	.0%	0	.0%
	Rayleigh Leisure Centre, Rawreth Lane, Rayleigh	0	.0%	0	.0%	1	12.5%
	Recycled Teenagers, Rochford	0	.0%	0	.0%	0	.0%
	Recycled Teenagers, Snakes Lane, Southend	0	.0%	0	.0%	0	.0%
	Rosemary Conally, Mill Hall, Bellingham Lane, Rayleigh	0	.0%	0	.0%	1	12.5%
	The Serenity, Clements Hall Way, Hockley	0	.0%	0	.0%	0	.0%
	Southend-on-Sea Athletic Club, Grasmead Avenue, Leigh-on-Sea	1	5.9%	0	.0%	0	.0%
	Southend Leisure and Tennis Centre, Garon Park, Southend-on-Sea	0	.0%	1	14.3%	0	.0%
	The Salvation Army, Southchurch Road, Southend-on-Sea	1	5.9%	0	.0%	0	.0%
	Thorpe Bay Gardens, Southend-on-Sea	1	5.9%	0	.0%	0	.0%
	Wickford Health Centre, Market Road, Wickford	0	.0%	0	.0%	0	.0%

**Q20. Where do you normally go to the cinema?**

	Base: Excluding don't do/ don't visit		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	552	100.0%	39	100.0%	48	100.0%	65	100.0%
Odeon, Southend	274	49.6%	0	.0%	2	4.2%	14	21.5%
UCI, Basildon	164	29.7%	28	71.8%	11	22.9%	27	41.5%
Moviestar Cineplex, Canvey	40	7.2%	3	7.7%	28	58.3%	9	13.8%
Empire Cinemas, Festival Leisure Park, Cranes Farm Road, Basildon	47	8.5%	8	20.5%	2	4.2%	10	15.4%
Odeon, Kings Head Walk, Chelmsford	10	1.8%	0	.0%	0	.0%	0	.0%
Odeon, Lakeside Retail Park, West Thurrock, Grays	4	.7%	0	.0%	2	4.2%	2	3.1%
Movie Starr Cineplex, Eastern Esplanade, Canvey Island	3	.5%	0	.0%	3	6.3%	0	.0%
Lakeside	2	.4%	0	.0%	0	.0%	1	1.5%
Chelmsford	1	.2%	0	.0%	0	.0%	0	.0%
Other								
Cineworld, Cardinal Park, Grafron Way, Ipswich	1	.2%	0	.0%	0	.0%	1	1.5%
Hammersmith, London	1	.2%	0	.0%	0	.0%	0	.0%
London	1	.2%	0	.0%	0	.0%	0	.0%
Odean, Central Cross, Tottenham Court Road, London	1	.2%	0	.0%	0	.0%	0	.0%
Showcase, Bluewater, East Street, Southend-on-Sea	1	.2%	0	.0%	0	.0%	0	.0%
The National Film Theatre, The South Bank Centre, Belvedere Road, London	1	.2%	0	.0%	0	.0%	0	.0%
Vue, The Brewery, Romford	1	.2%	0	.0%	0	.0%	1	1.5%

(cont.)

**Q20. Where do you normally go to the cinema?**

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Base: Excluding don't do/ don't visit	79	100.0%	79	100.0%	61	100.0%	60	100.0%		
Odeon, Southend	4	5.1%	34	43.0%	50	82.0%	56	93.3%		
UCI, Basildon	53	67.1%	34	43.0%	4	6.6%	3	5.0%		
Moviestar Cineplex, Canvey	0	.0%	0	.0%	0	.0%	0	.0%		
Empire Cinemas, Festival Leisure Park, Cranes Farm Road, Basildon	14	17.7%	10	12.7%	3	4.9%	0	.0%		
Odeon, Kings Head Walk, Chelmsford	7	8.9%	1	1.3%	1	1.6%	0	.0%		
Odeon, Lakeside Retail Park, West Thurrock, Grays	0	.0%	0	.0%	0	.0%	0	.0%		
Movie Starr Cineplex, Eastern Esplanade, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
Lakeside	0	.0%	0	.0%	1	1.6%	0	.0%		
Chelmsford	1	1.3%	0	.0%	0	.0%	0	.0%		
Other										
Cineworld, Cardinal Park, Grafron Way, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%		
Hammersmith, London	0	.0%	0	.0%	1	1.6%	0	.0%		
London	0	.0%	0	.0%	1	1.6%	0	.0%		
Odean, Central Cross, Tottenham Court Road, London	0	.0%	0	.0%	0	.0%	0	.0%		
Showcase, Bluewater, East Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	1.7%		
The National Film Theatre, The South Bank Centre, Belvedere Road, London	0	.0%	0	.0%	0	.0%	0	.0%		
Vue, The Brewery, Romford	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q20. Where do you normally go to the cinema?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	58	100.0%	32	100.0%	31	100.0%
Odeon, Southend	55	94.8%	31	96.9%	28	90.3%
UCI, Basildon	2	3.4%	0	.0%	2	6.5%
Moviestar Cineplex, Canvey	0	.0%	0	.0%	0	.0%
Empire Cinemas, Festival Leisure Park, Cranes Farm Road, Basildon	0	.0%	0	.0%	0	.0%
Odeon, Kings Head Walk, Chelmsford	0	.0%	0	.0%	1	3.2%
Odeon, Lakeside Retail Park, West Thurrock, Grays	0	.0%	0	.0%	0	.0%
Movie Starr Cineplex, Eastern Esplanade, Canvey Island	0	.0%	0	.0%	0	.0%
Lakeside	0	.0%	0	.0%	0	.0%
Chelmsford	0	.0%	0	.0%	0	.0%
Other						
Cineworld, Cardinal Park, Grafron Way, Ipswich	0	.0%	0	.0%	0	.0%
Hammersmith, London	0	.0%	0	.0%	0	.0%
London	0	.0%	0	.0%	0	.0%
Odean, Central Cross, Tottenham Court Road, London	0	.0%	1	3.1%	0	.0%
Showcase, Bluewater, East Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
The National Film Theatre, The South Bank Centre, Belvedere Road, London	1	1.7%	0	.0%	0	.0%
Vue, The Brewery, Romford	0	.0%	0	.0%	0	.0%

**Q21. Where do you normally go to the theatre?**

	Base: Excluding don't do/ don't visit		Zone							
	Num	%	1		2		3			
			Num	%	Num	%	Num	%		
Base: Excluding don't do/ don't visit	691	100.0%	51	100.0%	55	100.0%	89	100.0%		
Southend – Cliffs Pavilion	310	44.9%	16	31.4%	25	45.5%	38	42.7%		
London – West End	258	37.3%	25	49.0%	20	36.4%	39	43.8%		
Southend – Palace Theatre	81	11.7%	2	3.9%	7	12.7%	8	9.0%		
Basildon	13	1.9%	7	13.7%	0	.0%	0	.0%		
Chelmsford	5	.7%	0	.0%	0	.0%	0	.0%		
Brentwood	1	.1%	0	.0%	0	.0%	0	.0%		
Other	Palace Theatre, London Road, Westcliff-on-Sea	11	1.6%	0	.0%	2	3.6%	2	2.2%	
	London	4	.6%	1	2.0%	0	.0%	0	.0%	
	The Queens Theatre, Billet Lane, Town Centre, Hornchurch	3	.4%	0	.0%	0	.0%	1	1.1%	
	Cliffs Pavilion, Station Road, Westcliff-on-Sea	1	.1%	0	.0%	0	.0%	1	1.1%	
	National Theatre, South Bank, London	1	.1%	0	.0%	0	.0%	0	.0%	
	Shaftesbury Theatre, Shaftesbury Avenue, Camden, London	1	.1%	0	.0%	0	.0%	0	.0%	
	The Lyric Theatre, Shaftesbury Avenue, London	1	.1%	0	.0%	0	.0%	0	.0%	
	The O2, Millenium Way, Greenwich	1	.1%	0	.0%	1	1.8%	0	.0%	

(cont.)

**Q21. Where do you normally go to the theatre?**

	Zone										
	4		5		6		7				
	Num	%	Num	%	Num	%	Num	%			
Base: Excluding don't do/ don't visit	89	100.0%	94	100.0%	79	100.0%	95	100.0%			
Southend – Cliffs Pavilion	22	24.7%	44	46.8%	41	51.9%	48	50.5%			
London – West End	49	55.1%	37	39.4%	25	31.6%	18	18.9%			
Southend – Palace Theatre	3	3.4%	9	9.6%	10	12.7%	27	28.4%			
Basildon	4	4.5%	1	1.1%	1	1.3%	0	.0%			
Chelmsford	4	4.5%	1	1.1%	0	.0%	0	.0%			
Brentwood	1	1.1%	0	.0%	0	.0%	0	.0%			
Other	Palace Theatre, London Road, Westcliff-on-Sea	2	2.2%	2	2.1%	1	1.3%	2	2.1%		
	London	1	1.1%	0	.0%	0	.0%	0	.0%		
	The Queens Theatre, Billet Lane, Town Centre, Hornchurch	1	1.1%	0	.0%	1	1.3%	0	.0%		
	Cliffs Pavilion, Station Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	National Theatre, South Bank, London	0	.0%	0	.0%	0	.0%	0	.0%		
	Shaftesbury Theatre, Shaftesbury Avenue, Camden, London	1	1.1%	0	.0%	0	.0%	0	.0%		
	The Lyric Theatre, Shaftesbury Avenue, London	1	1.1%	0	.0%	0	.0%	0	.0%		
	The O2, Millenium Way, Greenwich	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q21. Where do you normally go to the theatre?**

	Zone						
	8		9		10		
	Num	%	Num	%	Num	%	
Base: Excluding don't do/ don't visit	73	100.0%	30	100.0%	36	100.0%	
Southend – Cliffs Pavilion	32	43.8%	18	60.0%	26	72.2%	
London – West End	30	41.1%	6	20.0%	9	25.0%	
Southend – Palace Theatre	10	13.7%	4	13.3%	1	2.8%	
Basildon	0	.0%	0	.0%	0	.0%	
Chelmsford	0	.0%	0	.0%	0	.0%	
Brentwood	0	.0%	0	.0%	0	.0%	
Other	Palace Theatre, London Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	London	0	.0%	2	6.7%	0	.0%
	The Queens Theatre, Billet Lane, Town Centre, Hornchurch	0	.0%	0	.0%	0	.0%
	Cliffs Pavilion, Station Road, Westcliff-on-Sea	0	.0%	0	.0%	0	.0%
	National Theatre, South Bank, London	1	1.4%	0	.0%	0	.0%
	Shaftesbury Theatre, Shaftesbury Avenue, Camden, London	0	.0%	0	.0%	0	.0%
	The Lyric Theatre, Shaftesbury Avenue, London	0	.0%	0	.0%	0	.0%
	The O2, Millenium Way, Greenwich	0	.0%	0	.0%	0	.0%

**Q22. Where do you normally go to the casino?**

	Base: Excluding don't do/ don't visit		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	173	100.0%	18	100.0%	14	100.0%	12	100.0%
Southend (Rendezvous/ Kursaal)	100	57.8%	9	50.0%	8	57.1%	5	41.7%
Westcliff (Maxims/ Spielers)	66	38.2%	9	50.0%	6	42.9%	6	50.0%
Other								
Abroad	2	1.2%	0	.0%	0	.0%	1	8.3%
Newcastle	1	.6%	0	.0%	0	.0%	0	.0%
Paglesham	1	.6%	0	.0%	0	.0%	0	.0%
South Woodham Ferrers	1	.6%	0	.0%	0	.0%	0	.0%
Southend Leisure and Tennis Centre, Garon Park, Southend-on-Sea	1	.6%	0	.0%	0	.0%	0	.0%
Westcliffe Civic Centre, Victoria Avenue, Southend-on-Sea	1	.6%	0	.0%	0	.0%	0	.0%

(cont.)

**Q22. Where do you normally go to the casino?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	17	100.0%	30	100.0%	13	100.0%	23	100.0%
Southend (Rendezvous/ Kursaal)	12	70.6%	16	53.3%	7	53.8%	14	60.9%
Westcliff (Maxims/ Spielers)	4	23.5%	13	43.3%	5	38.5%	7	30.4%
Other								
Abroad	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle	0	.0%	1	3.3%	0	.0%	0	.0%
Paglesham	0	.0%	0	.0%	0	.0%	1	4.3%
South Woodham Ferrers	1	5.9%	0	.0%	0	.0%	0	.0%
Southend Leisure and Tennis Centre, Garon Park, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	4.3%
Westcliffe Civic Centre, Victoria Avenue, Southend-on-Sea	0	.0%	0	.0%	1	7.7%	0	.0%

(cont.)

**Q22. Where do you normally go to the casino?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	30	100.0%	6	100.0%	10	100.0%
Southend (Rendezvous/ Kursaal)	18	60.0%	5	83.3%	6	60.0%
Westcliff (Maxims/ Spielers)	11	36.7%	1	16.7%	4	40.0%
Other						
Abroad	1	3.3%	0	.0%	0	.0%
Newcastle	0	.0%	0	.0%	0	.0%
Paglesham	0	.0%	0	.0%	0	.0%
South Woodham Ferrers	0	.0%	0	.0%	0	.0%
Southend Leisure and Tennis Centre, Garon Park, Southend-on-Sea	0	.0%	0	.0%	0	.0%
Westcliffe Civic Centre, Victoria Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%

**Q23. Where do you normally go to visit nightclubs?**

	Base: Excluding don't do/ don't visit		Zone							
	Num	%	1		2		3			
			Num	%	Num	%	Num	%		
Base: Excluding don't do/ don't visit	87	100.0%	9	100.0%	9	100.0%	7	100.0%		
Southend	45	51.7%	0	.0%	2	22.2%	3	42.9%		
Basildon	25	28.7%	7	77.8%	5	55.6%	4	57.1%		
London – West End	6	6.9%	0	.0%	1	11.1%	0	.0%		
Chelmsford	4	4.6%	0	.0%	0	.0%	0	.0%		
Rayleigh	3	3.4%	0	.0%	0	.0%	0	.0%		
Festival Leisure Park, Cranes Farm Road, Basildon	2	2.3%	2	22.2%	0	.0%	0	.0%		
Other Southend Conservative Club, Clarence Street, Southend-on-Sea	1	1.1%	0	.0%	0	.0%	0	.0%		
Walthamstow	1	1.1%	0	.0%	1	11.1%	0	.0%		

(cont.)

**Q23. Where do you normally go to visit nightclubs?**

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Base: Excluding don't do/ don't visit	14	100.0%	11	100.0%	6	100.0%	10	100.0%		
Southend	2	14.3%	6	54.5%	5	83.3%	8	80.0%		
Basildon	6	42.9%	3	27.3%	0	.0%	0	.0%		
London – West End	2	14.3%	0	.0%	1	16.7%	1	10.0%		
Chelmsford	3	21.4%	1	9.1%	0	.0%	0	.0%		
Rayleigh	1	7.1%	1	9.1%	0	.0%	1	10.0%		
Festival Leisure Park, Cranes Farm Road, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
Other Southend Conservative Club, Clarence Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
Walthamstow	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q23. Where do you normally go to visit nightclubs?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	12	100.0%	6	100.0%	3	100.0%
Southend	11	91.7%	5	83.3%	3	100.0%
Basildon	0	.0%	0	.0%	0	.0%
London – West End	0	.0%	1	16.7%	0	.0%
Chelmsford	0	.0%	0	.0%	0	.0%
Rayleigh	0	.0%	0	.0%	0	.0%
Festival Leisure Park, Cranes Farm Road, Basildon	0	.0%	0	.0%	0	.0%
Other Southend Conservative Club, Clarence Street, Southend-on-Sea	1	8.3%	0	.0%	0	.0%
Walthamstow	0	.0%	0	.0%	0	.0%

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

	Base: Excluding don't do/ don't visit		Zone							
	Num	%	1		2		3			
			Num	%	Num	%	Num	%		
Base: Excluding don't do/ don't visit	802	100.0%	60	100.0%	72	100.0%	90	100.0%		
Southend	235	29.3%	5	8.3%	7	9.7%	21	23.3%		
Leigh	101	12.6%	1	1.7%	2	2.8%	14	15.6%		
Basildon	62	7.7%	28	46.7%	7	9.7%	7	7.8%		
Westcliff/ Hamlet Court Road	41	5.1%	2	3.3%	3	4.2%	3	3.3%		
Rayleigh	33	4.1%	0	.0%	2	2.8%	5	5.6%		
Rochford	17	2.1%	0	.0%	0	.0%	0	.0%		
Hadleigh	16	2.0%	1	1.7%	2	2.8%	12	13.3%		
Thorpe Bay	10	1.2%	0	.0%	2	2.8%	0	.0%		
Eastwood	7	.9%	0	.0%	0	.0%	2	2.2%		
Shoeburyness	7	.9%	0	.0%	0	.0%	0	.0%		
Southchurch	3	.4%	0	.0%	0	.0%	1	1.1%		

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Base: Excluding don't do/ don't visit				Zone					
		Num	%	1		2		3			
				Num	%	Num	%	Num	%		
Other	Canvey Island	31	3.9%	0	.0%	30	41.7%	0	.0%		
	Wickford	24	3.0%	1	1.7%	1	1.4%	0	.0%		
	Chelmsford	20	2.5%	0	.0%	0	.0%	0	.0%		
	London	18	2.2%	3	5.0%	1	1.4%	1	1.1%		
	Benfleet	16	2.0%	1	1.7%	4	5.6%	10	11.1%		
	Hockley	12	1.5%	0	.0%	0	.0%	0	.0%		
	Billericay	8	1.0%	2	3.3%	1	1.4%	0	.0%		
	South Woodham Ferrers	8	1.0%	0	.0%	0	.0%	0	.0%		
	The Labworth Restaurant, Western Esplanade, Canvey Island	6	.7%	1	1.7%	4	5.6%	0	.0%		
	Brentwood	4	.5%	1	1.7%	0	.0%	1	1.1%		
	Canewdon	4	.5%	0	.0%	0	.0%	0	.0%		
	Festival Leisure Park, Cranes Farm Road, Basildon	4	.5%	1	1.7%	0	.0%	2	2.2%		
	The Hawk, Hawk Hill, Battlesbridge, Wickford	4	.5%	1	1.7%	0	.0%	0	.0%		
	West End, London	4	.5%	0	.0%	2	2.8%	0	.0%		
	Battlesbridge	3	.4%	0	.0%	0	.0%	0	.0%		
	Hornchurch	3	.4%	0	.0%	0	.0%	0	.0%		
	Pitsea	3	.4%	3	5.0%	0	.0%	0	.0%		
	The Last Post, Weston Road, Southend-on-Sea	3	.4%	0	.0%	0	.0%	0	.0%		
	Azzurro Restaurant, London Road, Westcliffe-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%		
	Harvester, Rayleigh Road, Leigh	2	.2%	0	.0%	0	.0%	0	.0%		
Hullbridge	2	.2%	0	.0%	0	.0%	0	.0%			
Maldon	2	.2%	1	1.7%	0	.0%	0	.0%			

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Base: Excluding don't do/ don't visit				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Ocean Beach, Eastern Esplanade, Southend-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%
	Paglesham	2	.2%	0	.0%	0	.0%	0	.0%
	Prince of Wales, Woodham Road, Chelmsford	2	.2%	0	.0%	0	.0%	0	.0%
	Rettendon	2	.2%	0	.0%	0	.0%	1	1.1%
	Stanbridge	2	.2%	0	.0%	1	1.4%	0	.0%
	Activity, Thames Drive, Leigh	1	.1%	0	.0%	0	.0%	0	.0%
	Ashingdon	1	.1%	0	.0%	0	.0%	0	.0%
	Ask Italian Restaurant, High Street, Billericay	1	.1%	0	.0%	0	.0%	0	.0%
	Bell House, Rayleigh Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Boreham, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	Braintree	1	.1%	0	.0%	0	.0%	0	.0%
	Broadway, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Canvey Island Conservative Club, Long Road, Canvey Island	1	.1%	0	.0%	1	1.4%	0	.0%
	Castlepoint	1	.1%	0	.0%	0	.0%	1	1.1%
	Central London	1	.1%	0	.0%	0	.0%	0	.0%
	Cherry Tree, Stambridge Road, Rochford	1	.1%	0	.0%	0	.0%	0	.0%
	East Street, Rochford	1	.1%	0	.0%	0	.0%	0	.0%
	Chiquitas, West Road, Shoeburyness	1	.1%	0	.0%	0	.0%	0	.0%
	Clarence Restaurant, Clarence Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	1	1.1%
	Club Riga, London Road, Westcliffe-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Base: Excluding don't do/ don't visit				Zone					
		Num	%	1		2		3			
				Num	%	Num	%	Num	%		
Other	Cock Inn, Rochford	1	.1%	0	.0%	0	.0%	0	.0%		
	Crooked Billet, High Street, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	1	1.1%		
	Dil Tandoori, High Road, Pitsea, Basildon	1	.1%	1	1.7%	0	.0%	0	.0%		
	Eastwood	1	.1%	0	.0%	0	.0%	0	.0%		
	Fish Market Restaurant, High Street, Benfleet	1	.1%	0	.0%	1	1.4%	0	.0%		
	Flutes Restaurant, Benfleet	1	.1%	0	.0%	0	.0%	1	1.1%		
	Forrester Park Golf Club, Beckingham Road, Great Totham, Maldon	1	.1%	0	.0%	0	.0%	0	.0%		
	Fulham	1	.1%	0	.0%	0	.0%	0	.0%		
	Gloucester Park, Basildon	1	.1%	0	.0%	0	.0%	1	1.1%		
	Hanningfield	1	.1%	0	.0%	0	.0%	0	.0%		
	Harlow	1	.1%	0	.0%	0	.0%	0	.0%		
	Harvester, Arterial Road, Rayleigh Weir	1	.1%	0	.0%	0	.0%	0	.0%		
	Hatfield Peverel	1	.1%	1	1.7%	0	.0%	0	.0%		
	Islington	1	.1%	0	.0%	0	.0%	0	.0%		
	Kings Lynn	1	.1%	0	.0%	0	.0%	0	.0%		
	Lakeside	1	.1%	0	.0%	0	.0%	0	.0%		
	Langdon	1	.1%	1	1.7%	0	.0%	0	.0%		
	Lemon Grass, High Street, Wickford	1	.1%	0	.0%	0	.0%	0	.0%		
	Mecca Bingo Clubs, Greyhound Shopping Park, Greyhound Way, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Miller and Carter Silver Jubilee, Rayleigh Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Base: Excluding don't do/ don't visit				Zone					
		Num	%	1		2		3			
				Num	%	Num	%	Num	%		
Other	Plasmar, High Road, Wickford	1	.1%	0	.0%	0	.0%	0	.0%		
	Prittlevell	1	.1%	0	.0%	0	.0%	0	.0%		
	Rayleigh Lodge, The Chase, Rayleigh	1	.1%	0	.0%	0	.0%	1	1.1%		
	Rochford	1	.1%	0	.0%	0	.0%	0	.0%		
	Rochford Hundred Golf Club, Hall Road, Rochford	1	.1%	0	.0%	0	.0%	0	.0%		
	Romford	1	.1%	1	1.7%	0	.0%	0	.0%		
	Ronnie Scotts Jazz Club, Frith Street, London	1	.1%	0	.0%	0	.0%	1	1.1%		
	Rose Garden, Aldermans Hill, Hockley	1	.1%	0	.0%	0	.0%	0	.0%		
	Rose Garden, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%		
	Royal Naval Association Club, East Street, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	Sultana Restaurant, London Road, Wickford	1	.1%	0	.0%	0	.0%	0	.0%		
	Tarpots Harvester, London Road, Benfleet	1	.1%	0	.0%	0	.0%	1	1.1%		
	The Anchor, Ferry Road, Hockley	1	.1%	0	.0%	0	.0%	0	.0%		
	The Bank Restaurant, London Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%		
	The Belvedere, Hardings Elms Road, Crays Hill, Billericay	1	.1%	0	.0%	0	.0%	0	.0%		
	The Benbow Club, Pound Lane, Bowers Gifford, Basildon	1	.1%	1	1.7%	0	.0%	0	.0%		
	The Court Pot, Whitford	1	.1%	0	.0%	0	.0%	0	.0%		
The Dog and Partridge, Bulphan	1	.1%	0	.0%	0	.0%	0	.0%			

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Base: Excluding don't do/ don't visit				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	The Elms (Wetherspoons), London Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	The Golden Dragon, Southend Road, Rochford	1	.1%	0	.0%	0	.0%	0	.0%
	The Halfway House, Eastern Esplanade, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	The Halfway House, Eastern Esplanade, Southend-On-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	The Harvester, Arterial Road, Rayleigh	1	.1%	0	.0%	0	.0%	1	1.1%
	The Harvester, Shorehouse, Ness Road, Shoeburyness, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	The Lobster Smack, Haven Road, Canvey Island	1	.1%	1	1.7%	0	.0%	0	.0%
	The Premiere Inn, Colchester Road, Tendring, Clacton-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	The Prince Of Wales, Woodham Road, Stow Maries, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%
	The Royal British Legion, Rectory Road, Pitsea	1	.1%	1	1.7%	0	.0%	0	.0%
	The Sutton Arms, Southchurch Road, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	The Thomas Kemble, Runwell Road, Wickford	1	.1%	0	.0%	0	.0%	0	.0%
	The Toby Carvery, Prince Avenue, Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	The White Horse Restaurant, Heath Road, Ramsden Heath, Billericay	1	.1%	0	.0%	0	.0%	0	.0%
The Wickford Railway Club, Market Avenue, Wickford	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Base: Excluding don't do/ don't visit				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Toulouse Ltd, Western Esplanade, Westcliffe-on-Sea	1	.1%	0	.0%	0	.0%	1	1.1%
	Vange	1	.1%	1	1.7%	0	.0%	0	.0%
	Wakering	1	.1%	0	.0%	0	.0%	0	.0%
	Walthamstow	1	.1%	0	.0%	1	1.4%	0	.0%
	Wareham	1	.1%	0	.0%	0	.0%	0	.0%
	Wetherspoons, Rayleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Wetherspoons, Leigh Road, Leigh-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	White Hart, Main Road, Hockley	1	.1%	0	.0%	0	.0%	0	.0%
	Witham	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	101	100.0%	108	100.0%	96	100.0%	116	100.0%
Southend	6	5.9%	22	20.4%	25	26.0%	61	52.6%
Leigh	1	1.0%	6	5.6%	46	47.9%	20	17.2%
Basildon	14	13.9%	5	4.6%	1	1.0%	0	.0%
Westcliff/ Hamlet Court Road	2	2.0%	4	3.7%	6	6.3%	14	12.1%
Rayleigh	1	1.0%	22	20.4%	2	2.1%	0	.0%
Rochford	1	1.0%	2	1.9%	0	.0%	2	1.7%
Hadleigh	0	.0%	0	.0%	1	1.0%	0	.0%
Thorpe Bay	1	1.0%	0	.0%	0	.0%	1	.9%
Eastwood	0	.0%	2	1.9%	3	3.1%	0	.0%
Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%
Southchurch	0	.0%	2	1.9%	0	.0%	0	.0%

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%
	Wickford	16	15.8%	5	4.6%	0	.0%	0	.0%
	Chelmsford	19	18.8%	1	.9%	0	.0%	0	.0%
	London	4	4.0%	2	1.9%	0	.0%	4	3.4%
	Benfleet	0	.0%	1	.9%	0	.0%	0	.0%
	Hockley	1	1.0%	11	10.2%	0	.0%	0	.0%
	Billericay	5	5.0%	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers	8	7.9%	0	.0%	0	.0%	0	.0%
	The Labworth Restaurant, Western Esplanade, Canvey Island	1	1.0%	0	.0%	0	.0%	0	.0%
	Brentwood	2	2.0%	0	.0%	0	.0%	0	.0%
	Canewdon	0	.0%	1	.9%	2	2.1%	0	.0%
	Festival Leisure Park, Cranes Farm Road, Basildon	1	1.0%	0	.0%	0	.0%	0	.0%
	The Hawk, Hawk Hill, Battlesbridge, Wickford	1	1.0%	1	.9%	1	1.0%	0	.0%
	West End, London	0	.0%	1	.9%	0	.0%	0	.0%
	Battlesbridge	0	.0%	2	1.9%	0	.0%	1	.9%
	Hornchurch	2	2.0%	1	.9%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%	0	.0%
	The Last Post, Weston Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	2	1.7%
	Azzurro Restaurant, London Road, Westcliffe-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	Harvester, Rayleigh Road, Leigh	0	.0%	0	.0%	1	1.0%	0	.0%
Hullbridge	0	.0%	2	1.9%	0	.0%	0	.0%	
Maldon	0	.0%	1	.9%	0	.0%	0	.0%	

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Ocean Beach, Eastern Esplanade, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Paglesham	0	.0%	0	.0%	0	.0%	0	.0%		
	Prince of Wales, Woodham Road, Chelmsford	1	1.0%	1	.9%	0	.0%	0	.0%		
	Rettendon	1	1.0%	0	.0%	0	.0%	0	.0%		
	Stanbridge	0	.0%	0	.0%	0	.0%	0	.0%		
	Activity, Thames Drive, Leigh	0	.0%	0	.0%	0	.0%	1	.9%		
	Ashingdon	0	.0%	0	.0%	0	.0%	0	.0%		
	Ask Italian Restaurant, High Street, Billericay	0	.0%	1	.9%	0	.0%	0	.0%		
	Bell House, Rayleigh Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%		
	Boreham, Chelmsford	1	1.0%	0	.0%	0	.0%	0	.0%		
	Braintree	1	1.0%	0	.0%	0	.0%	0	.0%		
	Broadway, Leigh-on-Sea	0	.0%	1	.9%	0	.0%	0	.0%		
	Canvey Island Conservative Club, Long Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
	Castlepoint	0	.0%	0	.0%	0	.0%	0	.0%		
	Central London	0	.0%	0	.0%	0	.0%	0	.0%		
	Cherry Tree, Stambridge Road, Rochford	0	.0%	0	.0%	0	.0%	1	.9%		
	East Street, Rochford	0	.0%	0	.0%	0	.0%	1	.9%		
	Chiquitas, West Road, Shoeburyness	0	.0%	0	.0%	0	.0%	0	.0%		
	Clarence Restaurant, Clarence Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Club Riga, London Road, Westcliffe-on-Sea	0	.0%	1	.9%	0	.0%	0	.0%		

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Cock Inn, Rochford	0	.0%	0	.0%	0	.0%	0	.0%		
	Crooked Billet, High Street, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Dil Tandoori, High Road, Pitsea, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
	Eastwood	0	.0%	1	.9%	0	.0%	0	.0%		
	Fish Market Restaurant, High Street, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%		
	Flutes Restaurant, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%		
	Forrester Park Golf Club, Beckingham Road, Great Totham, Maldon	1	1.0%	0	.0%	0	.0%	0	.0%		
	Fulham	0	.0%	0	.0%	1	1.0%	0	.0%		
	Gloucester Park, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
	Hanningfield	0	.0%	1	.9%	0	.0%	0	.0%		
	Harlow	1	1.0%	0	.0%	0	.0%	0	.0%		
	Harvester, Arterial Road, Rayleigh Weir	0	.0%	1	.9%	0	.0%	0	.0%		
	Hatfield Peverel	0	.0%	0	.0%	0	.0%	0	.0%		
	Islington	1	1.0%	0	.0%	0	.0%	0	.0%		
	Kings Lynn	0	.0%	0	.0%	0	.0%	1	.9%		
	Lakeside	0	.0%	1	.9%	0	.0%	0	.0%		
	Langdon	0	.0%	0	.0%	0	.0%	0	.0%		
	Lemon Grass, High Street, Wickford	1	1.0%	0	.0%	0	.0%	0	.0%		
	Mecca Bingo Clubs, Greyhound Shopping Park, Greyhound Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%		
	Miller and Carter Silver Jubilee, Rayleigh Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%		

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Plasmar, High Road, Wickford	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Prittlewell	0	.0%	0	.0%	0	.0%	1	.9%		
	Rayleigh Lodge, The Chase, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%		
	Rochford	0	.0%	0	.0%	0	.0%	1	.9%		
	Rochford Hundred Golf Club, Hall Road, Rochford	0	.0%	0	.0%	0	.0%	0	.0%		
	Romford	0	.0%	0	.0%	0	.0%	0	.0%		
	Ronnie Scotts Jazz Club, Frith Street, London	0	.0%	0	.0%	0	.0%	0	.0%		
	Rose Garden, Aldermans Hill, Hockley	0	.0%	1	.9%	0	.0%	0	.0%		
	Rose Garden, Rayleigh	0	.0%	1	.9%	0	.0%	0	.0%		
	Royal Naval Association Club, East Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Sultana Restaurant, London Road, Wickford	1	1.0%	0	.0%	0	.0%	0	.0%		
	Tarpots Harvester, London Road, Benfleet	0	.0%	0	.0%	0	.0%	0	.0%		
	The Anchor, Ferry Road, Hockley	0	.0%	1	.9%	0	.0%	0	.0%		
	The Bank Restaurant, London Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%		
	The Belvedere, Hardings Elms Road, Crays Hill, Billericay	0	.0%	1	.9%	0	.0%	0	.0%		
	The Benbow Club, Pound Lane, Bowers Gifford, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
	The Court Pot, Whitford	1	1.0%	0	.0%	0	.0%	0	.0%		
The Dog and Partridge, Bulphan	0	.0%	0	.0%	1	1.0%	0	.0%			

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	The Elms (Wetherspoons), London Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%		
	The Golden Dragon, Southend Road, Rochford	0	.0%	0	.0%	0	.0%	0	.0%		
	The Halfway House, Eastern Esplanade, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	The Halfway House, Eastern Esplanade, Southend-On-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	The Harvester, Arterial Road, Rayleigh	0	.0%	0	.0%	0	.0%	0	.0%		
	The Harvester, Shorehouse, Ness Road, Shoeburyness, Southend-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	The Lobster Smack, Haven Road, Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
	The Premiere Inn, Colchester Road, Tendring, Clacton-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	The Prince Of Wales, Woodham Road, Stow Maries, Chelmsford	1	1.0%	0	.0%	0	.0%	0	.0%		
	The Royal British Legion, Rectory Road, Pitsea	0	.0%	0	.0%	0	.0%	0	.0%		
	The Sutton Arms, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%		
	The Thomas Kemble, Runwell Road, Wickford	1	1.0%	0	.0%	0	.0%	0	.0%		
	The Toby Carvery, Prince Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%	1	.9%		
	The White Horse Restaurant, Heath Road, Ramsden Heath, Billericay	1	1.0%	0	.0%	0	.0%	0	.0%		
The Wickford Railway Club, Market Avenue, Wickford	1	1.0%	0	.0%	0	.0%	0	.0%			

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Toulouse Ltd, Western Esplanade, Westcliffe-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Vange	0	.0%	0	.0%	0	.0%	0	.0%
	Wakering	0	.0%	0	.0%	0	.0%	0	.0%
	Walthamstow	0	.0%	0	.0%	0	.0%	0	.0%
	Wareham	0	.0%	0	.0%	1	1.0%	0	.0%
	Wetherspoons, Rayleigh	0	.0%	1	.9%	0	.0%	0	.0%
	Wetherspoons, Leigh Road, Leigh-on-Sea	0	.0%	0	.0%	1	1.0%	0	.0%
	White Hart, Main Road, Hockley	0	.0%	1	.9%	0	.0%	0	.0%
	Witham	0	.0%	0	.0%	0	.0%	1	.9%

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	80	100.0%	39	100.0%	40	100.0%
Southend	51	63.8%	19	48.7%	18	45.0%
Leigh	7	8.8%	3	7.7%	1	2.5%
Basildon	0	.0%	0	.0%	0	.0%
Westcliff/ Hamlet Court Road	3	3.8%	1	2.6%	3	7.5%
Rayleigh	1	1.3%	0	.0%	0	.0%
Rochford	1	1.3%	2	5.1%	9	22.5%
Hadleigh	0	.0%	0	.0%	0	.0%
Thorpe Bay	6	7.5%	0	.0%	0	.0%
Eastwood	0	.0%	0	.0%	0	.0%
Shoeburyness	0	.0%	6	15.4%	1	2.5%
Southchurch	0	.0%	0	.0%	0	.0%

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Canvey Island	1	1.3%	0	.0%	0	.0%
	Wickford	1	1.3%	0	.0%	0	.0%
	Chelmsford	0	.0%	0	.0%	0	.0%
	London	1	1.3%	1	2.6%	1	2.5%
	Benfleet	0	.0%	0	.0%	0	.0%
	Hockley	0	.0%	0	.0%	0	.0%
	Billericay	0	.0%	0	.0%	0	.0%
	South Woodham Ferrers	0	.0%	0	.0%	0	.0%
	The Labworth Restaurant, Western Esplanade, Canvey Island	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%
	Canewdon	0	.0%	0	.0%	1	2.5%
	Festival Leisure Park, Cranes Farm Road, Basildon	0	.0%	0	.0%	0	.0%
	The Hawk, Hawk Hill, Battlesbridge, Wickford	0	.0%	0	.0%	0	.0%
	West End, London	1	1.3%	0	.0%	0	.0%
	Battlesbridge	0	.0%	0	.0%	0	.0%
	Hornchurch	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%
	The Last Post, Weston Road, Southend-on-Sea	1	1.3%	0	.0%	0	.0%
	Azzurro Restaurant, London Road, Westcliffe-on-Sea	0	.0%	1	2.6%	0	.0%
	Harvester, Rayleigh Road, Leigh	0	.0%	0	.0%	1	2.5%
Hullbridge	0	.0%	0	.0%	0	.0%	
Maldon	0	.0%	0	.0%	0	.0%	

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Ocean Beach, Eastern Esplanade, Southend-on-Sea	2	2.5%	0	.0%	0	.0%
	Paglesham	0	.0%	0	.0%	2	5.0%
	Prince of Wales, Woodham Road, Chelmsford	0	.0%	0	.0%	0	.0%
	Rettendon	0	.0%	0	.0%	0	.0%
	Stanbridge	0	.0%	1	2.6%	0	.0%
	Activity, Thames Drive, Leigh	0	.0%	0	.0%	0	.0%
	Ashingdon	0	.0%	0	.0%	1	2.5%
	Ask Italian Restaurant, High Street, Billericay	0	.0%	0	.0%	0	.0%
	Bell House, Rayleigh Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Boreham, Chelmsford	0	.0%	0	.0%	0	.0%
	Braintree	0	.0%	0	.0%	0	.0%
	Broadway, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Canvey Island Conservative Club, Long Road, Canvey Island	0	.0%	0	.0%	0	.0%
	Castlepoint	0	.0%	0	.0%	0	.0%
	Central London	1	1.3%	0	.0%	0	.0%
	Cherry Tree, Stambridge Road, Rochford	0	.0%	0	.0%	0	.0%
	East Street, Rochford	0	.0%	0	.0%	0	.0%
	Chiquitas, West Road, Shoeburyness	1	1.3%	0	.0%	0	.0%
	Clarence Restaurant, Clarence Street, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Club Riga, London Road, Westcliffe-on-Sea	0	.0%	0	.0%	0	.0%

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Cock Inn, Rochford	1	1.3%	0	.0%	0	.0%
	Crooked Billet, High Street, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	Dil Tandoori, High Road, Pitsea, Basildon	0	.0%	0	.0%	0	.0%
	Eastwood	0	.0%	0	.0%	0	.0%
	Fish Market Restaurant, High Street, Benfleet	0	.0%	0	.0%	0	.0%
	Flutes Restaurant, Benfleet	0	.0%	0	.0%	0	.0%
	Forrester Park Golf Club, Beckingham Road, Great Totham, Maldon	0	.0%	0	.0%	0	.0%
	Fulham	0	.0%	0	.0%	0	.0%
	Gloucester Park, Basildon	0	.0%	0	.0%	0	.0%
	Hanningfield	0	.0%	0	.0%	0	.0%
	Harlow	0	.0%	0	.0%	0	.0%
	Harvester, Arterial Road, Rayleigh Weir	0	.0%	0	.0%	0	.0%
	Hatfield Peverel	0	.0%	0	.0%	0	.0%
	Islington	0	.0%	0	.0%	0	.0%
	Kings Lynn	0	.0%	0	.0%	0	.0%
	Lakeside	0	.0%	0	.0%	0	.0%
	Langdon	0	.0%	0	.0%	0	.0%
	Lemon Grass, High Street, Wickford	0	.0%	0	.0%	0	.0%
	Mecca Bingo Clubs, Greyhound Shopping Park, Greyhound Way, Southend-on-Sea	0	.0%	0	.0%	0	.0%
Miller and Carter Silver Jubilee, Rayleigh Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%	

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Plasmar, High Road, Wickford	0	.0%	0	.0%	0	.0%
	Prittlewell	0	.0%	0	.0%	0	.0%
	Rayleigh Lodge, The Chase, Rayleigh	0	.0%	0	.0%	0	.0%
	Rochford	0	.0%	0	.0%	0	.0%
	Rochford Hundred Golf Club, Hall Road, Rochford	0	.0%	0	.0%	1	2.5%
	Romford	0	.0%	0	.0%	0	.0%
	Ronnie Scotts Jazz Club, Frith Street, London	0	.0%	0	.0%	0	.0%
	Rose Garden, Aldermans Hill, Hockley	0	.0%	0	.0%	0	.0%
	Rose Garden, Rayleigh	0	.0%	0	.0%	0	.0%
	Royal Naval Association Club, East Street, Southend-on-Sea	0	.0%	1	2.6%	0	.0%
	Sultana Restaurant, London Road, Wickford	0	.0%	0	.0%	0	.0%
	Tarpots Harvester, London Road, Benfleet	0	.0%	0	.0%	0	.0%
	The Anchor, Ferry Road, Hockley	0	.0%	0	.0%	0	.0%
	The Bank Restaurant, London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	The Belvedere, Hardings Elms Road, Crays Hill, Billericay	0	.0%	0	.0%	0	.0%
	The Benbow Club, Pound Lane, Bowers Gifford, Basildon	0	.0%	0	.0%	0	.0%
	The Court Pot, Whitford	0	.0%	0	.0%	0	.0%
The Dog and Partridge, Bulphan	0	.0%	0	.0%	0	.0%	

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	The Elms (Wetherspoons), London Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	The Golden Dragon, Southend Road, Rochford	0	.0%	0	.0%	1	2.5%
	The Halfway House, Eastern Esplanade, Southend-on-Sea	0	.0%	1	2.6%	0	.0%
	The Halfway House, Eastern Esplanade, Southend-On-Sea	1	1.3%	0	.0%	0	.0%
	The Harvester, Arterial Road, Rayleigh	0	.0%	0	.0%	0	.0%
	The Harvester, Shorehouse, Ness Road, Shoeburyness, Southend-on-Sea	0	.0%	1	2.6%	0	.0%
	The Lobster Smack, Haven Road, Canvey Island	0	.0%	0	.0%	0	.0%
	The Premiere Inn, Colchester Road, Tendring, Clacton-on-Sea	0	.0%	1	2.6%	0	.0%
	The Prince Of Wales, Woodham Road, Stow Maries, Chelmsford	0	.0%	0	.0%	0	.0%
	The Royal British Legion, Rectory Road, Pitsea	0	.0%	0	.0%	0	.0%
	The Sutton Arms, Southchurch Road, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	The Thomas Kemble, Runwell Road, Wickford	0	.0%	0	.0%	0	.0%
	The Toby Carvery, Prince Avenue, Southend-on-Sea	0	.0%	0	.0%	0	.0%
	The White Horse Restaurant, Heath Road, Ramsden Heath, Billericay	0	.0%	0	.0%	0	.0%
The Wickford Railway Club, Market Avenue, Wickford	0	.0%	0	.0%	0	.0%	

(cont.)

**Q24. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	Toulouse Ltd, Western Esplanade, Westcliffe-on-Sea	0	.0%	0	.0%	0	.0%
	Vange	0	.0%	0	.0%	0	.0%
	Wakering	0	.0%	1	2.6%	0	.0%
	Walthamstow	0	.0%	0	.0%	0	.0%
	Wareham	0	.0%	0	.0%	0	.0%
	Wetherspoons, Rayleigh	0	.0%	0	.0%	0	.0%
	Wetherspoons, Leigh Road, Leigh-on-Sea	0	.0%	0	.0%	0	.0%
	White Hart, Main Road, Hockley	0	.0%	0	.0%	0	.0%
	Witham	0	.0%	0	.0%	0	.0%

**Q25. Which of the following centres do you visit most often in the evening?**

	Base: Excluding don't do/ don't visit		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	564	100.0%	42	100.0%	45	100.0%	59	100.0%
Basildon	96	17.0%	26	61.9%	14	31.1%	16	27.1%
Colchester	3	.5%	0	.0%	3	6.7%	0	.0%
Eastwood	9	1.6%	0	.0%	0	.0%	0	.0%
Hadleigh	8	1.4%	0	.0%	0	.0%	5	8.5%
Leigh	106	18.8%	2	4.8%	8	17.8%	12	20.3%
Rayleigh	19	3.4%	1	2.4%	0	.0%	1	1.7%
Rochford	19	3.4%	0	.0%	0	.0%	0	.0%
Shoeburyness	11	2.0%	0	.0%	1	2.2%	0	.0%
Southchurch	4	.7%	1	2.4%	0	.0%	0	.0%
Southend	220	39.0%	5	11.9%	6	13.3%	17	28.8%
Thorpe Bay	16	2.8%	1	2.4%	1	2.2%	0	.0%
Westcliff/ Hamlet Court Road	58	10.3%	3	7.1%	6	13.3%	7	11.9%

(cont.)

**Q25. Which of the following centres do you visit most often in the evening?**

	Base: Excluding don't do/ don't visit		Zone							
	Num	%	1		2		3			
			Num	%	Num	%	Num	%		
	15	2.7%	1	2.4%	1	2.2%	1	1.7%		
London	11	2.0%	1	2.4%	4	8.9%	1	1.7%		
Lakeside	9	1.6%	0	.0%	0	.0%	0	.0%		
Wickford	7	1.2%	0	.0%	1	2.2%	0	.0%		
Chelmsford	5	.9%	0	.0%	1	2.2%	4	6.8%		
Benfleet	5	.9%	0	.0%	5	11.1%	0	.0%		
Canvey Island	4	.7%	1	2.4%	0	.0%	0	.0%		
Billericay	4	.7%	0	.0%	0	.0%	1	1.7%		
Varies	3	.5%	0	.0%	2	4.4%	1	1.7%		
Canvey island	3	.5%	0	.0%	0	.0%	3	5.1%		
Hadleigh	3	.5%	0	.0%	0	.0%	0	.0%		
Hockley	2	.4%	0	.0%	0	.0%	0	.0%		
Bluewater	2	.4%	2	4.8%	0	.0%	0	.0%		
Festival Leisure Park, Cranes Farm Road, Basildon	1	.2%	0	.0%	0	.0%	0	.0%		
Ashingdon	1	.2%	0	.0%	0	.0%	0	.0%		
Chemlsford	1	.2%	0	.0%	0	.0%	0	.0%		
Gravesend, Kent	1	.2%	0	.0%	0	.0%	0	.0%		
Hawkelley	1	.2%	0	.0%	0	.0%	0	.0%		
Lakeside Shopping Centre, West Thurrock Way, Thurrock	1	.2%	0	.0%	1	2.2%	0	.0%		
Pitsea	1	.2%	1	2.4%	0	.0%	0	.0%		
Prittlewell	1	.2%	0	.0%	0	.0%	0	.0%		
South Woodham, Chelmsford	1	.2%	0	.0%	0	.0%	0	.0%		
Thundersley	1	.2%	0	.0%	0	.0%	1	1.7%		

(cont.)

**Q25. Which of the following centres do you visit most often in the evening?**

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	63	100.0%	70	100.0%	76	100.0%	91	100.0%
Basildon	23	36.5%	13	18.6%	2	2.6%	1	1.1%
Colchester	0	.0%	0	.0%	0	.0%	0	.0%
Eastwood	0	.0%	2	2.9%	6	7.9%	1	1.1%
Hadleigh	1	1.6%	1	1.4%	1	1.3%	0	.0%
Leigh	3	4.8%	6	8.6%	44	57.9%	17	18.7%
Rayleigh	0	.0%	14	20.0%	1	1.3%	0	.0%
Rochford	1	1.6%	2	2.9%	0	.0%	4	4.4%
Shoeburyness	0	.0%	0	.0%	0	.0%	1	1.1%
Southchurch	0	.0%	0	.0%	0	.0%	0	.0%
Southend	11	17.5%	27	38.6%	27	35.5%	50	54.9%
Thorpe Bay	2	3.2%	2	2.9%	0	.0%	2	2.2%
Westcliff/ Hamlet Court Road	3	4.8%	4	5.7%	7	9.2%	20	22.0%

(cont.)

**Q25. Which of the following centres do you visit most often in the evening?**

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
	London	4	6.3%	2	2.9%	0	.0%	4	4.4%		
	Lakeside	2	3.2%	2	2.9%	0	.0%	1	1.1%		
	Wickford	7	11.1%	2	2.9%	0	.0%	0	.0%		
	Chelmsford	5	7.9%	1	1.4%	0	.0%	0	.0%		
	Benfleet	0	.0%	0	.0%	0	.0%	0	.0%		
	Canvey Island	0	.0%	0	.0%	0	.0%	0	.0%		
	Billericay	3	4.8%	0	.0%	0	.0%	0	.0%		
	Varies	2	3.2%	0	.0%	0	.0%	1	1.1%		
	Canvey island	0	.0%	0	.0%	0	.0%	0	.0%		
	Hadleigh	0	.0%	0	.0%	0	.0%	0	.0%		
	Hockley	0	.0%	3	4.3%	0	.0%	0	.0%		
Other	Bluewater	0	.0%	0	.0%	0	.0%	2	2.2%		
	Festival Leisure Park, Cranes Farm Road, Basildon	0	.0%	0	.0%	0	.0%	0	.0%		
	Ashingdon	0	.0%	0	.0%	0	.0%	0	.0%		
	Chemlsford	1	1.6%	0	.0%	0	.0%	0	.0%		
	Gravesend, Kent	0	.0%	0	.0%	0	.0%	0	.0%		
	Hawkelley	0	.0%	1	1.4%	0	.0%	0	.0%		
	Lakeside Shopping Centre, West Thurrock Way, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%		
	Pitsea	0	.0%	0	.0%	0	.0%	0	.0%		
	Prittlewell	0	.0%	0	.0%	0	.0%	1	1.1%		
	South Woodham, Chelmsford	1	1.6%	0	.0%	0	.0%	0	.0%		
	Thundersley	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

**Q25. Which of the following centres do you visit most often in the evening?**

	Zone					
	8		9		10	
	Num	%	Num	%	Num	%
Base: Excluding don't do/ don't visit	59	100.0%	31	100.0%	28	100.0%
Basildon	0	.0%	0	.0%	1	3.6%
Colchester	0	.0%	0	.0%	0	.0%
Eastwood	0	.0%	0	.0%	0	.0%
Hadleigh	0	.0%	0	.0%	0	.0%
Leigh	10	16.9%	4	12.9%	0	.0%
Rayleigh	1	1.7%	0	.0%	1	3.6%
Rochford	3	5.1%	1	3.2%	8	28.6%
Shoeburyness	2	3.4%	7	22.6%	0	.0%
Southchurch	3	5.1%	0	.0%	0	.0%
Southend	40	67.8%	21	67.7%	16	57.1%
Thorpe Bay	8	13.6%	0	.0%	0	.0%
Westcliff/ Hamlet Court Road	5	8.5%	2	6.5%	1	3.6%

(cont.)

**Q25. Which of the following centres do you visit most often in the evening?**

		Zone					
		8		9		10	
		Num	%	Num	%	Num	%
Other	London	1	1.7%	1	3.2%	0	.0%
	Lakeside	0	.0%	0	.0%	0	.0%
	Wickford	0	.0%	0	.0%	0	.0%
	Chelmsford	0	.0%	0	.0%	0	.0%
	Benfleet	0	.0%	0	.0%	0	.0%
	Canvey Island	0	.0%	0	.0%	0	.0%
	Billericay	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	0	.0%
	Canvey island	0	.0%	0	.0%	0	.0%
	Hadleigh	0	.0%	0	.0%	0	.0%
	Hockley	0	.0%	0	.0%	0	.0%
	Bluewater	0	.0%	0	.0%	0	.0%
	Festival Leisure Park, Cranes Farm Road, Basildon	0	.0%	0	.0%	0	.0%
	Ashingdon	0	.0%	0	.0%	1	3.6%
	Chemlsford	0	.0%	0	.0%	0	.0%
	Gravesend, Kent	0	.0%	1	3.2%	0	.0%
	Hawkelley	0	.0%	0	.0%	0	.0%
	Lakeside Shopping Centre, West Thurrock Way, Thurrock	0	.0%	0	.0%	0	.0%
	Pitsea	0	.0%	0	.0%	0	.0%
	Prittlewell	0	.0%	0	.0%	0	.0%
	South Woodham, Chelmsford	0	.0%	0	.0%	0	.0%
	Thundersley	0	.0%	0	.0%	0	.0%

**Q26. How often do you visit this centre (these centres) in the evening?**

	Base: Those visiting in the evening		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: Those visiting in the evening	564	100.0%	42	100.0%	45	100.0%	59	100.0%	63	100.0%
Everyday/ most days	15	2.7%	2	4.8%	1	2.2%	0	.0%	0	.0%
2-3 times a week	69	12.2%	5	11.9%	3	6.7%	4	6.8%	1	1.6%
Once a week	93	16.5%	9	21.4%	6	13.3%	6	10.2%	10	15.9%
Once a fortnight	81	14.4%	5	11.9%	5	11.1%	14	23.7%	8	12.7%
Once a month	158	28.0%	11	26.2%	11	24.4%	18	30.5%	23	36.5%
Less often	137	24.3%	10	23.8%	19	42.2%	14	23.7%	19	30.2%
Don't know / varies	11	2.0%	0	.0%	0	.0%	3	5.1%	2	3.2%

(cont.)

**Q26. How often do you visit this centre (these centres) in the evening?**

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting in the evening	70	100.0%	76	100.0%	91	100.0%	59	100.0%	31	100.0%
Everyday/ most days	2	2.9%	1	1.3%	5	5.5%	1	1.7%	2	6.5%
2-3 times a week	8	11.4%	12	15.8%	22	24.2%	6	10.2%	5	16.1%
Once a week	10	14.3%	16	21.1%	14	15.4%	9	15.3%	8	25.8%
Once a fortnight	9	12.9%	9	11.8%	8	8.8%	14	23.7%	2	6.5%
Once a month	26	37.1%	21	27.6%	19	20.9%	17	28.8%	7	22.6%
Less often	15	21.4%	15	19.7%	22	24.2%	11	18.6%	7	22.6%
Don't know / varies	0	.0%	2	2.6%	1	1.1%	1	1.7%	0	.0%

(cont.)

**Q26. How often do you visit this centre (these centres) in the evening?**

	Zone	
	10	
	Num	%
Base: Those visiting in the evening	28	100.0%
Everyday/ most days	1	3.6%
2-3 times a week	3	10.7%
Once a week	5	17.9%
Once a fortnight	7	25.0%
Once a month	5	17.9%
Less often	5	17.9%
Don't know / varies	2	7.1%

**Q27. SEG of chief wage earner**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%	122	100.0%
A/B	200	19.7%	11	13.1%	16	18.0%	23	19.2%	24	19.7%
C1	358	35.3%	28	33.3%	27	30.3%	42	35.0%	57	46.7%
C2	244	24.1%	26	31.0%	28	31.5%	35	29.2%	18	14.8%
D/E	150	14.8%	17	20.2%	15	16.9%	13	10.8%	14	11.5%
Refused	61	6.0%	2	2.4%	3	3.4%	7	5.8%	9	7.4%

(cont.)

**Q27. SEG of chief wage earner**

	Zone							
	5		6		7		8	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	128	100.0%	115	100.0%	147	100.0%	100	100.0%
A/B	26	20.3%	26	22.6%	24	16.3%	30	30.0%
C1	53	41.4%	43	37.4%	51	34.7%	32	32.0%
C2	28	21.9%	23	20.0%	34	23.1%	20	20.0%
D/E	14	10.9%	13	11.3%	29	19.7%	12	12.0%
Refused	7	5.5%	10	8.7%	9	6.1%	6	6.0%

(cont.)

**Q27. SEG of chief wage earner**

	Zone			
	9		10	
	Num	%	Num	%
Base: All respondents	56	100.0%	52	100.0%
A/B	11	19.6%	9	17.3%
C1	12	21.4%	13	25.0%
C2	16	28.6%	16	30.8%
D/E	13	23.2%	10	19.2%
Refused	4	7.1%	4	7.7%

**Q28. How many people are there in your household who are aged...?**

		Base: All respondents		Zone							
		Num	%	1		2		3		4	
				Num	%	Num	%	Num	%	Num	%
Base: All respondents		1013	100.0%	84	100.0%	89	100.0%	120	100.0%	122	100.0%
None		849	83.8%	71	84.5%	75	84.3%	97	80.8%	100	82.0%
One		56	5.5%	3	3.6%	4	4.5%	7	5.8%	9	7.4%
Two		60	5.9%	5	6.0%	7	7.9%	10	8.3%	7	5.7%
Three		21	2.1%	3	3.6%	2	2.2%	4	3.3%	2	1.6%
Four or more		5	.5%	0	.0%	0	.0%	0	.0%	1	.8%
Refused		22	2.2%	2	2.4%	1	1.1%	2	1.7%	3	2.5%
None		10	1.0%	0	.0%	0	.0%	1	.8%	1	.8%
One		308	30.4%	25	29.8%	22	24.7%	35	29.2%	39	32.0%
Two		496	49.0%	40	47.6%	52	58.4%	57	47.5%	51	41.8%
Three		110	10.9%	10	11.9%	7	7.9%	14	11.7%	17	13.9%
Four or more		61	6.0%	7	8.3%	7	7.9%	10	8.3%	11	9.0%
Refused		28	2.8%	2	2.4%	1	1.1%	3	2.5%	3	2.5%

(cont.)

**Q28. How many people are there in your household who are aged...?**

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	128	100.0%	115	100.0%	147	100.0%	100	100.0%	56	100.0%
None	106	82.8%	96	83.5%	127	86.4%	82	82.0%	49	87.5%
One	8	6.3%	7	6.1%	7	4.8%	7	7.0%	2	3.6%
Two	9	7.0%	9	7.8%	4	2.7%	4	4.0%	1	1.8%
Three	3	2.3%	1	.9%	2	1.4%	2	2.0%	2	3.6%
Four or more	1	.8%	0	.0%	1	.7%	1	1.0%	1	1.8%
Refused	1	.8%	2	1.7%	6	4.1%	4	4.0%	1	1.8%
0 and 15 years	1	.8%	0	.0%	3	2.0%	2	2.0%	2	3.6%
One	28	21.9%	31	27.0%	65	44.2%	30	30.0%	21	37.5%
Two	73	57.0%	70	60.9%	56	38.1%	47	47.0%	21	37.5%
Three	16	12.5%	8	7.0%	10	6.8%	13	13.0%	6	10.7%
Four or more	7	5.5%	3	2.6%	6	4.1%	3	3.0%	5	8.9%
Refused	3	2.3%	3	2.6%	7	4.8%	5	5.0%	1	1.8%
16 years and over										

(cont.)

**Q28. How many people are there in your household who are aged...?**

		Zone	
		10	
		Num	%
Base: All respondents		52	100.0%
0 and 15 years	None	46	88.5%
	One	2	3.8%
	Two	4	7.7%
	Three	0	.0%
	Four or more	0	.0%
	Refused	0	.0%
	None	0	.0%
16 years and over	One	12	23.1%
	Two	29	55.8%
	Three	9	17.3%
	Four or more	2	3.8%
	Refused	0	.0%

**Q29. How many people (men and women) aged 16-64 are there in your household who are..?**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%	122	100.0%
In part-time employment										
None	739	73.0%	63	75.0%	65	73.0%	94	78.3%	88	72.1%
One	216	21.3%	18	21.4%	19	21.3%	21	17.5%	28	23.0%
Two	22	2.2%	2	2.4%	3	3.4%	1	.8%	3	2.5%
Three	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	34	3.4%	1	1.2%	2	2.2%	4	3.3%	3	2.5%
In full-time employment										
None	540	53.3%	46	54.8%	51	57.3%	65	54.2%	57	46.7%
One	271	26.8%	22	26.2%	18	20.2%	22	18.3%	37	30.3%
Two	120	11.8%	10	11.9%	13	14.6%	21	17.5%	15	12.3%
Three	38	3.8%	5	6.0%	6	6.7%	8	6.7%	6	4.9%
Four or more	11	1.1%	0	.0%	0	.0%	1	.8%	4	3.3%
Refused	33	3.3%	1	1.2%	1	1.1%	3	2.5%	3	2.5%
Unemployed but available/seeking employment										
None	923	91.1%	77	91.7%	85	95.5%	112	93.3%	108	88.5%
One	47	4.6%	4	4.8%	1	1.1%	4	3.3%	10	8.2%
Two	10	1.0%	2	2.4%	2	2.2%	1	.8%	1	.8%
Refused	33	3.3%	1	1.2%	1	1.1%	3	2.5%	3	2.5%

(cont.)

**Q29. How many people (men and women) aged 16-64 are there in your household who are..?**

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	128	100.0%	115	100.0%	147	100.0%	100	100.0%	56	100.0%
None	85	66.4%	84	73.0%	113	76.9%	66	66.0%	45	80.4%
One	36	28.1%	26	22.6%	22	15.0%	26	26.0%	8	14.3%
In part-time employment	4	3.1%	2	1.7%	3	2.0%	2	2.0%	0	.0%
Two	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
Three	3	2.3%	3	2.6%	9	6.1%	6	6.0%	2	3.6%
Refused	62	48.4%	67	58.3%	85	57.8%	45	45.0%	35	62.5%
None	40	31.3%	32	27.8%	39	26.5%	33	33.0%	13	23.2%
In full-time employment	17	13.3%	9	7.8%	10	6.8%	15	15.0%	3	5.4%
Two	3	2.3%	1	.9%	4	2.7%	1	1.0%	3	5.4%
Three	3	2.3%	2	1.7%	0	.0%	0	.0%	0	.0%
Four or more	3	2.3%	4	3.5%	9	6.1%	6	6.0%	2	3.6%
Refused	119	93.0%	109	94.8%	128	87.1%	88	88.0%	51	91.1%
None	5	3.9%	2	1.7%	9	6.1%	5	5.0%	3	5.4%
Unemployed but available/seeking employment	1	.8%	0	.0%	1	.7%	1	1.0%	0	.0%
Two	3	2.3%	4	3.5%	9	6.1%	6	6.0%	2	3.6%
Refused										

(cont.)

**Q29. How many people (men and women) aged 16-64 are there in your household who are..?**

		Zone	
		10	
		Num	%
Base: All respondents		52	100.0%
In part-time employment	None	36	69.2%
	One	12	23.1%
	Two	2	3.8%
	Three	1	1.9%
In full-time employment	Refused	1	1.9%
	None	27	51.9%
	One	15	28.8%
	Two	7	13.5%
	Three	1	1.9%
Unemployed but available/seeking employment	Four or more	1	1.9%
	Refused	1	1.9%
	None	46	88.5%
	One	4	7.7%
	Two	1	1.9%
	Refused	1	1.9%

**Q30. Age group of respondent**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%	122	100.0%
18 – 24 years	6	.6%	0	.0%	0	.0%	1	.8%	1	.8%
25 – 34 years	26	2.6%	2	2.4%	1	1.1%	4	3.3%	4	3.3%
35 – 44 years	116	11.5%	10	11.9%	10	11.2%	14	11.7%	19	15.6%
45 – 54 years	178	17.6%	18	21.4%	17	19.1%	23	19.2%	24	19.7%
55 – 64 years	245	24.2%	24	28.6%	23	25.8%	16	13.3%	32	26.2%
65 years or above	410	40.5%	29	34.5%	37	41.6%	59	49.2%	39	32.0%
Refused	32	3.2%	1	1.2%	1	1.1%	3	2.5%	3	2.5%

(cont.)

**Q30. Age group of respondent**

	Zone							
	5		6		7		8	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	128	100.0%	115	100.0%	147	100.0%	100	100.0%
18 – 24 years	4	3.1%	0	.0%	0	.0%	0	.0%
25 – 34 years	2	1.6%	2	1.7%	5	3.4%	4	4.0%
35 – 44 years	15	11.7%	12	10.4%	12	8.2%	15	15.0%
45 – 54 years	25	19.5%	17	14.8%	21	14.3%	16	16.0%
55 – 64 years	36	28.1%	28	24.3%	37	25.2%	23	23.0%
65 years or above	43	33.6%	51	44.3%	65	44.2%	36	36.0%
Refused	3	2.3%	5	4.3%	7	4.8%	6	6.0%

(cont.)

**Q30. Age group of respondent**

	Zone			
	9		10	
	Num	%	Num	%
Base: All respondents	56	100.0%	52	100.0%
18 - 24 years	0	.0%	0	.0%
25 - 34 years	1	1.8%	1	1.9%
35 - 44 years	5	8.9%	4	7.7%
45 - 54 years	8	14.3%	9	17.3%
55 - 64 years	15	26.8%	11	21.2%
65 years or above	26	46.4%	25	48.1%
Refused	1	1.8%	2	3.8%

**Q31. Number of cars in the household**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%	122	100.0%
None	145	14.3%	14	16.7%	10	11.2%	9	7.5%	17	13.9%
1	457	45.1%	43	51.2%	47	52.8%	55	45.8%	42	34.4%
2	283	27.9%	21	25.0%	23	25.8%	39	32.5%	43	35.2%
3 or more	92	9.1%	5	6.0%	7	7.9%	13	10.8%	17	13.9%
Refused	36	3.6%	1	1.2%	2	2.2%	4	3.3%	3	2.5%

(cont.)

**Q31. Number of cars in the household**

	Zone							
	5		6		7		8	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	128	100.0%	115	100.0%	147	100.0%	100	100.0%
None	14	10.9%	15	13.0%	43	29.3%	13	13.0%
1	53	41.4%	56	48.7%	67	45.6%	45	45.0%
2	45	35.2%	36	31.3%	17	11.6%	27	27.0%
3 or more	12	9.4%	4	3.5%	10	6.8%	9	9.0%
Refused	4	3.1%	4	3.5%	10	6.8%	6	6.0%

(cont.)

**Q31. Number of cars in the household**

	Zone			
	9		10	
	Num	%	Num	%
Base: All respondents	56	100.0%	52	100.0%
None	5	8.9%	5	9.6%
1	30	53.6%	19	36.5%
2	13	23.2%	19	36.5%
3 or more	7	12.5%	8	15.4%
Refused	1	1.8%	1	1.9%

**Q32. Gender of respondent**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%	122	100.0%
Male	312	30.8%	28	33.3%	24	27.0%	38	31.7%	36	29.5%
Female	701	69.2%	56	66.7%	65	73.0%	82	68.3%	86	70.5%

(cont.)

**Q32. Gender of respondent**

	Zone							
	5		6		7		8	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	128	100.0%	115	100.0%	147	100.0%	100	100.0%
Male	35	27.3%	35	30.4%	56	38.1%	24	24.0%
Female	93	72.7%	80	69.6%	91	61.9%	76	76.0%

(cont.)

**Q32. Gender of respondent**

	Zone			
	9		10	
	Num	%	Num	%
Base: All respondents	56	100.0%	52	100.0%
Male	19	33.9%	17	32.7%
Female	37	66.1%	35	67.3%

**Q33. Would you be willing to be recontacted for future quality control purposes?**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1013	100.0%	84	100.0%	89	100.0%	120	100.0%	122	100.0%
Yes	721	71.2%	64	76.2%	66	74.2%	87	72.5%	89	73.0%
No	292	28.8%	20	23.8%	23	25.8%	33	27.5%	33	27.0%

(cont.)

**Q33. Would you be willing to be recontacted for future quality control purposes?**

	Zone							
	5		6		7		8	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	128	100.0%	115	100.0%	147	100.0%	100	100.0%
Yes	92	71.9%	78	67.8%	99	67.3%	71	71.0%
No	36	28.1%	37	32.2%	48	32.7%	29	29.0%

(cont.)

**Q33. Would you be willing to be recontacted for future quality control purposes?**

	Zone			
	9		10	
	Num	%	Num	%
Base: All respondents	56	100.0%	52	100.0%
Yes	37	66.1%	38	73.1%
No	19	33.9%	14	26.9%