

Basildon Borough Council
Castle Point Borough Council
Rochford District Council
Southend-on-Sea Borough Council
Thurrock Council

South Essex Retail Study
Volume 1: Main Report

Peter Brett Associates

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	Name	Position	Signature	Date
Prepared by:	Ashleigh Cook	Graduate Planner	AC	
	Jonathan Ngige	Planner	JN	
	Francesca Rowson	Senior Planner	FR	
Prepared and reviewed by:	Cathy Hall	Senior Associate	CH	
Approved by:	Kieran Rushe	Equity Director	KR	
For and on behalf of Peter Brett Associates LLP				

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1 INTRODUCTION

- 1.1 National planning places a duty on local planning authorities to cooperate on strategic cross-boundary planning issues including the provision of retail and leisure development. This Study has been commissioned to provide a common evidence base to assist cooperation between the South Essex authorities on cross-boundary retail and leisure planning matters.
- 1.2 Peter Brett Associates LLP (PBA) was instructed by the consortium of five authorities in April 2016 to provide a strategic retail evidence base for the South Essex sub-region (tier one evidence). The five authorities are; Basildon Borough Council (BBC), Castle Point Borough Council (CPBC), Rochford District Council (RDC), Southend-on-Sea Borough Council (SBC) and Thurrock Council (TC). This Study provides a common evidence base to assist cooperation between the South Essex authorities on cross-boundary retail and leisure planning matters.
- 1.3 The South Essex authorities are also producing joint evidence on housing and employment matters. The Strategic Housing Market Assessment (SHMA) (May 2016) and subsequent addendum (May 2017) were prepared by Turley in partnership with Edge Analytics and provides a consistent evidence base for the five South Essex authorities on objectively assessed need for housing, aligned with forecast job growth.
- 1.4 PBA has been commissioned to prepare updates to selected local authorities retail and leisure evidence base ('tier two evidence') for TC, CPBC and SBC in parallel with this Study. A new household survey was undertaken by NEMS market research in July 2016 to provide the basis for a common evidence base for the South Essex Strategic Retail Study (SESRS) and the tier-two retail studies. Updates to the existing retail evidence base for Basildon and Rochford are not required since the existing evidence is considered to be sufficiently up to date.
- 1.5 The objectives of this Study are as follows:
 - Review the context in which this Study is undertaken including; relevant planning policies, existing available retail evidence for each Authority and key market and economic trends in the retail and leisure sectors;
 - Undertake a strategic overview of the existing network of centres in the defined study area, including those centres within the five authorities and the main competing centres;
 - Analyse retail and leisure spending patterns for the South Essex sub-region informed by a new household survey of shopping patterns and assess the catchment areas of the main centres;
 - Assess the need for additional convenience and comparison retail floorspace and key high order leisure uses up to 2037 and consider a range of scenarios for the spatial distribution of the assessed retail and leisure needs between the five authorities;

- Consider the need for new retail and leisure facilities generated by large strategic housing developments; and,
- Recommend options for the spatial distribution of the assessed retail and leisure needs across the five authorities up to 2037.

Structure of report

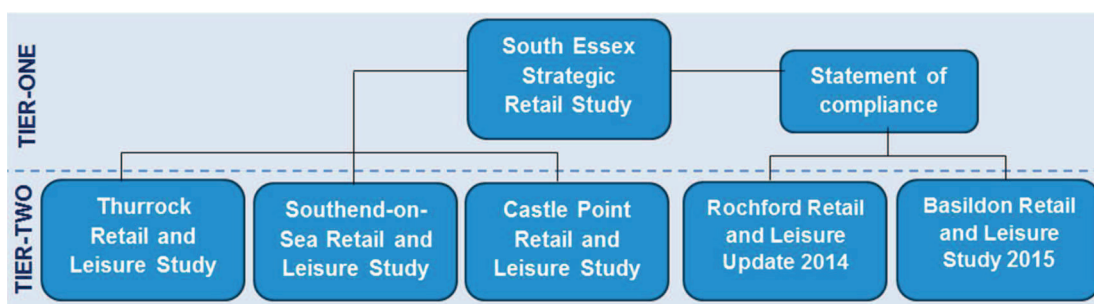
1.6 Responding to the Study objectives, the report is structured as follows:

- Section 2 summarises the current retail and leisure evidence base for the five South Essex authorities
- Section 3 reviews the relevant planning policy in relation to plan-making and retail and other town centre uses
- Section 4 reviews the key market and economic trends in the retail and leisure sectors
- Section 5 assess the existing network of centres in the study area
- Section 6 analyses retail spending patterns in the comparison (non-food) and convenience (food) sector and leisure spending patterns across the study area in 2016
- Section 7 summarises the quantitative assessment of retail need for the comparison and convenience sector undertaken at Appendix C
- Section 8 summarises the quantitative assessment of leisure need for the food and drink and cinema sector undertaken at Appendix F
- Section 9 summarises the retail impact assessment undertaken at Appendix G which assess the impact of additional retail floorspace at Lakeside regional centre upon the surrounding network of centres
- Section 10 presents key recommendations for the spatial distribution of the assessed retail and leisure needs across the five authorities up to 2037, as well as providing principles for planning for retail and leisure needs which take account of the health of the existing network of town centres as more detail about the distribution of housing growth across South Essex become clearer within emerging policy documents.

2 EXISTING RETAIL AND LEISURE EVIDENCE BASE

- 2.1 This section will briefly summarise the existing retail evidence base for each of the South Essex authorities. First it summarises the existing evidence on retail need in Castle Point, Southend and Thurrock which will be updated through the preparation of new retail studies in conjunction with this study (tier two evidence).
- 2.2 The existing local evidence on retail need in Rochford and Basildon is then summarised. Updates for these authorities will not be prepared due to the evidence being published recently. To provide consistency, a statement of compliance for Rochford and Basildon is provided within Volume 2 of this report (Appendix A).
- 2.3 The diagram below explains the structure of the retail evidence base for the South Essex sub-region.

Figure 2:1 South Essex sub-region retail evidence structure



Source: PBA (2016)

Castle Point Employment and Retail Needs Assessment

- 2.4 The current retail evidence base for CPBC is contained within the 2012 Castle Point Employment and Retail Needs Assessment (ERNA) prepared by consultants Nathaniel Lichfield and Partners.
- 2.5 Section 8 provides an assessment of future retail needs over the period from 2012 to 2031 and the headline quantitative needs outputs for Castle Point are summarised below:
- Comparison goods: 3,414 sqm net by 2021 and 8,353 sqm net by 2031
 - Convenience goods: 1,200 sqm net by 2021 and 2,267 sqm net by 2031
 - Other A2-A5 retail uses: 3,600 sqm gross by 2031
- 2.6 In terms of distribution, the ERNA states that new floorspace should be directed towards Canvey Island and Hadleigh town centres where masterplans are being prepared in order to support town centre vitality and viability.
- 2.7 Section 9 provides an assessment of commercial leisure needs which estimates a need for a further 3,600 sqm gross floorspace up to 2031 for Class A2-A5 retail uses and Class A1 retail services, based on a 25% uplift. The ERNA recognises that Castle Point has a limited selection of large commercial leisure facilities; however, the potential to provide additional facilities in Castle Point is limited because residents

have good access to a wide range of large leisure facilities in neighbouring authorities (BBC and SBC).

Southend Retail and Town Centre Study

- 2.8 The current retail evidence base for SBC is contained within Southend Retail and Town Centre Study (SRTCS) published in 2011 and advice note published in 2012, both prepared by consultants CB Richard Ellis (CBRE).
- 2.9 The 2012 advice note reviews the findings of the 2011 SRTCS and provides revised quantitative retail capacity forecasts for the period from 2015 to 2025 for the comparison and convenience goods sector. The headline quantitative needs outputs for SBC from the 2012 advice note¹ are summarised below:
- Comparison goods: 53,492 sqm net by 2020 and 86,873 sqm net by 2025
 - Convenience goods: 3,619 sqm net by 2025
- 2.10 In terms of distribution, the SRTCS directs all floorspace capacity towards the town centre to support the regeneration of the town centre and the Southend Central Area Action Plan (SCAAP).
- 2.11 Although there was no borough-wide need for additional convenience floorspace up to 2020, because out-of-centre convenience floorspace commitments exceed capacity, both the SRTCS and the 2012 advice note² identified need for 308 sqm net convenience floorspace in Southend town centre.

Thurrock Retail Study Update

- 2.12 The existing retail evidence base for TC is contained within the 2012 Thurrock Retail Study Update (RSU) prepared by RTP (now PBA).
- 2.13 Section 5 of the RSU provides an updated quantitative assessment of retail needs over the period from 2011-2026 for the comparison and convenience goods sector. The headline quantitative needs outputs for TC are summarised below:
- Comparison goods: 23,900 sqm net by 2021 and 35,000 sqm net by 2026
 - Convenience goods: 7,400 sqm net by 2021 and 8,600 sqm net by 2026
- 2.14 Section 7 of the RSU provides advice on retail growth at Lakeside, including the shopping centre and surrounding retail parks. In terms of the distribution of floorspace, 90% of total floorspace needs are directed to Lakeside Basin area to support the establishment of a new town centre. The remaining 10% is directed elsewhere.
- 2.15 The delivery of new comparison floorspace at Lakeside is restricted by planning policy to 50,000 sqm net by up to 2019. This floorspace should improve the diversity of the shopping offer by providing a variety of different unit formats and sizes to suit a range of different operators. In the convenience sector, the RSU identified an

¹ Table 4b

² Table 4a

opportunity to provide two supermarkets at Lakeside; a food supermarket of up to 1,500 sqm net as part of the Lakeside shopping centre expansion; and, a food superstore of up to 3,500 sqm net delivered centrally within the new town centre.

Rochford Retail and Leisure Study Update

- 2.16 The retail evidence base for RDC is contained within the Rochford Retail and Leisure Study Update (RLSU) prepared by NLP and published in 2014.
- 2.17 Section 3 provides an assessment of future retail needs up to 2031 and the headline quantitative needs outputs for Rochford under the baseline population scenario are summarised below:
- Comparison goods: 1,824 sqm net by 2024 and 4,937sqm net by 2034
 - Convenience goods: 1,697 sqm net by 2024 and 2,711 sqm net by 2034
- 2.18 These capacity figures set out above are based up on the population projections from the Thames Gateway/South Essex SHMA.
- 2.19 Section 4 considers the requirement for other town centre uses. It identifies a potential requirement for up to 3,000 sqm gross of Class A3-A5 floorspace for new food and beverage outlets. In terms of distribution, the priority should be for new A3 restaurant and café units within Rayleigh and Hockley.

Basildon Retail and Commercial Leisure Capacity Study

- 2.20 The retail evidence base for BBC is contained within the Retail and Commercial Leisure Capacity Study (RCLCS) prepared by PBA and published in 2015.
- 2.21 Section 5 provides an assessment of future retail and leisure needs up to 2035 and the headline quantitative needs outputs for BBC are summarised below:
- Comparison goods: 14,592 sqm net by 2021 and 72,162 sqm net by 2035
 - Convenience goods: 4,349 sqm net by 2021 and 5,899 sqm net by 2035
- 2.22 Section 6 considers the requirement for commercial leisure floorspace and finds that there is considerable scope to improve the food and drink offer (Class A3-A5) in Basildon, Pitsea and Wickford centres. There is capacity for 5,500 sqm gross floorspace up to 2021 and 16,600 sqm gross floorspace up to 2035, the majority of which should be directed to Basildon town centre in order to compete with the Festival Leisure Park.

Key findings

This report has summarised the scale of need for new retail and commercial leisure floorspace as established in the existing retail evidence base for each South Essex authority.

- **Castle Point:** 3,414 sqm net comparison floorspace and 1,200 sqm net convenience floorspace by 2021.
- **Southend:** 53,492 sqm net comparison floorspace by 2020. Localised need for 308 sqm net convenience floorspace in Southend town centre by 2020 but no borough wide convenience capacity up to 2020.
- **Thurrock:** 23,900 sqm net comparison floorspace and 7,400 sqm net convenience floorspace by 2021.
- **Rochford:** 1,824 sqm net comparison floorspace and 1,697 sqm net convenience floorspace by 2024.
- **Basildon:** 14,592 sqm net comparison floorspace and 4,349 sqm net convenience floorspace by 2021.

3 PLANNING POLICY MATTERS

Introduction

- 3.1 This chapter of the report provides a summary of the national and local planning policy context. As a starting point, we review the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG) as it applies to plan making. We then review the strategic planning framework for South Essex.

National Planning Policy Framework

- 3.2 The NPPF was published by the Government in 2012. Paragraph 14 includes a presumption in favour of sustainable development, which for plan-making means that:

- *‘Local planning authorities should positively seek opportunities to meet the development needs of their area;*
- *Local plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless:*
- *Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or*
- *Specific policies in this Framework indicate development should be restricted.’*

- 3.3 Chapter 2 ‘Ensuring the vitality of town centres’ deals with retail and other town centre uses. Paragraph 23 states that planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres. There is a requirement for local authorities to recognise town centres as the heart of their communities and to define a network and hierarchy of centres that is resilient to anticipated future economic changes. Finally, there is an important requirement that:

“needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability”

- 3.4 The NPPF requires local plans to be based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area. In terms of a retail evidence base, paragraph 161 states that they should assess:

- *‘the needs for land or floorspace for economic development, including both the quantitative and qualitative needs for all foreseeable types of economic activity over the plan period, including for retail and leisure development;*
- *the role and function of town centres and the relationship between them, including any trends in the performance of the centres;*
- *the capacity of existing centres to accommodate new town centre development;*
- *locations of deprivation which may benefit from planned remedial action.’*

- 3.5 The NPPF places a Duty on Public bodies to cooperate on strategic cross-boundary planning issues, including the provision of retail and leisure development. Paragraph 178 states that such joint working enables local planning authorities to meet development requirements which cannot wholly be met within their own areas. There is a requirement for authorities to provide evidence of effective cooperation on cross-boundary planning issues. Paragraph 180 states that this could be demonstrated by a memorandum of understanding or jointly prepared evidence base.
- 3.6 To be considered sound, Paragraph 182 requires Local Plans to be positively prepared (i.e. based on a strategy which seeks to meet objectively assessed development and infrastructure requirements), justified (i.e. the most appropriate strategy, when considered against the reasonable alternatives), effective (i.e. deliverable and based on joint working) and consistent with national policy (paragraph 182).

National Planning Policy Guidance

- 3.7 The NPPG online resource was launched in March 2014 to provide further guidance on and support to the policies contained within the NPPF.
- 3.8 Town centre matters are set out in the section 'Ensuring the vitality of town centres', paragraph 002 states that a positive vision or strategy for town centres, articulated through the Local Plan, is key to ensuring successful centres which enable sustainable economic growth and provide a wider range of social and environmental benefits.
- 3.9 Paragraph 003 states that strategies should be based on evidence on the current performance of the town centre. Strategies should also identify opportunities to meet development needs; support town centre viability and vitality; and, identify changes in the hierarchy of town centres, including where a town centre is in decline. In these cases, strategies should seek to manage decline positively to encourage economic activity and achieve an appropriate mix of uses commensurate with a realistic future for that town centre.
- 3.10 Paragraph 005 of the NPPG sets out 10 indicators of vitality and viability that should be considered when assessing the health of town centres.
- 3.11 Paragraph 009 states that authorities should allocate sufficient sites to meet the assessed need for town centre uses in accordance with the sequential approach. If needs cannot be met on town centre sites then sequentially preferable sites (i.e. edge of centre and then out of centre) should be considered. Sites should be assessed for their suitability, availability and viability with regard to the nature of the need that is to be addressed.
- 3.12 Paragraph 014 states that the impact test may be used in plan-making to determine whether proposals in certain locations would impact on '*existing, committed and planned public and private investment or on the role of centres*'.

Strategic planning

- 3.13 This Study has been prepared in a way which is consistent with the emerging evidence base. Section 7 of this report will present two sets of quantitative retail and leisure capacity forecasts based on alternative population forecasts, as follows;
- Baseline scenario: Experian MMG3
 - Housing -led scenario: SHMA and Experian MMG3
- 3.14 In the baseline scenario, population from figures from Experian MMG3, are applied to all zones in the study area. In the housing-led scenario, population growth rates derived from the 2017 SHMA are applied to those zones in the study area which relate to the five South Essex authorities and the Experian figures are applied to all other zones. The 2017 SHMA population figures used relate to the upper end of the 2017 OAN Addendum. As such, this Study provides a consistent set of evidence for the South Essex authorities to set policies on future retail and leisure development.
- 3.15 It should be noted that in the housing-led scenario, the population distribution used is the indicative split within the housing market area (HMA). The NPPF only requires housing needs to be met in full at the HMA level; it is therefore possible that housing needs may not be met in accordance with the indicative split identified in the SHMA. However, an alternative distribution has not been agreed so for the purpose of this study, we have adopted the indicative split. A recommendation of this study will include revisiting this distribution in the form of an addendum to deal with housing distribution if and when an alternative approach is agreed between the client group.

4 MARKET AND ECONOMIC TRENDS

Introduction

- 4.1 This section summarises published industry research on the future role and function of town centres with a review of key trends which are likely to influence the demand for new retail and commercial leisure floorspace in South Essex. The second part of this section will summarises the headline economic forecasts which feed into the quantitative assessment of retail and leisure needs in Section 6 and 7.

Market trends

- 4.2 The market context for town centres, and retail in particular, is continuously evolving. The role of the town centre is not as clearly defined as it has been in the past, and indications are that the town centres which have best weathered the recent economic downturn are those which have a diverse range of uses.
- 4.3 In this section, the key changes in the retail and leisure market that are considered likely to have the most significant implications on town centres are discussed. The key trends include:
- Polarisation trend
 - Restructuring of the convenience (food) sector
 - Growth of commercial leisure sector
 - Effects of digital technology

Polarisation

- 4.4 Since the last economic downturn, several factors have created a need for retailers to rapidly adapt their business strategies and store formats to economic changing circumstances. These factors include
- Reduced consumer expenditure growth
 - Changes in customer requirements
 - Growth of internet and multi-channel retailing
- 4.5 The culmination of these factors resulted in a 'polarisation trend' in the comparison sector whereby retailers have increasingly concentrated trading activities within larger retail centres and out-of-town retail parks. As a result, the strength of the comparison retail offer in larger centres continues to improve relative to small centres.
- 4.6 Retailers have altered their business models in this way in order to compete with internet based retailers which have significantly lower overhead costs. Operating a strategic network of large stores in larger centres with capacity to stock full product ranges provides greater efficiency compared to a network of smaller-format stores which offer a limited range of products. The growing popularity of multi-channel retailing means that many retailers now require fewer stores than before to reach their customer base. In 2011, Deloitte estimated that the polarisation trend could

result in portfolio reductions of between 30 to 40% in the short to medium term in certain retail categories³.

- 4.7 National retailers have become increasingly concentrated within the larger regional 'top 100' centres and the share of comparison retail sales conducted through town centre shops declined from 64% in 2002 to just over 40% by 2013⁴. The main beneficiaries of this trend have been out of town retail parks.
- 4.8 Retailers are increasingly looking to out of town retail parks to meet the demand for large format units. The retail warehousing market has seen increasing demand from traditional high street retailers since these units are considered best placed to serve the multi-channel customer. Key anchor retailers have continued to invest in new large format stores in out of centre locations such as John Lewis at Home and Next Home. These larger stores display their full range of products and provide click and collect facilities in accessible locations.
- 4.9 Increased demand for out of centre floorspace has reduced vacancy levels down to pre-recession levels. Due to a shortage in new space, landlords are focusing on improving the quality of existing retail parks through refurbishment and the introduction of a greater range of uses, including leisure. As a result, retail parks are becoming destinations in their own right offering customers an enhanced shopping experience⁵.
- 4.10 The retail development pipeline has slowed and 2012 saw the lowest quantum of new floorspace delivered in the UK since the 1990's. However, since 2012, a number of major retail schemes opened including Trinity Shopping Centre in Leeds owned by Land Securities in 2013; Old Market in Hereford owned by British Land in 2014; and, Grand Central in Birmingham owned by Birmingham City Council in late 2015⁶.
- 4.11 The scale and type of investment is different to that experienced during the 'golden age' of shopping centre development, between 1997 and 2007. In line with the polarisation trend, investment in new comparison retail floorspace is becoming increasingly concentrated in the larger city centres and regional shopping centres.

Restructuring of the convenience sector

- 4.12 During the economic downturn the convenience goods sector was a key driver of growth. This sector has traditionally been dominated by the 'Big Four' supermarket operators: Asda, Morrison's, Tesco and Sainsbury's and large foodstores (2,300 sqm net) were the primary driver of growth in the sector. However, structural changes have taken place in the sector, as follows:
 - Discount food operators: operators such as Aldi and Lidl have increased their market share of the grocery market significantly and are continuing to expand

³ Deloitte LLP, The Changing Face of Retail (2011)

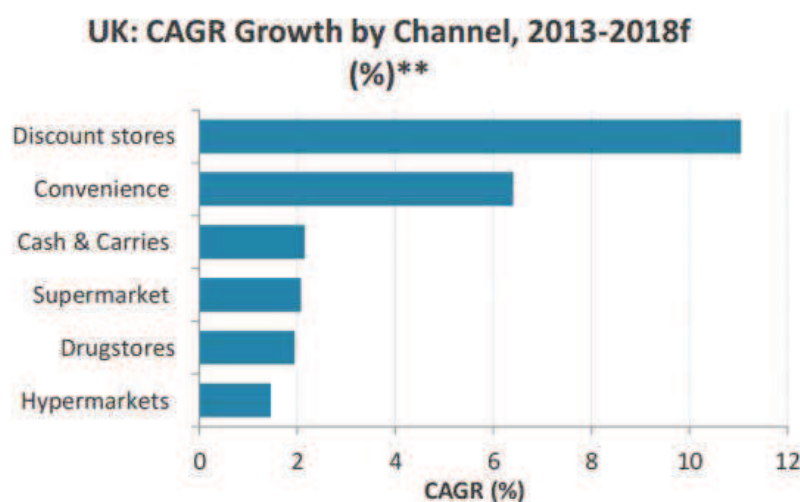
⁴ Peter Brett Associates, Investing in the High Street: Town Centre Investment Management (2013)

⁵ Colliers International, Heading out of town-the changing landscape of the retail warehousing market (2016)

⁶ BCSC (2013) Shopping Centre Development Pipeline Report

- 'C-format' stores: major grocery retailers have expanded their network of smaller convenience stores in order to increase their market share (Tesco Express, Sainsbury's Local and Little Waitrose)
- Online shopping: the 'race for space' over the last decade has resulted in major operators investing in online grocery shopping in order to increase market shares.

Figure 4:1 UK Grocery operators' growth 2013-2018



Source: Planet Retail, European Grocery Retailing (2016)

- 4.13 Discount retailers are now important forces in the convenience goods market and are expected to continue to take market share from the Big Four supermarket operators.
- 4.14 As shown in Figure 4:1, between 2013 and 2018 the compound annual growth rate (CAGR) of discount retailers (such as Aldi and Lidl) and convenience (C-format stores) is expected to reach 11% and almost 7% respectively whereas the growth rate among supermarkets is forecast at just 2%.
- 4.15 Verdict expects that the proportion of floorspace accounted for by 'smaller stores' will increase from 37.6% in 2007 to 41.6% by 2017. This shift has been driven by a shift in consumer behaviour; shoppers are undertaking an increased number of smaller 'top-up shopping' or 'basket shopping' trips instead of a weekly food shop to a large out of centre foodstore. This trend has been exacerbated by the growth of online grocery shopping, as customers undertake top-up shopping to supplement the main grocery delivery.
- 4.16 Convenience operators' business models have shifted towards the expansion of smaller 'C-format' stores. Both Sainsbury's and Tesco now have more 'C-stores' than large supermarkets. In January 2015, Tesco announced they would abandon the development of 49 'very large' foodstores and close 43 unprofitable stores. Both Sainsbury's and Morrison's have withdrawn from a number of large development schemes across the UK which has directly affected the study area.
- 4.17 In late 2015 Morrisons withdrew from a development scheme in Pitsea, where the company had agreed to take a 6,968 sqm unit. The unit was subsequently sub-let to value homeware retailer The Range. Similarly, a commitment in Thurrock (Lakeside)

for a Morrisons store has not materialised. Elsewhere in the study area, Tesco stepped away from their previous aspirations to deliver foodstore-led scheme adjacent to Southend Victoria station; Sainsbury's also withdrew proposals for a foodstore at Southend United football ground and instead housing is being progressed on that site.

Growth of the commercial leisure sector

- 4.18 Most commentators predict that commercial leisure, such as cafes, bars, restaurants and cinemas, will constitute a growing share of town centre floorspace. This is partly a replacement activity as a consequence of the reduced demand for traditional retail space, and partly driven by the increase in leisure expenditure as discretionary household expenditure rises. These key trends include⁷:
- Cinema sector: expected to expand via acquisition and diversification of the market despite falling attendance figures over the last two years. The big three cinema operators are focusing on larger markets where there is limited competition. The second tier and boutique operators are focusing on the qualitative difference in their offer to enable them to create specialist markets.
 - Restaurant sector: contributed significantly to the continued growth of the leisure sector throughout and since the recession. Demand for A3 space is being driven by the regional expansion of successful A3 operators established in London.
 - Health and fitness: the market is expected to experience continued growth in market value with annual memberships increasing from 12.6% to 13.2% and 177 new facilities opened in the year up to 2014 predominantly in the budget sector.
 - Class D2 leisure use (children's play): resurgence from the large format D2 leisure operators since the last economic downturn. Operators are offering increasingly diverse activities with companies from abroad seeking space in the UK (e.g. laser combat and trampolining) because of consumers spending more of their disposable income on leisure-based activities.
- 4.19 When considering leisure expenditure available to households, spending on food and drink typically accounts for more than 50% of total leisure spending, compared to around 15% on 'cultural services' (e.g. going to the cinema, theatre, art galleries or live music) and under 10% on hotels, games of chance and recreation/sporting services.
- 4.20 There is scope for town centres to capitalise on this trend, redefining their function as leisure 'destinations' in their own right. The development of a strong commercial leisure offer can help to increase footfall, particularly outside of retail hours, and visitors undertaking 'linked trips' between retail, leisure and other uses also spend increased dwell-time in centres.

⁷ Savills (2015) UK Commercial Market in Minutes, Savills World Research

Effects of digital technology

- 4.21 The rapid uptake of digital technology in the retail sector has facilitated the growth of online sales which has had a noticeable impact on the built environment in terms of the ways in which retailers utilise physical floorspace.
- 4.22 The increased threat posed by internet retailing has prompted many National retailers to adopt new business strategies. In the non-food sector, the most competitive retailers have rationalised their property portfolios and focused new investment in online retailing (web development, mobile retailing and click and collect) in order to boost the efficiency of their operations.
- 4.23 Property portfolio rationalisation has resulted in many retailers closing smaller less profitable stores, typically in small to medium sized towns and concentrating investment in building a smaller network of large stores in larger shopping destinations and highly accessible out of town retail parks.
- 4.24 Experience has shown that retailers who have invested in multi-channel retailing have proved most successful in recent years. Multi-channel retailing includes a digital online retail presence complimented by physical stores located in a range of accessible and attractive locations. Some retailers are increasingly utilising digital technology in order to drive footfall and in-store purchases. Examples of such practices include:
- in-store handheld internet devices: to provide customers with detailed product information and enable online ordering;
 - geo-referencing: sending information to customers' mobiles about offers and promotions when they pass close to a store; and,
 - mobile loyalty card programmes: allow offers to be tailored to individuals shopping habits.

Economic trends

- 4.25 This section provides an overview of key retail and leisure forecasts taken from the Experian Retail Planner Briefing Note (ERPBN14) including expenditure growth, multi-channel retailing and floorspace efficiency growth, which inform the estimates of expenditure capacity set out in Section 6.

Expenditure growth

- 4.26 According to Experian, the outcome of the June 2016 vote in favour of Brexit from the EU has created major economic uncertainty in the short term. Experian expect this to have negative implications for investment and hiring plans, while the recent decline in value sterling is forecast to result in higher inflation. This combination of slower employment growth and higher inflation is expected to reduce retail sales growth to just 1% in the short-term (2017-2018).
- 4.27 Table 4.1 shows the forecast growth for convenience, comparison and leisure spending per capita for five distinct periods; pre-recession (1997-2007); the recession and its aftermath (2008-2011); the recovery (2012-2015); medium-term forecast

(2016-2025) and long-term forecast (2026-2035). This allows for an easy comparison of historic and long-term trends.

Table 4.1 Summary of long-term retail growth prospects

Growth per capita	Annual average growth (%)				
Period	1997-2007	2008-2011	2012-2015	2016-2025	2026-2035
Total retail	5.1	-0.5	2.1	1.8	2.4
Convenience	-0.3	-3.2	-1.0	-0.1	0.1
Comparison	8.0	0.6	4.1	2.7	3.2
Leisure	-0.9	-3.3	1.7	1.2	1.5

Source: Figure 1 and figure 2, ERPBN14 (November 2016)

- 4.28 In the short term, according to Experian, retail spending growth will slow sharply because of economic uncertainty related to the Brexit vote. Convenience retail spending is forecast to slow from 0.0% in 2016 down -0.9% in 2019 and comparison retail spending growth is expected to slow from 3.3% in 2016 down to 1.0% in 2018. Leisure spending is also expected to slow quickly from 1.9% in 2016 down to 0.2% in 2018.
- 4.29 Retail sales volumes are expected to recover in the medium-term as Brexit-related uncertainty subsides which is reflected in the higher retail spending growth rates forecast from 2016-2025 as shown in Table 4.1. It should be noted that this scenario assumes an orderly transition process with continued access to the EU single market.
- 4.30 In the long term, forecast growth in retail sales per capita will recover to reach 2.4% although this is well below the historic pre-recession rate of 5.1% for the reasons set out above. The failure of the convenience sector to post a sustained recovery in recent years despite the strengthening of household finances has resulted in Experian's long-term growth forecasts remaining subdued over the long term (0.1%). Experian's long term comparison growth forecast will remain significantly lower than the pre-recession period (8.0%) due to the economic constraints posed by Brexit and the ongoing need for fiscal restraint.
- 4.31 Leisure spending is forecast to perform well in the long-term compared to historic trends as shown in Table 4.1. Experian expect that spending will reach 1.5% in the long-term (2026-2035) which is a reversal of the historic trend of declining per capita leisure expenditure.

Multi-channel retailing

- 4.32 Special Forms of Trading (SFT), driven by the increasing popularity of internet shopping, has significantly outpaced traditional retail sales in recent years and Experian forecast that it will continue to do so for several years to come. SFT data is collected by the ONS and includes all non-store retail sales (internet, catalogue, outdoor markets, telephone sales and door to door).

- 4.33 SFT now accounts for 15% of all retail sales and the growth of SFT over the last decade has been driven by the increasing popularity of online shopping. Internet sales have been rising much more rapidly than general retail sales in recent years. The share of internet sales as a share of total retail sales increased significantly from 4.7% in June 2008 to 11.7% in mid-2016.
- 4.34 Experian expect that the growth of SFT retailing will outperform traditional forms of spending. The SFT share of retail spending is forecast to reach 18.6% by 2022 and 20.4% by the mid-2030s. The continued growth of internet retailing over this period will be sustained by the uptake of new technology, such as mobile shopping and interactive TV shopping. Table 4.2 sets out Experian's adjusted SFT market share growth forecasts up to 2035.

Table 4.2 Adjusted Special Forms of Trading Market Shares (%)

	2016	2018	2026	2031	2035
Total SFT	9.6	10.6	12.7	13.3	13.8
Comparison	13.2	14.4	16.1	16.3	16.5
Convenience	3.0	3.4	4.6	5.0	5.3

Source: Figure 5, ERPBN13 (October 2015)

- 4.35 The rise of internet retailing has changed how retailers utilise traditional retail outlets and internet retailing is now seen as both a threat and an opportunity to businesses.
- 4.36 The growth in online sales has generally had the most negative impact on those sectors which are more exposed to the digitisation of products and services, such as electrical goods, books and music. As a result, the number of retailers selling these products from 'bricks and mortar' stores have reduced over recent years.
- 4.37 The failure of retailers to adapt to new technologies and shopping habits has led to the high-profile closure of national retailers including Woolworths, Blockbuster and BHS. However, retailers with a successful multi-channel shopping experience are expected to see increasing demand for 'bricks and mortar' stores driven by online sales growth. Multi-channel retailing refers to an integrated shopping offer whereby retailers utilise traditional stores as a showroom for products, a service location and a collection/drop off point for online orders. Receiving specialised product information and the opportunity to view, compare and test products before purchase is becoming increasingly important to customers and this trend will continue to support demand for retail floorspace.

Sales density growth

- 4.38 Sales density growth, also referred to as floorspace efficiency growth, refers to the ability of retailers to achieve increases in their turnover year on year that exceed inflation. It is important for retail assessments to take this into account since it allows for a certain amount of expenditure growth to be 'ring-fenced' to be spent within existing businesses. This is also important for retailers to remain viable over time.

- 4.39 Conventionally, retail capacity assessments make an allowance for the year-on-year growth in average sales densities of existing floorspace as a claim on expenditure growth. Since there is limited evidence on annual turnover growth achieved by retailers it has been necessary to make informed assumptions about sales density growth in the convenience and comparison sector based on data provided by industry bodies, Experian and Pitney Bowes.
- 4.40 The quality and configuration of floorspace will determine its ability to achieve sales density growth. Modern large format retail units have greater potential to grow its sales density year on year compared with small traditional shop units. In the comparison sector, a range of expenditure growth rates are applied from 2016 onwards depending on the nature of the property offer, as follows:
- High (2.5%): locations with a significant proportion of modern retail property or a high-quality retail offer (i.e. premium retailers);
 - Medium (1.9%): locations with a mix of modern and older retail properties and a mixed retail offer; and,
 - Low (1.5%): locations with a significant proportion of older retail properties or a low-quality retail offer (i.e. discount stores)
- 4.41 This is a PBA estimate which is considered to be consistent with the long-term year-on-year expenditure growth forecast at around 2.0% by Experian.
- 4.42 The ability for the convenience sector to improve its turnover year on year is restricted due to the high trading levels that already exist relative to the comparison sector. Experian forecast negative growth rates in the convenience sector up to 2024 when growth will resume at just 0.1% from 2024-2035. For these reasons, PBA have not allowed for the existing floorspace to improve its turnover year-on-year.

Implications for South Essex

- 4.43 The long-term effects of the polarisation trend have meant that South Essex's retail geography is increasingly dominated by several very large centres including within the study area (Lakeside) but also outside at Bluewater, the improvement of facilities in Chelmsford and with the development of Westfield Stratford City. At the same time, as national comparison retailers have rationalised their portfolios in secondary centres, so too have there been pressures on other centres in South Essex, notably Basildon and Southend.
- 4.44 There have been several very immediate impacts on the shift in convenience retail formats on South Essex. This includes enhancement of local provision by the main foodstore operators. However, it also includes several larger foodstore schemes stalling as operators (Morrisons, Sainsbury's and Tesco) have pulled back from proposals or commitments in Southend, Basildon and Thurrock. We provide further analysis of this in the following section.
- 4.45 While there has been growth the commercial leisure sector in South Essex, larger-scale development has been focused outside town centres (new out-of-centre multiplex cinema and A3 uses in Basildon) or has not yet been realised (e.g. the long-

standing leisure-led commitment at Lakeside has yet to commence on site or development at Fossetts Farm in Southend). That is not to say that change has not happened in town centres, with all centres playing a role in meeting leisure needs: we explore in forthcoming sections the leisure role of study area's centres.

- 4.46 All centres in South Essex will have experienced the effects of digital technology, most immediately in terms of a reducing share of particularly comparison spending being transacted through physical floorspace. However, as set out above, because the line between physical and online spending is increasingly blurred, the rise of facilities like Collect+ in even the smallest centres has had the effect of driving footfall and spending in these locations. Managed shopping centres typically better able to incorporate digital technologies to enhance the shopping experience which means that centres like Southend, Basildon and Lakeside have responded better to these shifts.

Key findings

This report has identified a number of market trends which are likely to influence the demand for new retail and commercial leisure floorspace across the plan period:

- **Polarisation to higher-order centres:** National comparison retailers are increasingly rationalising their property portfolios with fewer large stores concentrated in high-order centres shopping malls and regional centres.
- **Restructuring of the convenience goods sector:** Since the economic downturn major retailers have increased their network of small in-centre stores and invested in online shopping while discount food operators such as Aldi and Lidl have increased their market shares.
- **Growth of commercial leisure sector:** Commercial leisure uses will constitute a growing share of town centre floorspace driven in part by the increase in household leisure expenditure and reduced demand for retail space in secondary centres.
- **Effects of digital technology:** Digital technologies facilitating online sales have altered the ways in which retailers utilise physical floorspace and it is likely that new technologies will impact on the retail sector in unpredictable ways.

This report has also identified a number of quantitative forecasts which will inform the assessment of need set out in Section 7:

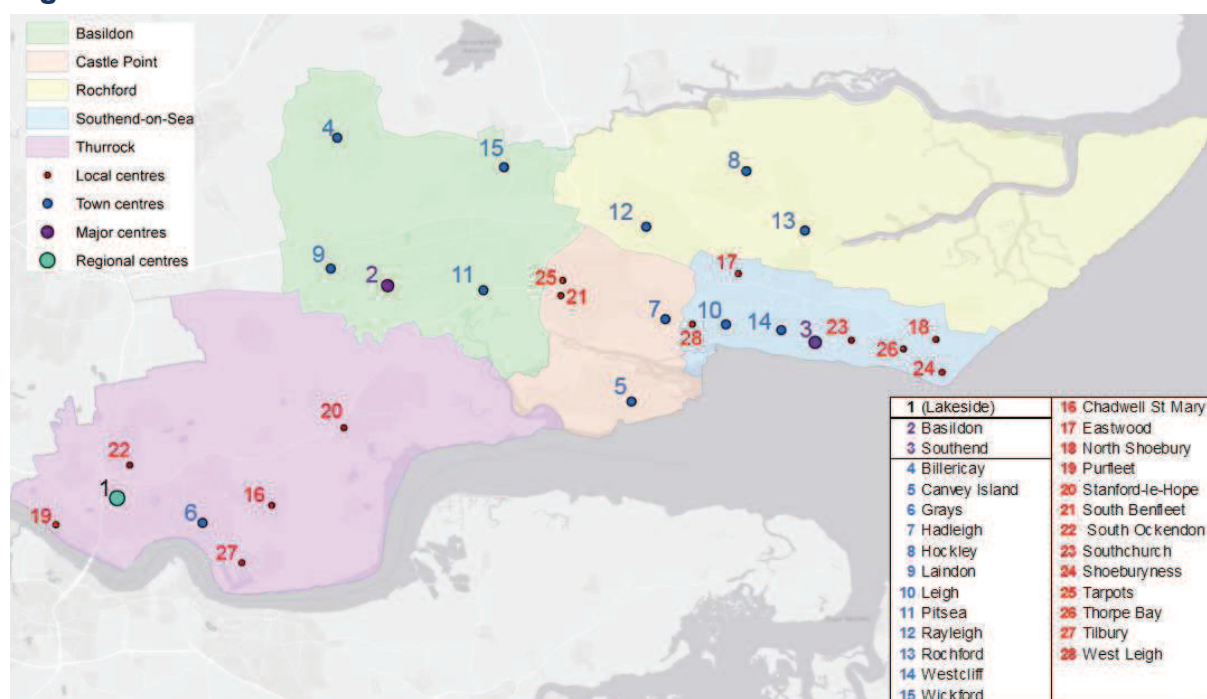
- **Retail expenditure growth:** Experian estimates a growth rate of 3.1% per annum between 2016 and 2035 for comparison goods. Convenience expenditure is expected to grow extremely modestly over the same period (0.1% per annum).
- **Leisure expenditure growth:** Experian forecasts growth rate at 1.4% per annum between 2016 and 2035 for leisure.
- **Sales density growth:** PBA assume a range of efficiency growth rates for existing comparison floorspace from 1.5% to 2.5% per annum but no growth for existing convenience floorspace.
- **Growth in e-commerce/m-commerce:** Experian forecast that growth in non-store retailing will outperform traditional retailing although only moderately after mid-2020. Rapid growth forecast in the short term (2015-2019) will be sustained by new technology, such as purchasing through mobile devices.

5 NETWORK OF CENTRES

Introduction

- 5.1 This section provides an overview of the existing network of centres located within the South Essex authorities, illustrated in Figure 5:1 and the map at 0 and considers the role of competing centres located outside. The second part of this section will consider the role of competing centres located outside the South Essex authorities and identify where new investment is planned in these centres.

Figure 5:1 South Essex network of centres



Source: PBA (2016)

- 5.2 Table 5.1 sets out the VENUESCORE and VENUESCORE rank for the main South Essex centres and competing centres that are considered to exert the greatest influence over shopping patterns in the study area.
- 5.3 VENUESCORE is published by the Javelin Group and it is calculated using a scoring system that takes account of the presence of multiple retailers, anchor stores and fashion operators which is weighted to reflect the relevant centre's overall influence on shopping patterns.
- 5.4 It is important to note that the geographical area used to define the town or city centre is unlikely to coincide with the adopted primary shopping areas and in some cases will include the edge-of-centre retail offer. But it is still a useful tool to compare centres within the study area.

Table 5.1 South Essex and competing centres Venuescore 2015/16

Centre	Market position	VENUESCORE location grade	VENUESCORE rank	VENUESCORE
Lakeside Shopping Centre	Upper Middle	Major Regional	50	252
Southend-on-Sea	Middle	Regional	88	201
Basildon	Lower Middle	Regional	97	191
Grays	Lower Middle	Major District	547	56
Rayleigh	Middle	District	716	43
Canvey Island	Lower Middle	District	943	34
Bluewater Shopping Centre	Upper Middle	Major Regional	25	335
Westfield Stratford City	Upper Middle	Major Regional	30	315
Romford	Middle	Major Regional	44	272
Chelmsford	Middle	Regional	67	222
Stratford	Lower Middle	Sub-Regional	83	336

Source: VENUESCORE (2016) Javelin

- 5.5 VENUESCORE also classify centres according to their market position and location grade index. The market position index provides a guide for distinguishing between destinations based on the quality of the retail offer and each centre is ranked on a scale from 'discount' to 'luxury'.
- 5.6 The location grade index classifies centres into one of eight categories from 'major city' to 'local shopping' locations depending on their VENUESCORE. However, it is important to note that the VENUESCORE location grade does necessarily correspond to the centres designation within the local authority's retail hierarchy.
- 5.7 Javelin also publish MALLSCORE which is the VENUESCORE equivalent for purpose-built shopping centres. Isolating the scores enables shopping centres to be compared on a consistent basis.

Basildon

- 5.8 Basildon is located to the west of the study area and north of Thurrock. The borough-wide hierarchy of centres includes five town centres and 39 local centres.
- **Basildon** town centre is identified as a regional town centre. It has a strong comparison and convenience offer focusing on the middle to lower end of the market. Basildon has a VENUESCORE rank of 97.
 - **Billericay** is relatively affluent town with a mix of convenience stores and some specialised independent comparison retailers. The centre has a VENUESCORE rank of 629 due to the relatively low proportion of national multiple operators.

- **Laindon** is a small town centre comprised of a purpose built shopping parade (Laindon Centre) serving the local area. Proposals for the mixed-use redevelopment of the Laindon Centre were approved in summer 2017 including 224 dwellings, an additional 1,146 sqm convenience floorspace but a slight reduction in total Class A1 retail floorspace (-62 sqm)⁸. Laindon is not currently allocated a VENUESCORE by Javelin.
 - **Pitsea** town centre has a strong convenience offer dominated by a large Tesco foodstore serving a wide catchment area. It has a VENUESCORE rank of 918.
 - **Wickford**: The retail offer at Wickford town centre includes a mix of convenience and comparison floorspace. The centre has a VENUESCORE rank of 943.
- 5.9 The 39 local centres include local shopping parades and provide day-to-day convenience goods within neighbourhoods.
- 5.10 Basildon has an established network of out-of-centre retail parks. Most of the out-of-centre retail parks are located around Basildon town and include Mayflower, Pippis Hill, Heron and Vange retail parks. Pitsea Retail Park is the exception in the borough and is located within Pitsea's town centre. In addition, a large proportion of the borough's leisure provision is located at Festival Leisure Park: a large out-of-centre leisure destination which includes a cinema, bowling alley, nightclubs, bars and family restaurants.

Castle Point

- 5.11 Castle Point is located in the middle of the study area. The borough is bound by Basildon to the west, Rochford to the north and Southend-on-Sea to the east. The retail provision in Castle Point is focused in four main settlements of Canvey Island, Hadleigh, South Benfleet and Tarpots alongside a network of smaller centres and out-of-centre retail parks.
- **Canvey Island** is the largest town in Castle Point and contains the largest amount of retail floorspace. The centre has a VENUESCORE rank of 943.
 - **Hadleigh** has a high proportion of convenience floorspace due to the presence of three large foodstores. The centre has a VENUESCORE rank of 1,372
 - **South Benfleet** contains a relatively large proportion of comparison floorspace and relatively strong food and drink offer. The centre does not have a VENUESCORE rank due to the low proportion of national multiple retailers.
 - **Tarpots** is the smallest of the centres in Castle Point and contains a large proportion of convenience floorspace. Like South Benfleet, the centre does not have a VENUESCORE rank due to the low proportion of national multiple retailers.
- 5.12 There are two out-of-centre retail parks in Castle Point providing a mix of convenience and bulky comparison goods: Northwick Road and Stadium Way. There is an extant permission to build out Northwick Road.

⁸ Ref: 16/01594/FULL

Rochford

- 5.13 Rochford is located to the south east of the study area and is bound by Castle Point, Basildon, Chelmsford and Southend-on-Sea. The district's main retail provision is contained in the main centres of Rayleigh, Rochford and Hockley.
- **Rayleigh** is a market town and the main shopping destination in Rochford. The town has a wide comparison and convenience offer and serves the town and the surrounding villages. Rayleigh has a VENUESCORE rank of 716.
 - **Rochford** is a small town with relatively high proportion of convenience floorspace reflecting its position in the retail hierarchy. The town has a localised catchment that includes the surrounding rural villages. Rochford has a VENUESCORE rank of 2,577.
 - **Hockley**, like Rochford, serves a largely localised catchment area. The town does not have a VENUESCORE rank due to its relatively small size.
- 5.14 The main out-of-centre retail provision is at Airport Retail Park, which abuts the district boundary with Southend and accessed from Southend, comprises a range of comparison retailers with homeware, furniture, pet supplies, sportswear categories all represented of comparison goods retailers. It has a VENUESCORE rank of 1,709.

Southend-on-Sea

- 5.15 Southend is located to the east of the study area and is bound by Rochford and Castle Point. The borough's main retail provision is as follows:
- **Southend-on-Sea** is designated as a regional centre and contains the borough's main comparison retail provision. The centre is anchored by The Victoria and Royals Shopping Centre. Southend has a VENUESCORE rank of 88.
 - **Westcliff-on-Sea** is district centre with a mid-market retail offer. It offers a good mix of comparison and convenience floorspace aimed at the middle of the market. Westcliff on Sea has a VENUESCORE rank of 1,193.
 - **Leigh-on-Sea** is designated as a local centre with a strong comparison goods provision. Leigh on Sea has a VENUESCORE rank of 1,618.
- 5.16 Alongside the network of town centres, Southend includes four local centres namely Thorpe Bay, Southchurch, Eastwood and Shoeburyness. These centres serve a local catchment and are characterised by a reasonably high proportion of service and convenience retail floorspace.
- 5.17 The borough also contains a network of out-of-centre retail parks. The provision is split between large format, standalone foodstores and four retail parks at Southend Airport, Greyhound, London Road and Fossetts Way. We also note that while Airport Retail Park is within Rochford, it lies very close to the boundary with SBC.

Thurrock

- 5.18 Thurrock is located to the south west of the study area and is bound by Brentwood, Basildon and the London Borough of Havering. Grays is the borough's administrative

centre with significant retail floorspace provided at Lakeside Shopping Centre and the surrounding network of retail parks.

- **Grays** is the administrative and cultural centre of the borough and comprises of a more traditional town centre. The retail offer in Grays includes a mix of day-to-day convenience provision and some comparison floorspace. Grays has a VENUESCORE rank of 547.
- **Lakeside Shopping Centre** is a covered shopping centre and is part of the Lakeside Basin. Lakeside Basin is designated as a regional centre and contains the bulk of the Borough's comparison and leisure floorspace. Lakeside has a VENUESCORE rank of 50 and a MALLSCORE rank of six behind Bluewater Shopping Centre (2) and Westfield Stratford City (3).
- **Lakeside Retail Parks** are part of the Lakeside Regional Centre and comprises Junction Retail Park, Lakeside Retail Park, Lake Rise and units off Cygnet way. Floorspace in the retail parks is dedicated to retailing of bulky comparison goods alongside trade counters and industrial uses. The Lakeside retail parks have a combined VENUESCORE rank of 453 and a MALLSCORE rank of 173.

- 5.19 In addition to the network of regional and town centres, Thurrock includes the four local centres of Stanford-Le-Hope, South Ockendon, Tilbury, Chadwell St Mary. A new town centre is also planned at Purfleet to serve the proposed media village. As local centres, they contain a high proportion of convenience floorspace with local service uses

Competing centres

- 5.20 This section of the Study considers the role and function of competing centres located beyond the boundaries of the South Essex authorities. For each competing centre we have identified planned, committed, ongoing and recent investment as well as the VENUESCORE or MALLSCORE.

North

- **Chelmsford** regional centre is a strong retail, leisure and cultural destination with a wide catchment. The centre's VENUESCORE rank is 67. The recent completion of the Bond Street retail and leisure development at the edge of the town centre will further boost the town's retail offer and secure its status as a regional centre. The new development is anchored by a John Lewis department store and includes a multi-screen cinema and food and drink units. Elsewhere in the town centre, part of the existing High Chelmer shopping centre has been redeveloped to create a new restaurant quarter along Exchange Way⁹.
- **Maldon** is the main retail destination in Maldon District. Maldon offers a good provision of both convenience and specialist comparison floorspace. The centre has a VENUESCORE rank of 779.

⁹ Ref: 14/00377/FUL

- **Brentwood** is identified as a town centre and provides the main retail destination in Brentwood borough. Brentwood's retail offer is focused towards convenience goods and the centre's role is limited by the outflow of comparison spending into the surrounding network of regional centres. The centre has a VENUESCORE rank of 215.

East

- **Romford** is a designated Metropolitan Centre with a strong convenience and comparison floorspace provision. Romford has a VENUESCORE rank of 42. In addition to traditional high street, the centre is anchored by three shopping centres - the Liberty, the Mercury and the Brewery.
- **Stratford** is designated as a Metropolitan Centre in the London Plan (2015). The retail provision is dominated by Westfield Stratford City. Westfield is a major retail and leisure facility serving East London and Essex. VENUESCORE disaggregates the retail provision at Stratford town centre and Westfield Stratford City providing two ranks for the centre. Stratford has a VENUESCORE rank of 336 while Westfield Stratford City has a rank of 30. In addition, VENUESCORE publish MALLSCORE a separate ranking for purpose built shopping centres and retail parks. Westfield Stratford City has a MALLSCORE rank of 3, behind Bluewater Shopping Centre in Kent. The retail provision at Stratford is largely aimed at the middle of the market. The most recent version of the London Plan (2015) has indicated that Stratford has the potential to be reclassified as an International centre over the London Plan's plan period. The centre is easily accessible to much of South Essex catchment particularly following the addition of regular weekend c2c trains from Essex to Stratford in December 2015¹⁰. This may lead to greater expenditure leakage to Stratford.

South

- **Bluewater** Shopping Centre is a large, out-of-centre comparison shopping destination in Stone, Kent. Bluewater has a VENUESCORE rank of 25 and a MALLSCORE of 2, ahead of Westfield London. The retail provision is primarily aimed at the middle and higher market segments and is complemented by a significant food and leisure offer. A resolution to grant planning permission for an outline application¹¹ was made by Dartford Borough Council in April 2017 for 30,000 sqm of additional retail (A1-A5) floorspace at the West Village extension of Bluewater Shopping Centre. This replaces a previous permission for 30,500 sqm of retail floorspace granted in August 2013.
- **Dartford** town centre is the administrative centre of Dartford borough. The town centre's retail offer largely meets local needs; this is primarily a function of the complementing the significant comparison retail offer at Bluewater. The centre has a VENUESCORE rank of 290.

¹⁰ <http://maps.dft.gov.uk/essex-thameside/#stratford>

¹¹ Application reference 16/01207/OUT

- **Gravesend** town centre is the main shopping destination in the Borough of Gravesham. The centre has a 2015 VENUESCORE rank of 273. Like Dartford, the retail provision in Gravesend largely serves a localised catchment area because of the dominant role played by Bluewater in meeting higher-order comparison needs.
- **Ebbfleet**: there is an outline permission in place for 16,900 sqm of A1 comparison retail and 24,000 sqm of D2 leisure floorspace.
- **London Paramount** is a proposed theme park, resort and leisure destination in Swanscombe, Kent. The proposed development is set out on a 353 ha site on the Swanscombe Peninsula straddling Dartford and Gravesham boroughs. In May 2014, the Secretary of State gave notice for London Paramount to be treated as a Nationally Significant Infrastructure Project. In June 2017, it was announced that part of the JV partnership had withdrawn but a Development Consent Order application is still expected to be submitted in 2018.

Key findings

- Retail provision in South Essex comprises the larger regional centres of Basildon, Lakeside and Southend, and a number of relatively small town centres, such as Billericay and Hadleigh, serving a localised catchment area. In addition, a number of the client authorities have lower tier of parades which, although playing a role in meeting very localised needs, are not town centres as defined by the NPPF.
- Lakeside shopping centre is the largest comparison shopping destination within South Essex area and exerts a significant influence over trading patterns across the wider study area.
- Across the client authorities, there is significant out-of-centre retail and leisure provision which competes with the established network of centres for expenditure. This is particularly the case for locations like Basildon and Castle Point.
- Beyond South Essex, some of the UK's largest retail developments exert influence over the study area. These centres, which include Westfield Stratford City and Bluewater Shopping Centre, dominate the regional retail hierarchy and are set to see some expansion over the coming years further entrenching their market dominance and potentially increasing their draw from South Essex.
- Elsewhere, significant investment in the retail and leisure offer in Chelmsford will present an increased level of competition for some South Essex centres, particularly those located in the north and east of the study area in Basildon, Rochford and Southend.

6 SPENDING PATTERNS

Introduction

- 6.1 This section sets out the study area which has been used as the basis of our assessment and then identifies the level of expenditure growth in the retail and leisure sectors which can be expected to come forward over the course of the study period. An assessment of spending patterns is then undertaken to identify where residents across the study area are currently undertaking their convenience (food), comparison (non-food) and leisure spending. This exercise is important to establish how much money is spent in centres within South Essex and how much 'leaks' to destinations further afield.

Household survey and study area

- 6.2 The spending patterns assessment is based on a household survey undertaken by NEMS Market Research in July 2016. The map enclosed at 0 shows the household survey study area and includes details the postcode sectors contained within each zone. The survey includes a number of detailed questions on residents' convenience, comparison and commercial leisure spending habits, and the NEMS survey data is provided in full at Volume 2 to this Study.
- 6.3 To establish where residents are currently undertaking their spending it is necessary to first define a study area. As can be seen on the map at 0, an extensive study area has been adopted which covers the client group and parts of the wider Essex region to the north, Greater London to the west and Kent to the south. To provide a sufficiently fine-grain analysis of spending patterns this study area has been divided into 23 study zones. The study zones have been defined with reference to the administrative boundaries of the five South Essex authorities and for consistency with the existing retail evidence base, the zones are broadly aligned with the study areas from the Rochford RLSU and Basildon RCLCS.
- 6.4 The larger zones on the periphery of the study area (Zones 19-23) have been incorporated in the survey to understand the influence of those larger destinations in South Essex (Lakeside, Basildon and Southend) on shopping patterns across the region. However, the size of these outer zones will distort the spending patterns analysis results to a degree since the analysis is based on total spending derived from each zone. When considering 'expenditure inflow' these larger zones will generate a greater amount of expenditure since they have a greater population. When considering 'expenditure outflow' these zones will have greater potential to attract expenditure relative to smaller zones since they contain a greater number of destinations.
- 6.5 The study zones are summarised in the table below as they relate to the geography of the study area.

Table 6.1 Study area zones and geography

Geography	Study zones
Basildon	1, 2, 3, 4
Castle Point	5, 6
Rochford	7, 8, 9, 10
Southend-on-Sea	11, 12, 13
Thurrock	14, 15, 16
Outside South Essex	17, 18, 19, 20, 21, 22, 23

Source: PBA (2016)

6.6 Outside the client group:

- Zones 17, 21 and 22 cover the wider Essex area including Brentwood, Epping Forest, Waltham Abbey as well as the London Borough of Newham and Barking and Dagenham.
- Zones 18, 19 and 20 cover Chelmsford and Maldon
- Zone 23 covers parts of Kent including Dartford, Gravesham, Medway and Sevenoaks.

Spending patterns

- 6.7 The results of the household survey which includes a number of detailed questions on convenience, comparison and commercial leisure spending habits are assessed in this section.

Comparison goods

- 6.8 The table below summarises for South Essex as a whole the proportion of comparison spending which is derived from South Essex (retained expenditure) and from other zones in study area (inflow expenditure) as well as how much expenditure leaks outside of South Essex (expenditure leakage). As can be seen from this table, a relatively small amount of expenditure generated within South Essex overall is lost to competing destinations.

Table 6.2 South Essex comparison spending patterns summary

Comparison spending patterns	%
Turnover derived from South Essex zones	61%
Turnover derived from elsewhere in study area	39%
Leakage from South Essex zones	10%

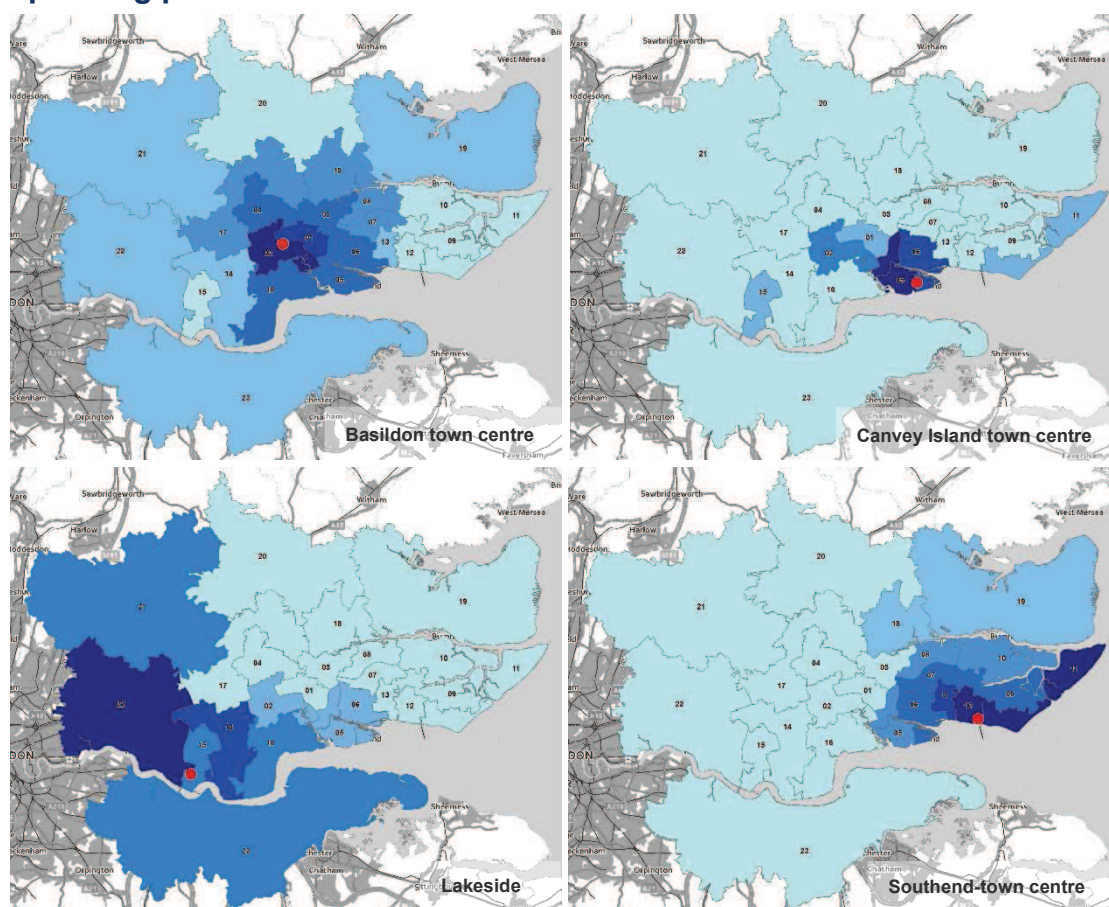
Source: Appendix C

- 6.9 Figure 6:1 shows, for selected South Essex centres, the proportion of comparison turnover selected which is drawn from each zone in the study area. Comparing the

maps highlights the ability of the different centres to attract spending from elsewhere in the study area

- 6.10 From the maps below it is clear that the comparison offer in Canvey Island town centre predominantly caters for the local population since the majority of its turnover comes from the Castle Point zones (93%). Southend town centre also mainly serves a local population, with 66% of the centre's comparison turnover generated from the Southend zones. However, it does exert a greater influence on shopping patterns than Canvey Island, attracting shoppers from neighbouring zones in Castle Point, Rochford and Maldon.

Figure 6:1 South Essex comparison local resident spending and inflow spending patterns



Source: PBA (2016)

- 6.11 The majority of comparison spending in Basildon town centre comes from the Basildon zones (59%). However, due to its central location it does attract a significant quantum of spending (30%) from a wide area including zones 5, 6, 7, 8, 14, and 16, which are immediately surrounding Basildon.
- 6.12 Lakeside performs a markedly different retail function to all the other town centres, as it is a regional destination which attracts spending from much further afield. Only 18% of expenditure in Lakeside comes from the Thurrock zones, with 51% coming from Zone 22. Lakeside attracts spending from all the study zones, albeit a small proportion from some.

- 6.13 The table below summarises comparison spending patterns for each South Essex authority. The first two columns of data show, of the available expenditure from LPA residents, what proportion is spent in their home LPA (retained) and what proportion is spent outside (leakage). The third and fourth columns show, of expenditure made in each LPA, the proportion of which is made up of resident spending (residents) and the proportion which is from people living outside the LPA (inflow).

Table 6.3 Comparison spending patterns summary

Local authority	Available LPA resident expenditure		Proportion of expenditure made within the LPA	
	Retained	Leakage	Residents	Inflow
Basildon	76%	24%	59%	41%
Castle Point	14%	86%	92%	8%
Rochford	32%	68%	55%	45%
Southend-on-Sea	79%	21%	65%	35%
Thurrock	73%	27%	20%	76%

Source: Appendix C

- 6.14 In terms of retained expenditure versus expenditure leakage, reflecting their stronger comparison offers, Thurrock, Basildon and Southend experience the least expenditure leakage to the surrounding zones outside of the authority area. Southend and Basildon both have a well-established in- and out-of-centre retail offer which helps to stem the outflow of expenditure. In contrast, Rochford and Castle Point have a much more limited comparison shopping offer and experience the greatest levels of expenditure leakage.
- 6.15 In terms of inflow as a proportion of overall spending made in each borough/district, Thurrock attracts the greatest proportion of expenditure from zones located outside of the authority itself. This is to be expected since it contains Lakeside Shopping Centre and the surrounding retail parks which are a major regional comparison shopping destination. Rochford and Basildon receive a significant amount of expenditure from the surrounding zones. Basildon town centre provides a significant retail offer and the overall attraction of Basildon as a comparison destination is enhanced by the out-of-centre retail and leisure parks. In Rochford's case, the higher level of inflow is likely to be a product of geography, with Airport Retail Park as one of the main comparison destinations in the district being located adjacent to the district boundary with Southend.
- 6.16 Turning to Southend, it has moderate levels of inflow which reflect its comparable retail offer to Basildon but the overall level is likely to be tempered by geography. The coastal location serves to limit the amount of available spending, and therefore inflow, but also has the effect of increasing retention because people have fewer

close alternative destinations, reflected in Southend recording the highest level of domestically generated retention in South Essex.

- 6.17 Finally, in the case of Castle Point, the low level of inflow reflects the fact that centres predominantly serve a localised catchment area and so attract a limited amount of spending from outside the authority area.

Convenience goods

- 6.18 Table 6.4 summarises for South Essex as a whole the proportion of convenience spending which is derived from South Essex (retained expenditure) and from other zones in study area (inflow expenditure) as well as how much expenditure leaks to competing destinations outside of South Essex (expenditure leakage).
- 6.19 As can be seen from this table, a relatively small amount of expenditure generated within South Essex is leaked to competing destinations although this is greater than the proportion of comparison expenditure leakage. It is usually the case that authorities retain a greater proportion of convenience spending since this type of shopping is undertaken locally whereas shoppers are prepared to travel longer distances for higher order comparison goods.

Table 6.4 South Essex convenience spending patterns summary

Convenience	%
Turnover derived from South Essex zones	76%
Turnover derived from elsewhere in study area	24%
Leakage from South Essex zones	12%

Source: Appendix C

- 6.20 Table 6.5 table below summarises convenience spending patterns for each South Essex authority. The first two columns of data show, of the available expenditure from LPA residents, what proportion is spent in their home LPA (retained) and what proportion is spent outside (leakage). The third and fourth columns show, of expenditure made in each LPA, the proportion of which is made up of resident spending (residents) and the proportion which is from people living outside the LPA (inflow).

Table 6.5 Convenience spending patterns summary

Local authority	Available LPA resident expenditure		Proportion of expenditure made within the LPA	
	Retained	Leakage	Residents	Inflow
Basildon	89%	11%	72%	28%
Castle Point	74%	26%	75%	25%
Rochford	43%	57%	79%	21%
Southend-on-Sea	78%	22%	67%	33%

Local authority	Available LPA resident expenditure		Proportion of expenditure made within the LPA	
	Retained	Leakage	Residents	Inflow
Thurrock	73%	27%	47%	53%
South Essex	88%	12%	76%	24%

Source: Appendix C

- 6.21 In terms of expenditure leakage, Rochford experiences the highest level of expenditure leakage by far (57%) with a significant amount of expenditure directed to out of centre foodstores in Southend and Castle Point. Thurrock experiences a significant level of expenditure leakage (27%) with a significant amount of expenditure directed to foodstores in Zone 14 which contains Upminster

Leisure sector

- 6.22 Table 6.6 summarises for South Essex as a whole the proportion of leisure spending for the main leisure categories which is derived from South Essex (retained expenditure) and from other zones in study area (inflow expenditure) as well as how much expenditure 'leaks' outside South Essex (expenditure leakage).

Table 6.6 South Essex leisure spending patterns summary

Leisure category	Expenditure retained	Expenditure inflow	Expenditure leakage
Food and drink (A3-5)	75%	25%	21%
Cinema	65%	35%	14%
Recreation	80%	20%	17%
Games of chance	79%	21%	11%

Source: Appendix C

- 6.23 As can be seen from this table, a relatively large proportion of food and drink and cinema expenditure is leaked to competing destinations outside of South Essex which indicates that there is scope to claw back significant expenditure through the provision of additional high-quality food and drink and cinema facilities. That said, there is significant variation between the South Essex authorities in terms of the amount of expenditure leaked to competing leisure destinations which reflects the different level of food and drink and cinema facilities present in each authority.
- 6.24 Table 6.7 summarises food and drink spending patterns for each South Essex authority. Castle Point has a very limited food and drink leisure offer and as a result experiences the highest level of expenditure leakage. Thurrock and Rochford also experience a significant level of food and drink expenditure leakage indicating that there is scope to improve provision in order to meet local needs. Southend has the highest level of expenditure retention which supports the findings of the Southend health check assessments that the borough's main centres (Southend town centre and Westcliff and Leigh district centres) provide a good food and drink offer in terms

of diversity and quality of the local offer. The Southend health check assessments are contained in Section 2 of the Southend Retail and Leisure Study.

Table 6.7 Food and drink leisure spending patterns summary

Food and drink	Expenditure retained	Expenditure inflow	Expenditure leakage
Basildon	71%	29%	29%
Castle Point	94%	6%	60%
Rochford	72%	28%	33%
Southend-on-Sea	62%	38%	13%
Thurrock	29%	71%	55%
South Essex	75%	25%	21%

Source: Appendix C

- 6.25 Table 6.8 summarises cinema spending patterns for each South Essex authority, the spending patterns results clearly relate to the level of cinema provision in each authority. Rochford contains no cinema facilities which is clearly reflected in the survey results; the district experiences 100% expenditure leakage in this category. Castle Point contains just one small cinema with four screens and as a result also experiences a very high level of expenditure leakage. However, this is not necessarily surprising given the scale of the centres in both districts.
- 6.26 Southend and Basildon are both well served by local cinema facilities and as such experience the lowest level of expenditure leakage in this category. Southend contains an eight-screen Odeon cinema located in the town centre and Basildon contains an 18-screen Cineworld multiplex cinema located at Festival Leisure Park. Thurrock experiences a relatively high level of expenditure leakage considering that Lakeside shopping centre contains a nine-screen multiplex Vue cinema.

Table 6.8 Cinema leisure spending patterns summary

Cinema	Expenditure retained	Expenditure inflow	Expenditure leakage
Basildon	42%	58%	12%
Castle Point	66%	34%	67%
Rochford	0%	0%	100%
Southend-on-Sea	62%	38%	19%
Thurrock	26%	74%	36%
South Essex	65%	35%	14%

Source: Appendix C

- 6.27 Based on the above it is considered that there is an opportunity to claw back food and drink and cinema expenditure across South Essex as a whole by providing additional facilities in order to improve the diversity and quality of the local offer. In terms of the

individual authorities, the level of leakage would appear to suggest that greatest potential for additional facilities exists in Thurrock, Castle Point and Rochford; however, this ignores the market reality that some leisure uses, particularly cinemas, require more substantial catchment areas to support them and therefore it is only in the largest centres that such uses can be supported. As such, while there is potential for improving the food and drink offer across the client group, there is likely to be a policy decision about whether to plan to accommodate growth, particularly for cinemas, in the higher order centres which serve these larger catchments.

Population and expenditure growth

- 6.28 This section should be read alongside Tables A, B, 1 and 2 (Appendix C).
- 6.29 This study presents two sets of quantitative capacity forecasts in Section 4 and Section 5 for both retail and leisure needs. The first set of capacity figures are based on Experian population forecasts (the 'baseline scenario'). For the housing-led scenario, the second set of figures are derived from population forecasts taken from the 2017 SHMA for the South Essex authorities zones and for the remaining zones Experian population figures¹².
- 6.30 The total population growth between 2016-2037 for South Essex broken down by client authority and for the study zones located outside South Essex is summarised for both scenarios in Table 6.9. The study area will experience population growth in the order of just under half a million, depending on the scenario adopted, of which between 99,000 and 126,000 will come forward in the South Essex zones.

Table 6.9 Study area population growth 2016-2037

Scenario	Baseline	Housing-led
Basildon	23,196	32,196
Castle Point	10,824	6,829
Rochford	9,500	11,848
Southend-on-Sea	25,763	31,706
Thurrock	30,106	43,607
South Essex	99,389	126,187
Outside South Essex	370,275	370,275
Study area total	469,664	496,462

Source: Appendix C

- 6.31 The total expenditure growth in the comparison sector expected over the study period between 2016 and 2037 is summarised for both scenarios in Table 6.10 below. This includes a deduction (adjusted for sales in stores) made for special forms of trading

¹² Note: this assumes that each of the client authorities meets their housing needs in line with the indicative distribution set out in the SHMA. The NPPF only requires objectively assessed needs to be met at the HMA level; housing growth may be distributed differently around the HMA through the duty to co-operate.

(SFT) which is derived from the November 2016 Experian Retail Planner Briefing Note 14 (ERPBN) and held constant after 2035. The total expenditure is shown for South Essex broken down by the client authorities and for the study zones located outside South Essex. Across the study period, the housing-led scenario has an additional £150m of comparison expenditure growth over the baseline scenario; however, in the context of the overall growth forecast in the client authorities, this only represents a further 6%.

Table 6.10 Comparison expenditure growth 2016-2037 (exc. SFT) (£M)

Scenario	Baseline	Housing-led
Basildon	£546.87	£595.94
Castle Point	£315.07	£291.99
Rochford	£284.98	£299.05
Southend-on-Sea	£558.97	£590.39
Thurrock	£514.61	£585.88
South Essex	£2,220.51	£2,363.26
Outside South Essex	£6,182.10	£6,182.10
Study area total	£8,402.61	£8,545.36

Source: Appendix C

- 6.32 In the comparison sector, the proportion of SFT is forecast to continue steadily increase from 13.2% in 2016 to 16.5% in 2035.
- 6.33 Similarly, for the convenience sector Table 6.11 summarises the expenditure growth expected between 2016 and 2037 which again, includes a deduction for SFT. This is shown for South Essex broken down by authority and for the study zones located outside South Essex.

Table 6.11 Convenience expenditure growth 2016-2037 (exc. SFT) (£M)

Scenario	Baseline	Housing-led
Basildon	£39.81	£58.54
Castle Point	£18.13	£9.86
Rochford	£16.19	£21.17
Southend-on-Sea	£44.37	£56.55
Thurrock	£51.72	£78.32
South Essex	£170.22	£224.44
Outside South Essex	£659.04	£659.04
Study area total	£829.26	£883.48

Source: Appendix C

- 6.34 In the convenience sector, the proportion of SFT is forecast to continue to steadily increase in the long term from 3.0% in 2016 up to 5.3% in 2035 according to

Experian. This growth in SFT means that per capita convenience expenditure will modestly decline over the study period. So because it is additional population that is the key driver for convenience expenditure growth, the housing-led scenario has £54m of additional expenditure than the baseline i.e. 32% more growth within the client authorities.

- 6.35 Across both scenarios there will be far greater growth in comparison spending due to the fact that no convenience expenditure growth is forecast by Experian in the medium term (2019-2023) and very low annual average growth is forecast for the long term (0.1% from 2024-2035). Whereas in the comparison sector, Experian forecast a medium term annual average growth rate of 3.0% and a long-term growth rate of 3.2%.

Key findings

- The South Essex authorities' influence over retail and leisure patterns varies significantly;
- South Essex has a strong comparison retention rate, 10% of comparison expenditure is leaked outside of the South Essex authorities' boundaries;
- Southend has the lowest rate of comparison expenditure leakage (21%) and Caste Point has the highest rate of comparison expenditure leakage (68%);
- South Essex also has a strong convenience retention rate, 12% of convenience expenditure is leaked outside of the South Essex authorities' boundaries;
- Basildon has the lowest rate of convenience expenditure leakage (11%) and Rochford has the highest rate of convenience expenditure leakage (57%);
- Retention of leisure spending in South Essex is somewhat weaker; 21% of food and drink expenditure; 17% of recreation expenditure; and 14% of cinema expenditure is leaked outside of the South Essex authorities' boundaries;
- In the food and drink sector Southend experiences the lowest expenditure leakage rate (13%) and Castle Point experiences the greatest expenditure leakage rate (60%);
- In the recreation sector Southend experiences the lowest expenditure leakage rate (17%) and Castle Point experiences the greatest expenditure leakage rate (64%); and
- In the cinema sector Basildon experiences the lowest expenditure leakage rate (12%) and Rochford experiences the greatest expenditure leakage rate (100%).

7 QUANTITATIVE RETAIL NEED

Introduction

- 7.1 This section should be read in conjunction with the tables contained at Appendix C which set all the information referred to below, together with full details of relevant data sources. An overview of the method is set out in Appendix E
- 7.2 Capacity forecasts should, in line with the NPPG, be subject to regular review throughout the plan period in order to ensure an up-to-date evidence base which is based on accurate economic and market trends. PBA also advise that longer-term quantitative forecasts set out in this assessment (post-2021) should be treated as indicative.

Claims on expenditure growth

- 7.3 As set out in the previous section, SFT such as online shopping has been removed from the baseline expenditure forecasts, in line with current forecasts of growth in this sector set out in ERPBN. The total expenditure figures summarised in Table 6.10 and Table 6.11 make allowance for this.
- 7.4 In addition to SFT, account needs to be taken of commitments for new retail floorspace (schemes implemented but not yet trading at the time of the household survey, or extant planning permissions which would result in additional retail floorspace) and sales density growth (which is the growth in turnover for existing retailers within the study area).

Commitments

- 7.5 A schedule of commitments is provided at Table E (Appendix C). None have been identified in Basildon or Rochford. Based on supporting evidence provided with those commitments, the table below converts these into draws on expenditure.

Table 7.1 Comparison commitments

Local authority	2016	2021	2026	2031	2034	2037
Castle Point	£18.87	£20.73	£22.77	£25.02	£26.48	£28.01
Southend	£2.45	£2.63	£2.84	£3.06	£3.20	£3.34
Thurrock	£240.49	£264.46	£290.84	£319.88	£338.69	£358.61
Total in South Essex	£268.75	£294.90	£323.64	£355.21	£375.63	£397.25

Source: Appendix C

- 7.6 It is a single scheme for a major extension to Lakeside Shopping Centre which accounts for approximately three quarters of the commitments on expenditure.
- 7.7 A separate comparison capacity sensitivity, which takes account of the current application at Fossetts Farm in Southend, is provided at Appendix H. It is not included in the main schedule of commitments because it has yet to be determined.

Floorspace efficiency growth

- 7.8 Sales density growth (floorspace productivity or efficiency growth) is the amount of expenditure which is 'ring fenced' for existing floorspace to improve its turnover each year. Allowances for sales density growth are linked to expenditure growth; expenditure growth rates of 1.9% per annum has been used for the period from 2016 onwards. Because of the low level of expenditure growth forecast up to 2016, no allowance for improvement in densities is made in the first year of the Study.
- 7.9 Although different types of floorspace will have different abilities to absorb expenditure growth, with more modern floorspace being able to accommodate growth than more historic floorspace. However, given there is a mix of floorspace types within the study area, this average approach is considered to be robust.

Under/overtrading floorspace

- 7.10 The benchmark turnover is the turnover the store would be expected to achieve if trading at company average turnover per sqm rates. Overtrading refers to the performance of centres and stores within a catchment in relation to the expected benchmark turnovers. Overtrading can also be assessed through qualitative indicators such as overcrowding and congestion in stores. As such, overtrading is both a quantitative and qualitative indicator of need. Although benchmarking is reliant on the use of operator average data in terms of the split between convenience and comparison goods floorspace within the stores (except in some stores where we have adjusted this based on our site visits to stores), and is based on national average sales densities, it nevertheless provides a robust, and industry-accepted, method of assessing current trading performance.
- 7.11 Quantitatively, for comparison goods floorspace, it is not considered appropriate to make any allowance for any over or undertrading. This is primarily because comparison floorspace is generally less susceptible to the physical manifestations of overtrading such as congestion on the shop floor, out-of-stock items and queuing and is able to absorb growth. This is also evident in the higher level of sales efficiency growth set out earlier in this section.

Quantitative need

Comparison sector

- 7.12 For the two population scenarios, Tables 6A and 6B draw together the comparison needs identified across the study period, expressed with reference to the adopted interval years of 2016, 2021, 2026, 2031, 2034 and 2037. They are structured as follows for firstly the client group as a whole and then by individual authority:

Table 7.2 Step-by-step comparison need

Row	Explanation/description
A	Total comparison goods expenditure available in the study area (£M)

Row	Explanation/description
B&C	Proportion of comparison goods expenditure which is retained (£M & %). Market shares are held constant across the study period.
D	Inflow expenditure derived from the study area zones outwith the boundaries of the client authorities.
E	Total available comparison expenditure i.e. retained + inflow (C+D)
F	Baseline comparison turnover of existing stores in the client authorities (retained expenditure + inflow), making allowance for sales efficiencies over the study period.
G	Claims on comparison goods expenditure as explained in Section 7.
H	Residual comparison goods expenditure when deductions are made for claims (E-F-G).
I-K	Residual expenditure converted into floorspace need by applying a generic comparison sales density of £6,000 (grown across the study period to allow for sales efficiencies) and expressed in terms of net and gross floor areas

Source: Appendix C

Constant market share by authority

- 7.13 Table 7.3 shows capacity across the client group in the baseline scenario. This assumes constant market share across the period. In this scenario, in the early years there is no capacity for additional floorspace because of the scale of committed development, namely that at Lakeside. Other than for Castle Point, capacity emerges across the client group by 2026 and continues to grow to 2037. Castle Point has no requirement across the study period.

Table 7.3 Baseline comparison needs summary (sqm net)

Local authority	2021	2026	2031	2034	2037
Basildon	2,697	14,709	27,350	36,236	44,655
Castle Point	-3,003	-2,190	-1,334	-752	-161
Rochford	586	3,520	6,607	8,740	10,792
Southend	2,309	13,743	25,759	34,183	42,104
Thurrock	-30,031	2,538	36,641	60,714	82,445
South Essex authorities	-29,426	28,455	89,287	132,055	171,858

Source: Appendix C

- 7.14 The table below shows the capacity position for the housing-led scenario, using constant market share.

Table 7.4 Housing-led comparison needs summary (sqm net)

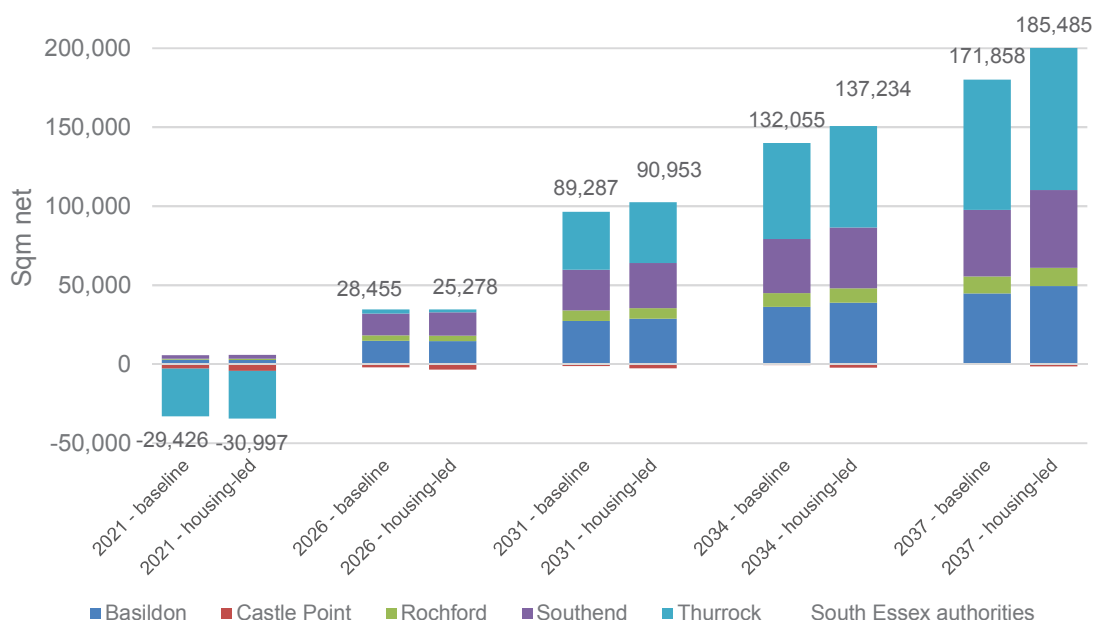
Local authority	2021	2026	2031	2034	2037
Basildon	2,507	14,501	28,727	38,785	49,373
Castle Point	-4,263	-3,609	-2,772	-2,214	-1,573
Rochford	809	3,438	6,735	9,045	11,457

Local authority	2021	2026	2031	2034	2037
Southend	2,408	14,753	28,563	38,508	49,297
Thurrock	-30,200	1,935	38,448	64,238	89,965
South Essex authorities	-30,997	25,278	90,953	137,234	185,485

Source: Appendix C

- 7.15 The figure below shows the two scenarios next to each other. It is clear that overall there is more capacity in the housing-led scenario. This is a product of the higher population within this scenario. It also reflects the differing distribution of that population: under this scenario, Castle Point remains negative but more so than in the baseline scenario because the forecast population growth is lower (Table 6.9). The other four authorities all have higher forecast needs.

Figure 7:1 Comparison needs requirements (net) – baseline and housing-led scenarios



Source: PBA (2016)

Convenience sector

- 7.16 Tables 7A and 7B draw together the convenience needs identified across the study period for the two population scenarios expressed with reference to the adopted interval years of 2016, 2021, 2026, 2031, 2034 and 2037. Tables 7A and 7B are structured in the same format as Tables 6A and 6B as set out in Table 7.2 first for South Essex as a whole and then by individual authority.
- 7.17 Table 7.5 shows convenience capacity across South Essex in the baseline scenario. This assumes constant market share across the period. In this scenario, in the early years there is no capacity for additional floorspace because of the scale of committed development and the limited amount of expenditure growth up to 2026. Capacity emerges across South Essex by 2026 in all authorities except for Thurrock and

continues to grow to 2037. Thurrock has no convenience floorspace requirement across the study period due to committed development absorbing capacity

Table 7.5 Baseline convenience needs summary (sqm net)

Local authority	2021	2026	2031	2034	2037
Basildon	766	1,808	3,158	4,068	4,759
Castle Point	231	635	1,191	1,551	1,849
Rochford	110	307	574	739	880
Southend	221	1,325	2,699	3,617	4,280
Thurrock	-7,170	-5,598	-3,734	-2,468	-1,632
South Essex authorities	-7,407	-3,164	2,177	5,736	8,346

Source: Appendix C

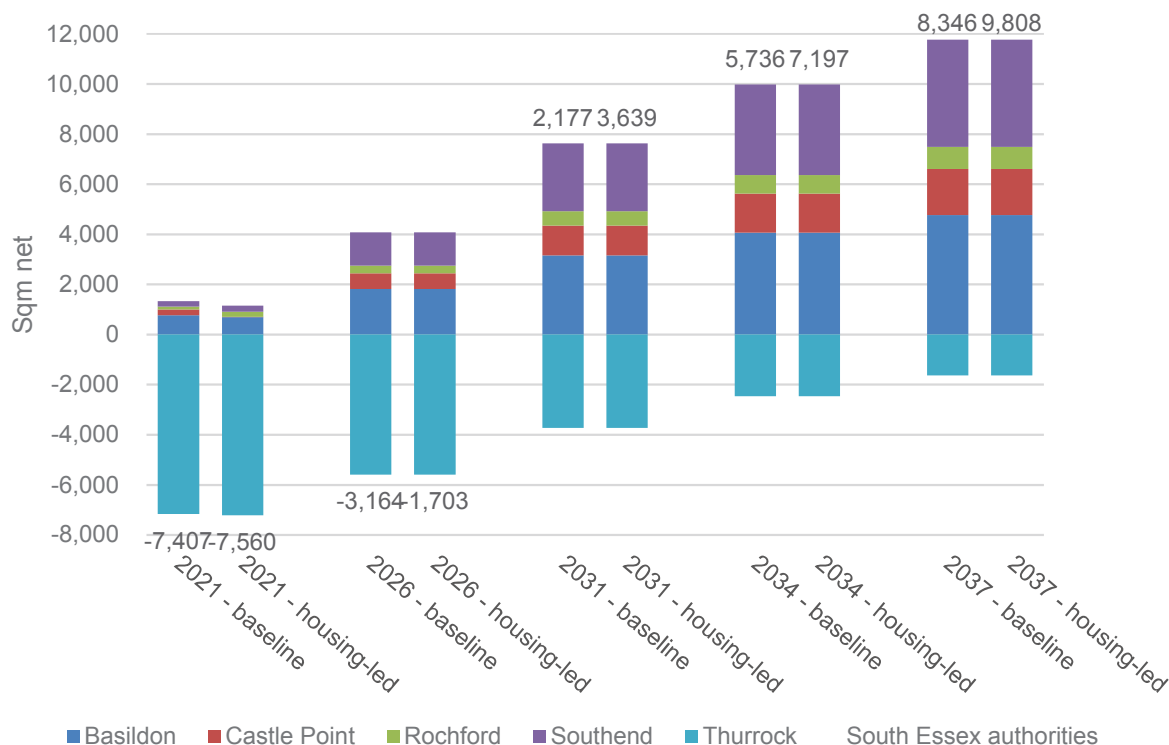
Table 7.6 Housing-led convenience needs summary (sqm net)

Local authority	2021	2026	2031	2034	2037
Basildon	685	1,742	3,631	4,900	6,223
Castle Point	12	133	667	1,000	1,391
Rochford	209	281	616	835	1,077
Southend	237	1,469	3,052	4,106	5,184
Thurrock	-7,215	-5,708	-3,235	-1,576	131
South Essex authorities	-7,560	-3,759	3,029	7,536	12,342

Source: Appendix C

- 7.18 Table 7.6 shows convenience capacity across South Essex in the housing-led scenario assuming a constant market share. Figure 7:2 compares the baseline and housing-led scenarios which demonstrates that there is significantly more capacity in the housing-led scenario overall. Again, this is a product of the higher population within this scenario.
- 7.19 Figure 7:2 also reflects the differing distribution of the population. The capacity for Thurrock remains negative over the whole study period in the baseline scenario however in the housing-led scenario convenience capacity emerges in 2037 because forecast population growth is higher (Table 6.9).
- 7.20 Convenience capacity is forecast for each of the other South Essex authorities across the study period under both the housing-led and baseline scenarios. Basildon has the greatest convenience capacity followed by Southend due to the fact that both authorities have a significant convenience market share and no commitments were identified in Basildon. Castle Point and Rochford both have a much more limited capacity since both of these authorities have a relatively small convenience market share.

Figure 7:2 Convenience needs requirements – baseline and housing-led scenarios (net)



Source: PBA (2016)

Key findings

- Across South Essex there is capacity to support additional comparison floorspace up to 2026 under both scenarios; 28,455 sqm net (baseline) and 25,278 sqm net (housing-led).
- In spite of the large commitment at Lakeside, under the constant market share approach, the majority of capacity emerges in Thurrock.
- Long-term comparison capacity forecasts (post-2026) are significant but should be treated as indicative.
- Across South Essex there is no capacity to support additional convenience floorspace up to until 2031. This is because of significant convenience commitments in Thurrock and because growth in convenience expenditure is limited.
- There is a degree of need identified within the other authorities, particularly in Southend and Basildon as those expected to experience greater population growth.
- Long-term convenience capacity forecasts (post-2031) are much lower than the comparison figures, with little or no capacity emerging in Thurrock, but should also be treated as indicative.

8 QUANTITATIVE LEISURE NEED

Introduction

- 8.1 In this section, the quantitative need for commercial leisure uses are set out. The uses assessed are those defined as leisure uses within the main town centre uses definition in Annex 2 of the NPPF, namely '*leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls)*'. Leisure uses are a key component of vital and viable town centres as they drive footfall and linked retail trips.
- 8.2 This section should be read in conjunction with the tables contained at Appendix F which set all the information referred to below, together with full details of relevant data sources.

Leisure spending growth

- 8.3 Table 8.1 sets out the forecast leisure spending growth in the study area between 2016 and 2037, based on the baseline and housing-led capacity forecasts. The overall South Essex growth within all sectors is lower in the baseline scenario than the housing-led.

Table 8.1 Leisure expenditure growth by sector and LPA 2016-2037 (£m)

LPA	A3-A5	Cinema & theatre	Recreation	Games of chance
Experian				
Basildon	£63.44	£3.82	£9.32	£14.07
Castle Point	£36.83	£2.28	£5.28	£7.90
Rochford	£33.93	£2.17	£5.28	£6.40
Southend-on-Sea	£66.85	£4.15	£9.65	£13.71
Thurrock	£63.31	£3.70	£9.35	£13.85
South Essex	£264.37	£16.11	£38.88	£55.93
Housing-led				
Basildon	£72.33	£4.36	£11.08	£15.94
Castle Point	£32.66	£2.02	£4.87	£6.99
Rochford	£36.58	£2.34	£5.92	£6.89
Southend-on-Sea	£72.71	£4.51	£10.92	£14.90
Thurrock	£76.05	£4.44	£11.72	£16.66
South Essex	£290.33	£17.68	£44.51	£61.39

Source: Appendix F

- 8.4 The table shows that the most significant leisure spending growth will be within the A3-A5 category, therefore demonstrating the importance of the food and beverage sector to the economy. In South Essex, the growth within A3-A5 spending represents approximately 70% of the total spending growth.

- 8.5 Although the need for cinema facilities will be discussed on its own later in this section, the above table shows that growth within the cinema and theatre sector is the lowest of all the categories within South Essex.
- 8.6 The expenditure growth within the recreation and games of chance sector shows that South Essex could support a range of new facilities. The growth of both sectors are particularly significant in Basildon and Thurrock.
- 8.7 The leisure spending patterns review in Section 6.22 identified that there is an opportunity to reduce expenditure leakage from South Essex in the cinema and food and drink sectors by improving the quality of the commercial leisure offer in South Essex centres.
- 8.8 While there are no major leisure development commitments in Castle Point or Rochford which would provide additional leisure floorspace to meet the need outlined in the table above, there are major commitments in the larger centres. Specifically:
- In Southend there are various commitments which may absorb the forecast expenditure. The most significant is the mixed-use Marine Plaza development, which proposes 1,081 sqm A3 floorspace¹³. In total, there is 4,212 sqm of committed A3-A5 floorspace in Southend. In addition, there is policy support to develop Seaway for A3-5 uses and a cinema, as articulated in the Southend Town Centre AAP.
 - In Basildon there is a commitment to redevelop the Eastgate Shopping Centre in the town centre to deliver an additional 576 sqm gross flexible retail floorspace (A1/A3) and a new 10-screen cinema¹⁴.
 - Due to the success of Lakeside Shopping Centre, Thurrock has the largest proportion of committed leisure floorspace within the South Essex authorities. On its own, the proposed leisure redevelopment of Lakeside Shopping Centre involves the creation of 6,645 sqm A3-A5 floorspace, and 13,348 of D2¹⁵. Alongside the proposed northern extension to Lakeside Shopping Centre, and various smaller applications, there is up to 11,819 sqm of A3-A5 and 15,541 sqm of D2 committed floorspace in Thurrock.
- 8.9 As outlined in Table 8.1, Thurrock is anticipated to experience one of the greatest levels of expenditure growth. The spending pattern analysis shows that Thurrock also receives the most significant quantum of inflow expenditure. This is because Lakeside Shopping Centre in Thurrock is considered a major retail and leisure destination which attracts spending from a wide catchment area spreading across the study area and beyond.
- 8.10 It should be noted that because the findings of this study are underpinned by a residential household survey, they do not fully capture the tourist function of Southend. SBC figures estimate that six million day visitors come to Southend annually and that its overnight stay market has increased in recent years. This will

¹³ LPA ref. 14/01462/FULM

¹⁴ LPA ref. 14/01433/FULL

¹⁵ LPA ref. 16/00722/NMA

mean that there is likely to be a greater quantum of leisure spending flowing to the centre which is not fully captured in this study.

Food and beverage sector

- 8.11 As food and beverage businesses differ greatly, from national chains through to smaller independent outlets, quantifying the scale of need can only be broad brush. Regardless, the table below sets out the cumulative expenditure that will be generated by the food and beverage sector in South Essex, by authority.

Table 8.2 Food and beverage need by LPA 2016-2037 (£m)

	2016	2021	2026	2031	2034	2037
Baseline						
Basildon	£127.71	£138.14	£152.93	£169.60	£181.01	£191.15
Castle Point	£78.78	£84.53	£93.18	£102.98	£109.58	£115.61
Rochford	£71.94	£77.29	£85.31	£94.37	£100.37	£105.88
Southend-on-Sea	£128.37	£139.51	£155.17	£172.73	£184.96	£195.22
Thurrock	£109.22	£120.25	£135.04	£151.55	£163.38	£172.54
South Essex	£516.02	£559.72	£621.64	£691.22	£739.29	£780.39
Housing-led						
Basildon	£127.15	£137.20	£153.12	£172.57	£185.92	£199.48
Castle Point	£78.74	£83.08	£89.84	£99.06	£105.09	£111.40
Rochford	£71.79	£78.32	£85.43	£95.18	£101.75	£108.37
Southend-on-Sea	£127.64	£138.89	£156.71	£175.11	£187.74	£200.35
Thurrock	£109.02	£119.80	£135.58	£156.06	£170.46	£185.07
South Essex	£514.34	£557.27	£620.68	£697.99	£750.97	£804.68

Source: Appendix F

- 8.12 The SHMA scenario shows the greatest potential for growth within the food and beverage sector. Thurrock, Southend and Basildon display the most significant levels of expenditure growth. Our spending pattern analysis also revealed that these authorities have the most significant share of food and beverage inflow expenditure. However, Castle Point and Rochford have limited food and beverage facilities, and as such they tend to only serve the local population and attract a limited amount of inflow expenditure. The level of expenditure growth in Castle Point and Rochford is significantly lower than the other South Essex authorities.

Cinema sector

- 8.13 The below table summarises the cinema screen capacity in South Essex by local authority. The results show that there is little difference in scope for cinema screen capacity between the Experian and SHMA scenarios.

Table 8.3 Cinema screen capacity by LPA 2016-2037 (£m)

	2016	2021	2026	2031	2034	2037
Baseline						
Basildon	-6	-16	-16	-16	-15	-15

	2016	2021	2026	2031	2034	2037
Castle Point	3	3	3	3	3	3
Rochford	6	6	6	6	6	6
Southend-on-Sea	3	3	4	4	5	5
Thurrock	1	1	2	2	3	3
South Essex	6	-3	-2	0	2	3
Housing-led						
Basildon	-6	-16	-16	-16	-15	-15
Castle Point	3	3	3	3	3	3
Rochford	6	6	6	6	6	6
Southend-on-Sea	3	3	4	4	5	5
Thurrock	1	1	2	2	3	4
South Essex	6	-3	-2	0	2	3

Source: Table 12a and Table 13A Appendix F

- 8.14 In Tables 12A and 13A (Appendix F) the cinema capacity calculation applies a standard cinema screen density of 6.7 screens per 100,000 to the population to estimate the cinema screen potential. The existing number of screens and any commitments to new cinema developments are then detracted to give the cinema screen capacity for each authority in each output year.
- 8.15 The only commitments taken into account is the proposed cinema development at Eastgate Shopping Centre, Basildon¹⁶ (10-screen). At the time of publishing this report, a planning application for a new cinema development at Fossetts Farm, Southend-on Sea¹⁷ (12-screen) was also under consideration by SBC. In addition, there is an allocation for a cinema within Southend town centre at Seaways as part of the AAP, but this is not factored in as a commitment.
- 8.16 By 2037 there is capacity for three additional cinema screens across South Essex as a whole taking account of the Eastgate Shopping Centre commitment. Although there is greater capacity at the local level because Basildon contains a surplus of cinema screens relative to its screen potential.
- 8.17 The most significant theoretical capacity is in Rochford which currently has no cinema screens followed by Southend which has only eight cinema screens at present. Castle Point and Thurrock both have capacity for three screens by 2037, albeit Thurrock's capacity increases over time, whereas Castle Point remains constant due to the distribution of population growth across the study area. Basildon currently has an 18-screen Empire cinema, and as a result it does not have capacity for any additional cinema screens.
- 8.18 However, it is important to factor in market demand and the larger critical mass required to support cinemas. The table above is based on population and does not

¹⁶ LPA ref: 14/01433/FULL

¹⁷ LPA ref: 17/00733/FULM

have regard to the hierarchy of centres within South Essex; as such, it is not appropriate to plan on the basis of an even provision of cinema coverage across the study area and instead larger centres are likely to be better placed to meet any emerging needs. We consider this point on the location of future cinema development within South Essex further in the recommendations.

Key findings

- A3-A5 uses account for approximately 70% of the total leisure spending growth in South Essex. Basildon, Southend and Thurrock experience the most significant levels of growth.
- Basildon, Southend and Thurrock all have committed leisure developments. It is possible that the A3-A5 and D2 leisure commitments in Thurrock will be sufficient to absorb the forecast expenditure. The majority of this development is proposed at Lakeside Shopping Centre.
- Castle Point and Rochford have limited food and beverage facilities, and as such they experience much lower levels of growth in this sector than all other South Essex authorities.
- Taking into account commitments in Basildon, there is still capacity for additional cinema screens in South Essex. While there are discrepancies in existing coverage, it is unlikely that any emerging capacity will be addressed in Castle Point or Rochford and instead growth should be focused on Thurrock and Southend.
- Leisure capacity is based on responses from the study area; it does not therefore fully capture the tourist function of Southend which may support development in addition to the need identified above.

9 RETAIL IMPACT ASSESSMENT

Introduction

- 9.1 In this section we set out the findings of our retail impact assessment, which tests the impacts of the development of the identified comparison goods floorspace commitments at Lakeside and Bluewater, as set out in previous sections.
- 9.2 Paragraph 26 of the NPPF requires consideration of the impact of proposed developments against following two criteria:
- i The impact of the proposal on existing, committed and planned public and private sector investment in a centre or centres in the catchment area of the proposal;
 - ii The impact of the proposal on the town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time when the application is made.
- 9.3 The findings of this section should be read alongside the impact assessment tables set out at Appendix G

Method

- 9.4 The retail impact assessment tables are contained at Appendix G and the method applied is summarised Table 9.1 below.

Table 9.1 Retail impact assessment method

Stage	Explanation/description
1	Assess the base and design year Confirm the base and design years for the impact assessment.
2	Examine the 'no development' scenario and identify commitments for cumulative impact The findings of the household survey (as discussed in Section 6) provide a 'no development' scenario, which assumes the current market shares attracted to each centre / store will remain unchanged over the course of the study period to 2037. We have set out in Section 7 extant commitments for retail floorspace in the client authorities; however, for the purposes of the impact assessment it is also necessary to include commitments from elsewhere in the study area which will exert influence on the shopping patterns. The additional commitments considered is the extension to Bluewater Shopping Centre (sales area 22,086 sq.m net)
3	Assess turnover and trade draw The next stage is to assess the likely turnover of the forecast additional floorspace at Lakeside, plus that of the other commitments within the study area. Patterns of trade diversion to each of the committed schemes are then assessed, informed by existing shopping patterns and judgements as to whether proposed developments will draw trade/turnover from.
4	Assess impact Drawing on the findings of stages 1 to 3, stage 4 entails cumulative impact assessment to establish the levels of retail impact the various commitments will have on existing centres in the client authorities.
5	Consider the consequences of impact Review the findings of the impact assessment against the impact test criteria set out at paragraph 26 of the NPPF.

Impact assessment

- 9.5 The large catchment areas of both Lakeside and Bluewater means that expected trade diversion and therefore impact is dispersed across and beyond the study area. Consequently, the change in market shares of each of the client authorities is relatively limited, with Thurrock experiencing an increase of one percentage point, while the other authorities' decline marginally. The table below summarises the changes.

Table 9.2 Pre- and post-Lakeside and Bluewater market shares

Local authority	Post-impact	
	Pre-Lakeside & Bluewater	Baseline scenario
		Housing-led scenario
Basildon	76.1%	74.9%
Castle Point	13.7%	13.6%
Rochford	31.6%	31.3%
Southend	78.6%	78.0%
Thurrock	73.5%	74.7%
South Essex authorities	90.2%	90.3%

Source: Appendix G

- 9.6 So, while the table below sets out the revised comparison needs summary with these new market shares, the overall difference is limited as the client authorities' market share has remained broadly static. The second table then sets out the difference between the baseline need and the revised need. This shows that while the impact on Castle Point and Rochford is limited, the effect on capacity is more pronounced. Conversely, because the level of capacity is significant for the larger authorities, the resulting impact is more limited.

Table 9.3 Adjusted market share comparison needs summary (sqm net) – baseline scenario

Local authority	2026	2031	2034	2037
Basildon	85	12,275	20,843	28,969
Castle Point	-4,283	-3,497	-2,958	-2,410
Rochford	15	689	2,610	4,470
Southend	-350	11,357	19,563	27,291
Thurrock	-6,085	29,371	54,405	76,960
South Essex authorities	-10,668	51,712	95,566	136,334

Source: Appendix G

Table 9.4 Adjusted market share comparison needs summary (sqm net) – housing-led scenario

Local authority	2026	2031	2034	2037
Basildon	286	14,197	24,109	34,563
Castle Point	-3,119	-2,363	-1,852	-1,258
Rochford	-0	873	2,970	5,179
Southend	-408	11,991	20,772	30,133
Thurrock	-5,498	30,411	56,167	81,859
South Essex authorities	-8,613	57,758	104,515	153,226

Source: Appendix G

Table 9.5 Difference in comparison need across the five authorities – baseline scenario

Local authority	2026	2031	2034	2037	Percentage reduction in 2037
Basildon	-14,332	-14,811	-15,149	-15,460	-35%
Castle Point	-913	-984	-1,027	-1,070	-665%
Rochford	-3,505	-5,902	-6,115	-6,306	-58%
Southend	-14,093	-14,406	-14,627	-14,823	-35%
Thurrock	-7,727	-6,460	-5,562	-4,792	-6%
South Essex authorities	-36,367	-34,901	-33,874	-32,960	-19%

Source: Table IA3 Appendix G

Table 9.6 Difference in comparison need across the five authorities – housing-led scenario

Local authority	2026	2031	2034	2037	Percentage reduction in 2037
Basildon	-14,215	-14,530	-14,676	-14,809	-30%
Castle Point	490	409	361	315	20%
Rochford	-3,438	-5,862	-6,076	-6,278	-55%
Southend	-15,161	-16,573	-17,736	-19,165	-39%
Thurrock	-7,432	-8,037	-8,071	-8,105	-9%
South Essex authorities	-33,892	-33,195	-32,719	-32,259	-17%

Source: Table IB3 Appendix G

- 9.7 Focusing on the effect on the town centres within the five authorities, the greatest impacts are likely to be experienced by Grays and Basildon; albeit the former is in part because the pre-diversion turnover is low so even very modest diversion would have a relatively large percentage impact. However, even after impact, the turnover of those centres is still expected to grow from its current level.

- 9.8 The table below sets out the main centres affected by these two schemes. This shows that in 2026 under both scenarios, even after diversion to Lakeside and Bluewater is accounted for, we expect that the turnover of all the centres will increase from its 2016 levels. For example, while diversion of £8.35m is expected from Southend, we expect that its turnover will have increased by over £135m from its 2016 level.

Table 9.7 Diversion to Lakeside and Bluewater extensions from and impact on selected destinations in South Essex in 2026

Town centre/location	Baseline			Housing-led		
	Diversion (£M)	Impact	Growth in turnover from 2016 (£M)	Diversion (£M)	Impact	Growth in turnover from 2016 (£M)
Basildon	£16.43	3.12%	£119.21	£16.51	3.16%	£114.97
Canvey Island	£1.07	1.97%	£12.46	£1.08	2.05%	£10.47
Rayleigh	£1.31	1.12%	£27.77	£1.31	1.13%	£26.98
Rochford	£0.61	1.71%	£9.19	£0.61	1.71%	£9.16
Southend-on-Sea	£8.35	1.50%	£135.70	£8.35	1.51%	£135.34
Grays	£0.06	5.26%	£0.28	£0.06	5.37%	£0.26
South Ockenden	£0.53	5.47%	£2.31	£0.53	5.61%	£2.10
Out of centre destinations in South Essex	£40.93	-	-	£41.42	-	-

Source: Table I1A Appendix G

- 9.9 Again though, these figures must be treated with some caution because they are forecasting 10 years into the future. Over that period, taking into account increases in comparison spending, all the centres within the study area should be increasing their turnover well beyond the level in 2016.

Key findings

- While both Lakeside and Bluewater both represent significant commitments, their impact across the study area and more specifically the client group is relatively dispersed.
- The changes in market share are limited: despite the added competition from Bluewater, there is no real impact on the level of comparison retention in the client authorities i.e. Bluewater and Lakeside broadly cancel each other out at the global level.
- There will be some impact on the network of centres in South Essex; however, because both Lakeside and Bluewater have very established comparison shopping functions, this impact is limited. To that end, all the South Essex centres are expected to increase their turnover from 2016 levels, albeit that increase will be tempered with the expansion of Bluewater and Lakeside.
- Within the study area, Thurrock's market share increases while the shares of the others all fall. The key effect is to reduce need across the client authorities, particularly in Southend and Basildon.

10 RECOMMENDATIONS

Introduction

- 10.1 This section draws together the evidence in Sections 2 to 9 to provide analysis and recommendations for town centre uses both at a South Essex level and then for separately for Basildon, Castle Point, Rochford, Southend-on-Sea and Thurrock. We first set out the quantitative need for additional floorspace for South Essex as a whole. Then drawing on our review of the network of centres, we consider the existing hierarchy of centres and set out our recommendations for defining a hierarchy across the client authorities based on a consistent set of definitions.
- 10.2 The final part of our conclusions focus on how the identified needs should be distributed across South Essex, having regard to the hierarchy of centres and the current view on the distribution of housing growth. It is acknowledged that this distribution is likely to change in the future and it is recommended when the strategic plan for South Essex is further advanced, these conclusions are revisited in the form of an addendum.

Scale of growth

- 10.3 As set out in Section 6, we calculated retail and leisure capacity based on two different population scenarios: Experian-led and housing-led. For the purposes of plan-making, there is logic in seeking to ensure consistency across the evidence base; for this reason, we focus on the outcomes of the housing-led population scenario in our recommendations. The table below draws on Sections 7, 8 and 9 to summarise forecast need across South Essex over the period to 2037.

Table 10.1 Scale of retail and leisure growth to 2037

	Scenario	2021	2026	2031	2034	2037
Comparison	Main case (sqm net)	-30,997	25,278	90,953	137,234	185,485
	Impact sensitivity (sqm net)	-30,997	-8,613	57,758	104,515	153,226
Convenience	Main case (sqm net)	-7,560	-3,759	3,029	7,536	12,342
Cinema	Main case (screens)	-3	-2	0	2	3

Source: PBA

- 10.4 We recommend that the outputs to 2026 should be used as a guide and that capacity identified thereafter treated as indicative. In this period to 2026, capacity is limited: in the main case, only some comparison need identified; in the impact sensitivity, no capacity is identified. With regard to comparison goods, we recommend that the client group plan on the basis of needs arising in under the impact sensitivity as this anticipates the effects of that the two major schemes at Lakeside and Bluewater will have on shopping patterns and plans on the basis of revised market shares.
- 10.5 It is important to realise why needs are so limited in the short to medium term; this is due to the scale of permitted retail and leisure development. In circumstances where

some of these permitted schemes were not to come forward, this would release capacity; the client authorities will need to monitor this closely and make decisions in light of any changes.

Hierarchy of centres

- 10.6 As set out in Section 3, while each of the client authorities has some degree of town centre hierarchy defined in adopted development plan documents, there is no consistent definition of centres across South Essex.

Table 10.2 Hierarchy of town centres in South Essex

	Definition	Centres	
Regional centres	Containing in excess of 200,000 sqm (gross) floorspace, focused on higher-order comparison goods and specialist shopping provision. Their catchment will extend across the region and beyond. They are highly accessible across the region.	(Lakeside)	
Major centres	Containing in excess of 100,000 sqm (gross) floorspace. They have a significant proportion of comparison goods relative to convenience goods. These centres generally have very good accessibility and significant employment, civic, service and leisure functions. Their catchment areas extend beyond the local authority area.	Basildon Southend	
Town centres	Often the principal centre or centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. They may also have employment, leisure, service and civic functions. Their catchment will relate primarily to the local authority area.	Billericay Canvey Island Grays Hadleigh Hockley Laindon*	Leigh Pitsea Rayleigh Rochford Westcliff Wickford
Local centres	Comprising groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library. Typically found in suburban or rural locations, and meeting local day-to-day convenience and comparison needs.	Chadwell St Mary Eastwood North Shoebury Purfleet* Stanford-le-Hope South Benfleet South Ockendon	Southchurch Shoeburyness Tarpots Thorpe Bay Tilbury West Leigh

Source: PBA *centres of future growth

- 10.7 While Lakeside is identified as a regional centre, because of the conditions it will need to meet to attain town centre status, we have shown it in brackets. It will be subject to diversifying its offer beyond the current largely 'out-of-town' retail model to provide a leisure and cultural offer of the scale expected of a regional centre. Added to this, there are design considerations which will need to be addressed to in future development at Lakeside. We explore these further in the Stage 2 study.

- 10.8 Basildon and Southend town centre are currently performing a sub-regional role and, as major centres, should be focuses for future growth, particularly in relation to higher order comparison retail and leisure uses. There are no major centres in Castle Point or Rochford.
- 10.9 The main tier of town centres perform a complementary role to these major centres over a more local catchment. They play a role in meeting some higher order comparison needs but are largely meeting day-to-day comparison shopping, convenience provision, as well as service and civic functions.
- 10.10 Below this level, we have identified a number of local centres. While often there is a distinction between local and district centres, having regard to the offer of these centres, we have not seen merit in distinguishing this group of centres which are primarily intended to meet day-to-day service and convenience shopping needs.
- 10.11 While neither Purfleet and Laindon are performing their identified role now, it is expected that they will fulfil this role in the short to medium term. In the case of Laindon, this will be as a consequence of the redevelopment of the centre which is already underway. In the case of Purfleet, a new centre is planned as part of the substantial housing growth and while it may be that the centre does not come forward in the form it is currently permitted, the principle of a new local centre in this location is recommended.

Distribution of growth

- 10.12 The housing-led scenario assumes that each of the client authorities will meet its own housing needs within its own boundaries. However, while the total need met across South Essex will be the same, in reality the distribution of housing at a local authority level that is expected to be taken forward in policy is expected to vary. We do not at this point have any alternative figures and therefore provide some advice based on the SHMA's forecast distribution of need which has underpinned our housing-led scenario.

Retail

- 10.13 The table below summarises identified needs by 2026 in each of the client authorities under the housing-led scenario for comparison and convenience goods floorspace. We treat this as the starting point for allocating needs because it does not take account of qualitative considerations which are reviewed in the context of the second tier reports.

Table 10.3 Comparison and convenience retail needs by local authority in South Essex (2026)

Local authority	Comparison goods (sqm net)	Convenience goods (sqm net)	Total (sqm net)
Basildon	286	1,742	2,028
Castle Point	-3,119	133	-2,986

Local authority	Comparison goods (sqm net)	Convenience goods (sqm net)	Total (sqm net)
Rochford	0	281	281
Southend	-408	1,469	1,061
Thurrock	-5,498	-5,708	-11,206
South Essex authorities	-8,613	-3,759	-12,372

- 10.14 However, these quantitative needs must also be balanced against qualitative considerations. Very low levels of need are identified in Castle Point and Rochford because they achieve very low market share at present and on this basis would benefit from further provision in order to promote more sustainable shopping patterns. Conversely, in Thurrock, while growth is identified, this is absorbed by the large commitments at Lakeside and there is little evidence that further retail space is required in addition to this.
- 10.15 In relation to convenience goods, it is important to remember that it is only new population that is generating additional convenience goods expenditure. The distribution of new population is therefore critical in allocating convenience floorspace across the client group. But because there are significant commitments already in the pipeline, there is little or no quantitative need identified. It will therefore be important for the client group to monitor the location of housing growth relative to these planned new stores; in the event there is a mismatch between the location of floorspace and population, it may well be appropriate to plan for growth in addition to quantitative needs. We consider this below in relation to strategic housing development.
- 10.16 We also explored the potential implications that the current application at Fossetts Farm may have on identified comparison needs. These are set out Appendix G.

Leisure

- 10.17 Our health checks identified that many of the town centres were underrepresented in terms of their commercial leisure offer. A3-5 uses are identified as accounting for the main proportion of leisure expenditure. The study has highlighted that all of the major and district centres would benefit from improvement to the leisure offer; we do not identify specific floorspace requirement for such uses but recommend that the client authorities should therefore treat any applications received in town centres or as part of new planned neighbourhoods positively.
- 10.18 However, in planning to meet leisure needs, it important to take account of the town centre hierarchy. While lower order leisure uses may be located in most levels within the hierarchy, because uses such as cinemas and theatres require a larger catchment to be viable, they should be focused in the most accessible major centres of Basildon and Southend, as well as Lakeside.

Principles for town centre uses in strategic housing allocations

- 10.19 Strategic housing growth should be accompanied by appropriate retail and leisure provision to ensure that it functions in a sustainable manner. However, the scale of retail and leisure space required will depend on the scale and location of growth.
- 10.20 In both convenience terms, there is limited quantitative requirement for new floorspace over the period to 2037. However, it is recognised that because there is substantial housing growth planned, including the creation of new neighbourhoods and in those instances, planning for some small-scale provision may be warranted. However, the client authorities should seek to ensure that these uses are concentrated rather than scattered across developments. This will improve prospects for commercial space being let to operators. The risk of approving ancillary commercial space as part of larger developments is that the specifications can be unsuitable for operators, either in terms of configuration and/or location and can result in vacant units.
- 10.21 In considering any additional facilities to be provided as part the anticipated extensions, it is important to take account of:
- The effect any new provision would have on existing town centres;
 - The size of the existing town and the existing town centre i.e. in terms of whether any new need generated by the urban extensions would be most sustainably met through the enhancement of an existing centre;
 - The type of need that any facilities in the urban extension would be expected to meet;
 - The extent to which it is reasonable to expect new spending associated with the urban extensions to be met through any new facilities within those extensions; and,
 - Whether the needs of any the existing population near the urban extensions could be more sustainably served by new facilities as part of a planned local centre.
- 10.22 Having regard to the aspiration that the urban extensions should be sustainable, it is expected any new provision should be focused on meeting a proportion of the day-to-day needs of local residents. It is not intended that any development should act as an 'attractor' beyond the localised area.

Basildon Borough Council
Castle Point Borough Council
Rochford District Council
Southend-on-Sea Borough Council
Thurrock Council

South Essex Retail Study
Volume 2: Appendices

Peter Brett Associates

Draft November 2017

APPENDIX A STATEMENT OF COMPLIANCE

A.1 Introduction

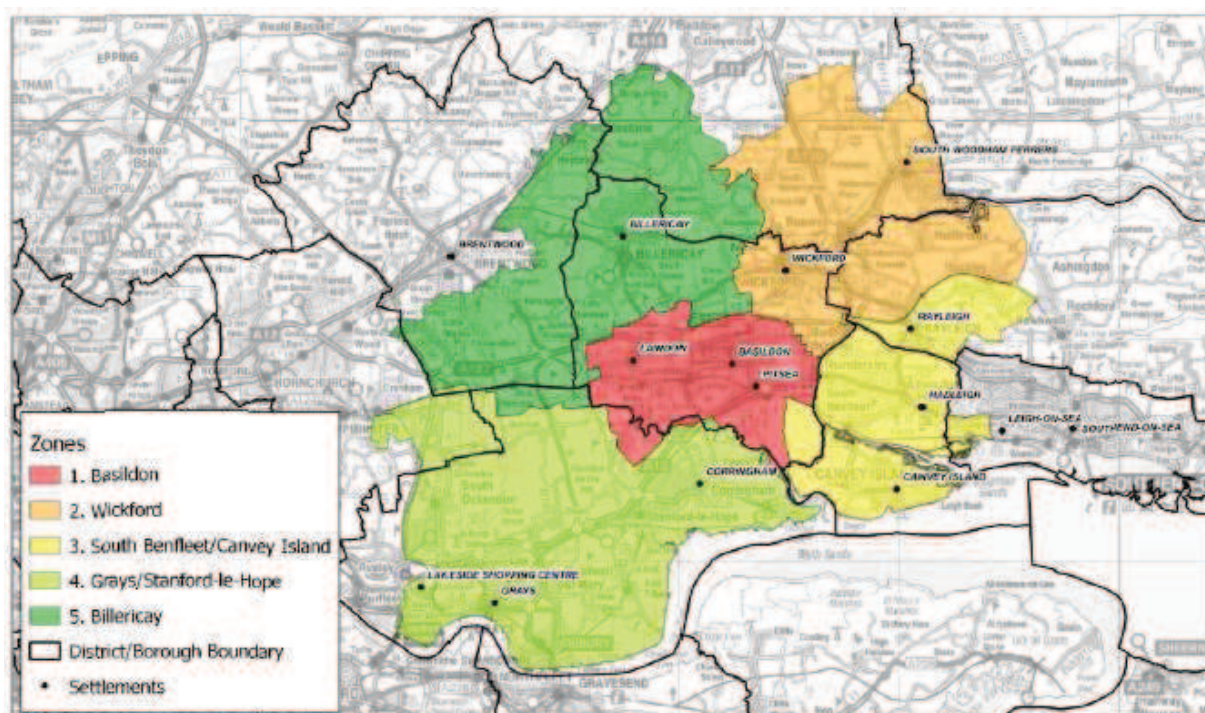
This is a statement of compliance for the detailed retail and leisure evidence base for Basildon borough and Rochford district prepared in advance of the South Essex Strategic Retail Study (SESRS or Volume 1). This forms part of Volume 2 of the SESRS by providing an overview of the existing evidence for Basildon borough and Rochford district and sets out how it relates to the findings of Volume 1.

This statement focuses primarily on the quantitative findings of the existing evidence base in the context of the findings of Volume 1. While Volume 1 considered two scenarios and a comparison sensitivity to take account of expansion of Lakeside coming forward, because it was concluded that the housing-led scenario (Lakeside sensitivity) was the preferred scenario for planning purposes, this note focuses solely on those findings.

A.2 Basildon

The Basildon Retail and Commercial Leisure Capacity Study was published in November 2015 ('the 2015 Basildon study'). It covered the period from 2014 to 2035 and was underpinned a July 2014 household survey covering the area shown in the figure below.

The 2015 Basildon study household survey area



Source: Figure 4.1, 2015 Basildon study

The survey area of the 2015 Basildon area extended beyond the borough's boundaries to provide a full understanding of expenditure patterns. The table below

summarises the relationship between the 2014 survey area and the 2016 SESRS survey area.

2015 survey area zones	SESRS survey area zones	Main towns	Administrative area
1	1, 2	Basildon, Pitsea, Laindon	Basildon
2	3, 8, 18	Wickford	Basildon, Rochford,
3	5, 6, 7, 8	Rayleigh, Canvey Island, South Benfleet	Castle Point, Rochford
4	14, 15, 16	Lakeside, Grays, Stanford-le-Hope, Corringham	Thurrock
5	4, 17	Billericay	Basildon, Brentwood,

In the 2015 Basildon study, Zones 1, 2 and 5 were taken as broadly reflecting the borough boundaries. In the SESRS, Zones 1-4 were deemed to broadly reflect the borough boundaries. However, the capacity forecasts provided by the two studies are based on a market share derived from the two household surveys and can therefore be compared.

The table below summarises the identified retail needs with reference to convenience and comparison goods, and food and drink needs, over the period between 2014 to 2035.

2015 Basildon study quantitative need	2014	2016	2021	2026	2031	2035
Comparison goods (£M)	£0	£18	£81	£195	£346	£493
Comparison goods (sqm net)	0	3,540	14,592	32,660	53,669	72,162
Convenience goods (£M)	£84	£49	£55	£64	£72	£78
Convenience goods (sqm net)	6,719	3,891	4,349	4,990	5,522	5,899
Food and drink (A3-5) (£M)	£0	£14	£36	£62	£90	£117

Source: Tables CM6 and CV6, 2015 Basildon study

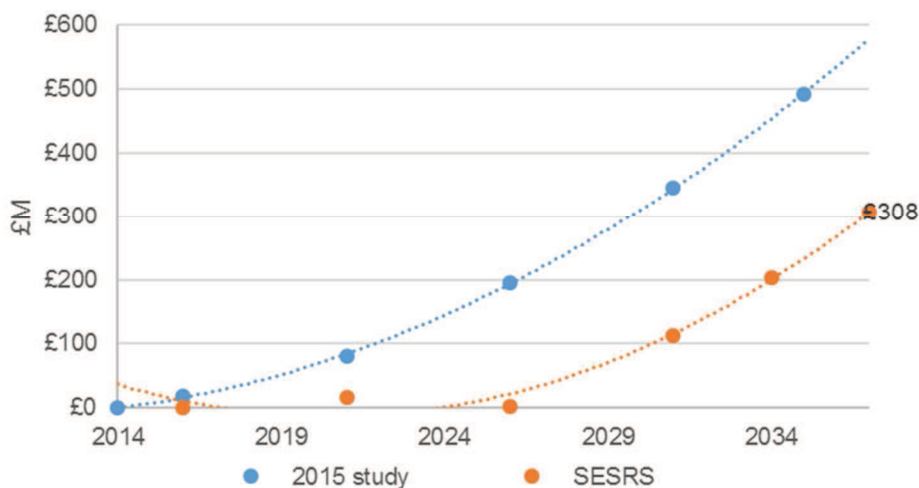
Under the preferred housing-led scenario (Lakeside comparison sensitivity), Volume 1 identified the following need for Basildon over the period 2016 to 2037.

SESRS quantitative need	2016	2021	2026	2031	2034	2037
Comparison goods (£M)	£0	£16	£2	£113	£203	£308
Comparison goods (sqm net)		2,476	286	14,197	24,109	34,563
Convenience goods (£M)	£0	£8	£21	£44	£59	£75
Convenience goods (sqm net)		685	1,742	3,631	4,900	6,223
Food and drink (A3-5) (£M)	£0	£13	£32	£52	£65	£77

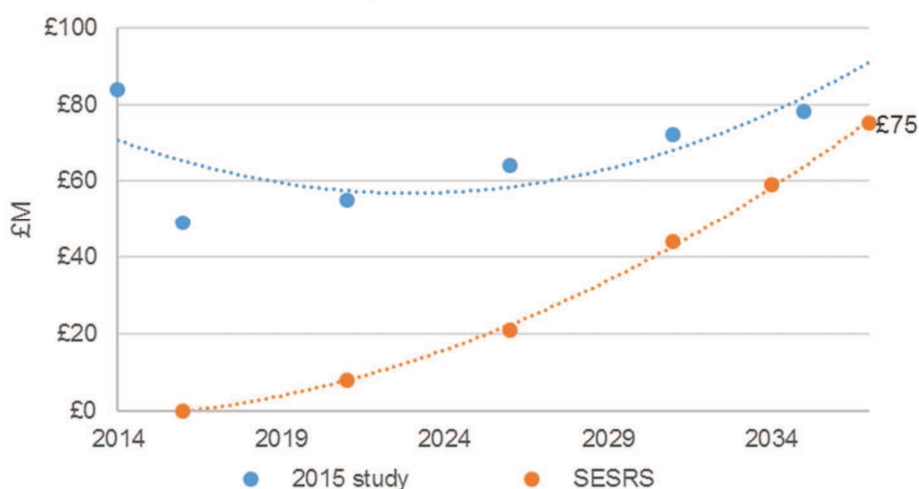
Source: SESRS Volume 1

The charts below provide a comparison of the retail and leisure capacity findings of the two studies: the blue denotes the 2015 Basildon study and the orange line the SESRS. It is clear that, in all cases, identified need has fallen.

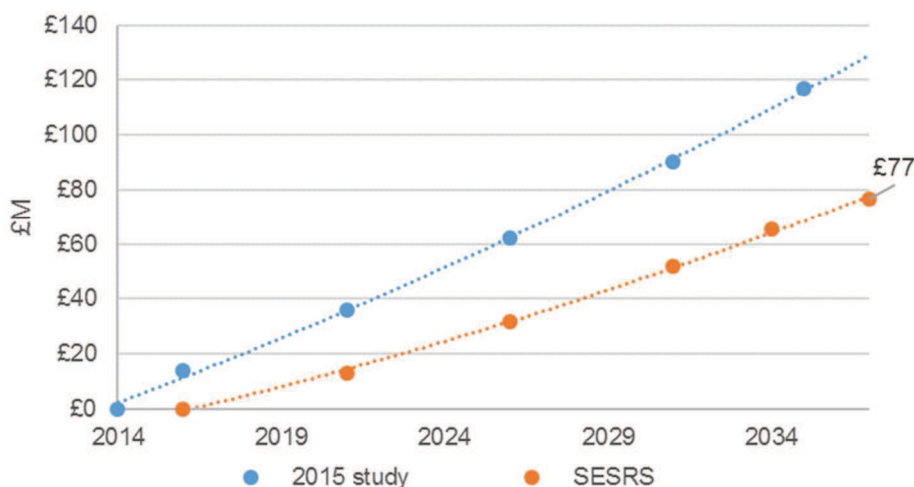
Comparison goods need in Basildon



Convenience goods need in Basildon



Food and drink need in Basildon



Explaining the differences: what's changed since the 2015 Basildon study

As well as being underpinned by a different household survey, the table below summarises the different assumptions underpinning the two sets of capacity data.

Assumption/ input	2015 Basildon study	SESRS	Comments
Base year	2014	2016	Reflecting the household survey data
Interval years	2016, 2021, 2026, 2031, 2035	2021, 2026, 2031, 2034, 2037	Study period extended to coincide with the South Essex SHMA
Population	Experian MMG3 2014 base and growth	Experian MMG3 2016 base SHMA-derived growth	The SESRS housing-led scenario envisages higher population growth in Basildon
Expenditure – baseline and growth	ERPBN13	ERPBN14	
Price base	2013	2015	
Sales efficiency	Comparison: 1.5% pa Convenience: 0% to 2016; 0.3% 2016 onwards	Comparison: 1.9% Convenience: 0%	A higher comparison sales efficiency was adopted to reflect the inclusion of a large stock of higher-quality floorspace at Lakeside.
Sales densities	Comparison: £5,000 in 2014 Convenience: £12,500 in 2014	Comparison: £6,000 in 2016 Convenience: £12,000 in 2016	Higher comparison figures assumed in the SESRS because of the inclusion of Lakeside Lower convenience figures assumed to reducing overall sales densities
Commitments	Morrisons, Pitsea (£39m convenience & £9m comparison) Block C, Pitsea market (£8m comparison)	Comparison: no commitments but sensitivity based on reduced market share with Lakeside extension being built out	No specific allowance was made for the large Lakeside commitment in the 2015 Basildon study because this was outside the borough.

Assumption/ input	2015 Basildon study	SESRS	Comments
		Convenience: no commitments (Morrisons store not taken up by a foodstore operator)	However, it is factored into the SESRS and absorbs a large portion of comparison growth that might have otherwise have been expected to go to Basildon
Over/ undertrading	Comparison: assumed to be in equilibrium in the base year Convenience: overtrading by £91m in base year	Assumed to be in equilibrium in the base year	The 2015 Basildon study included a full qualitative assessment of the area's stores and concluded that a number were overtrading so made allowance for it in the base year. The SESRS did not include a qualitative review of all the South Essex facilities so a consistent position across the study area that existing facilities were trading in equilibrium.

In relation to convenience goods, by 2031, the 2015 Basildon study identified higher need of £72m compared to £44m in the SESRS for the following reasons:

- The key difference between the two figures is the treatment of overtrading. While the SESRS as a strategic study made no allowance for overtrading and assumed that the existing floorspace across South Essex was trading at equilibrium, the 2015 study identified overtrading of £91m in 2014. This provided a starting point of significant unmet need in the 2015 Basildon study which was to an extent absorbed by a £39m allowance for a commitment.
- In the case of the SESRS, while there was not significant unmet need at the outset, a number of factors meant that convenience capacity emerged at a faster rate, namely:
 - the commitment has not materialised and therefore was not included in the SESRS;
 - the SESRS being based on greater level of population growth as the key driver of convenience spending;
 - no allowance was made for convenience sales efficiency and
 - a lower assumption on sales density adopted in the SESRS compared to the 2015 Basildon study
- However, despite capacity emerging more readily in the SESRS this does not outweigh the effect of the starting point for the 2015 Basildon study. Therefore, the 2015 Basildon study identifies greater need because of its starting point that there is unmet need in borough.

In relation to comparison goods, by 2031, the 2015 Basildon study identified higher need (£346m) than the SESRS (£113m) for the following reasons:

- The key difference is the allowance made in the SESRS for the expansion of the comparison offer at Lakeside. The 2015 Basildon study did not make explicit allowance for additional development at Lakeside because this is outside the

borough boundary. However, the SESRS Lakeside sensitivity models the impact of increased development at Lakeside (and Bluewater); this is forecast to reduce need in Basildon from £228m to the £113m in 2031.

- A number of other factors have served to reduce need, namely: higher sales density and sales efficiency assumptions are adopted in the SESRS to reflect the inclusion of the more efficient space at Lakeside which is more capable turning over at a higher level; reduced comparison expenditure growth on a per capita basis once growth in special forms of trading (SFT) is factored in. This is reflected in the chart above which shows that comparison capacity emerges more slowly in the SESRS figures.
- While the higher population growth in the SESRS does mean that growth at a borough level is higher than the 2015 Basildon study, this is not sufficient to counteract the effect of expansion at Lakeside in reducing the market share of Basildon and therefore its share of comparison growth.

Turning to leisure, food and drink capacity is lower in the SESRS (£52m in 2031 versus £90m by the same year under the 2015 Basildon study) because the market share identified in the SESRS household survey was lower than the previous survey. It is important to remember that these market shares are snapshot in time and are based on a question of where respondents last met their food and drink needs. This can result in shifts in market shares even when provision on the ground has not altered substantially.

In relation to cinema provision, the 2015 Basildon study identified a need for qualitative improvements, in terms of better in-centre provision, rather than quantitative capacity. The SESRS factors in the 10-screen cinema permission at the Eastgate Shopping Centre which had not been submitted at the time of the previous study was prepared. This means that there is no short-term need but identifies capacity across South Essex by 2037 (three screens).

The SESRS, which identifies Basildon town centre as a major centre, highlights Basildon town centre for cinema development as a leisure use which exerts attraction over a wider area and requires a larger catchment to support development. The commitment in Basildon town centre, if brought forward, aligns with this approach and would satisfy the qualitative deficiency identified in the 2015 Basildon study.

Distribution of need

The 2015 Basildon study included consideration of a number of potential residential growth areas (North Benfleet (5,000 homes), South Billericay (2,000 homes), South Wickford (750 homes), West Wickford (1,400 homes) and Dunton Garden Suburb (4,000 to 6,000 homes, shared with Brentwood)) to inform the distribution of identified need. By contrast, the SESRS assumes that each constituent South Essex authority will be meeting their own housing needs and then provides a framework for how that growth might be distributed across South Essex; the distribution of growth is not broken down a sub-borough basis.

The principles informing the distribution of need set out in the 2015 Basildon study remain valid. However, it may be necessary to revisit the detail of these requirements

as the detailed aspirations for the various growth locations become clearer with emerging policy at a South Essex and then Basildon level.

Conclusions for Basildon

The SESRS provides the latest quantitative need for Basildon borough. It takes account of the growth at the sub-regional level and should be treated as the starting point in plan-making terms.

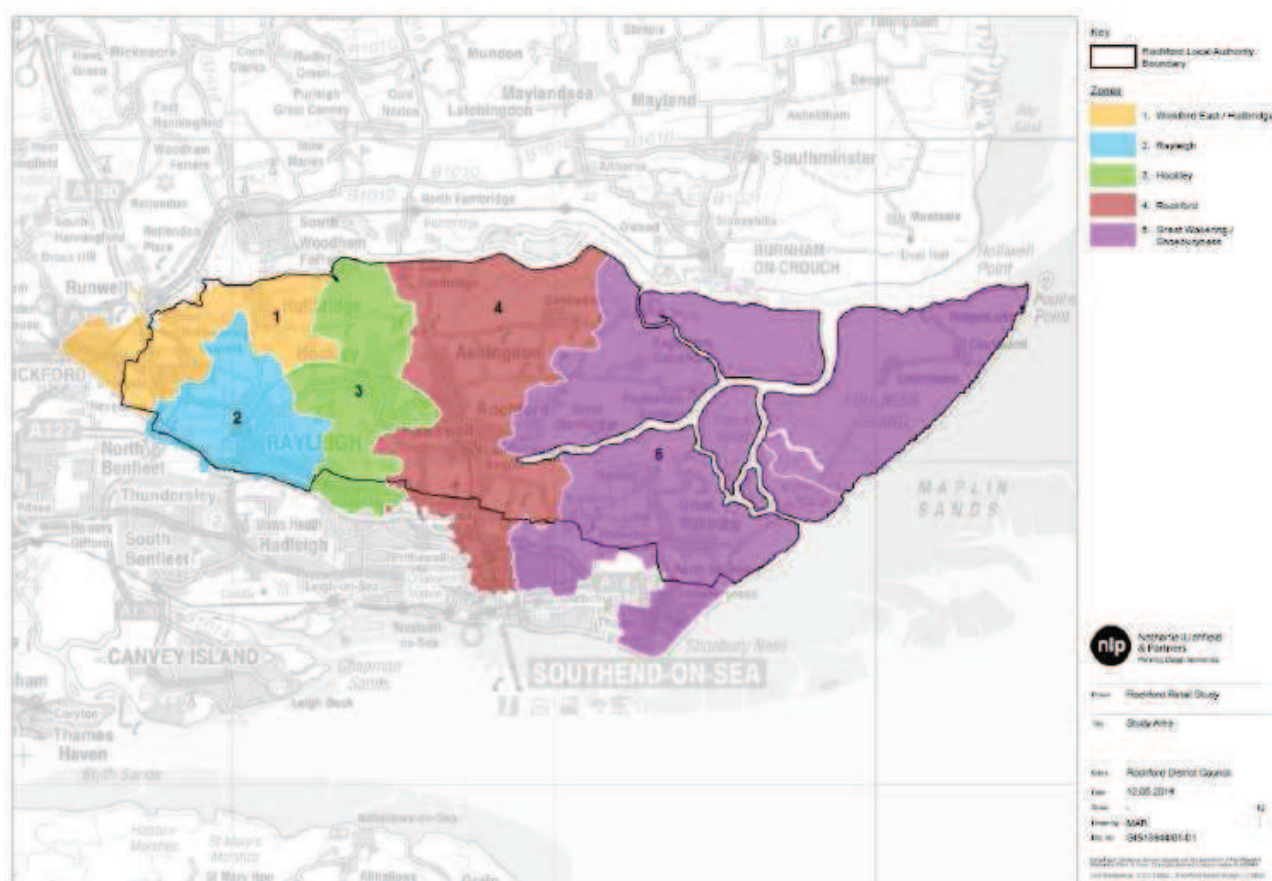
The qualitative assessment provided within the 2015 Basildon study remains the most recent on-the-ground assessment of the borough's centres and stores. It is important that the SESRS's quantitative need is viewed in this context.

It is important to note that the SESRS's calculations of retail and leisure need assume that Basildon will deliver housing in line with the SHMA's identified need. This may alter in the future. Once this information becomes available, the 2015 Basildon study's recommendations on the distribution of need will need to be reviewed.

A.3 Rochford

The Rochford Retail and Leisure Study Update 2014 ('the 2014 Rochford study') was undertaken as an update from the 2008 Rochford Retail and Leisure Study. The 2014 Rochford study covered the period 2014 to 2034, and is underpinned by an April 2014 household survey, which covered the area shown in the figure below.

The 2014 Rochford study household survey area



Source: Appendix 1, 2014 Rochford study

The survey area of the 2014 Rochford study closely aligns with the district's boundaries, with only small portions of Basildon, Southend and Castle Point included within the area. The table below summarises the relationship between the 2014 survey area and the 2016 SESRS survey area.

2014 survey area zones	SESRS survey area zones	Main towns	Administrative area
1	Parts of 3, 8	Hullbridge, Wickford (edge)	Rochford, Basildon
2	Parts of 7, 8	Rayleigh	Rochford,
3	Parts of 6, 7, 8	Hockley	Rochford, Castle Point
4	Parts of 9, 10	Rochford	Rochford, Southend
5	Parts of 9, 10, 11	Great Wakering, Shoeburyness	Rochford, Southend

None of the zones perfectly align; however, in broad terms, the whole of 2014 Rochford study area broadly aligns with zones 6, 7, 8 and 9 of the SESRS survey area which was taken to constitute Rochford's administrative boundary. Accordingly, the findings of the SESRS for Rochford can be compared to the findings of the 2014 Rochford study.

The table below summarises the identified retail needs with reference to convenience and comparison goods, and food and drink needs, over the period between 2014 to 2034.

2014 Rochford study quantitative need	2014	2019	2024	2029	2034
Comparison goods (£M)	£0	£3	£11	£22	£37
Comparison goods (sqm net)	0	770	2,432	4,428	6,582
Convenience goods (£M)	£12	£17	£22	£28	£35
Convenience goods (sqm net)	1,348	1,816	2,425	3,098	3,873
Food and drink (A3-5) (£M)	£0	£3	£7	£11	£15

Source: Table 4.3, Appendix 2 Tables 11 and 12 & Appendix 3 Tables 11 and 12, 2014 Rochford study

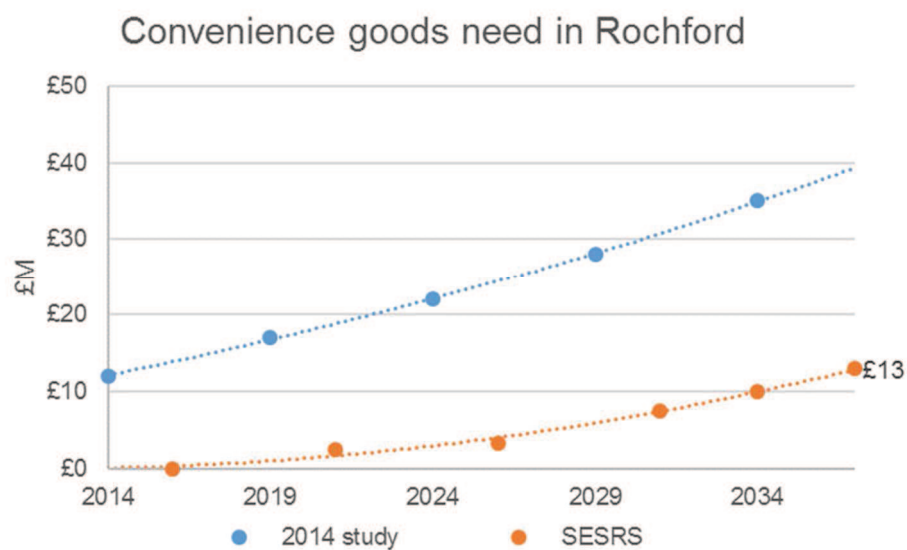
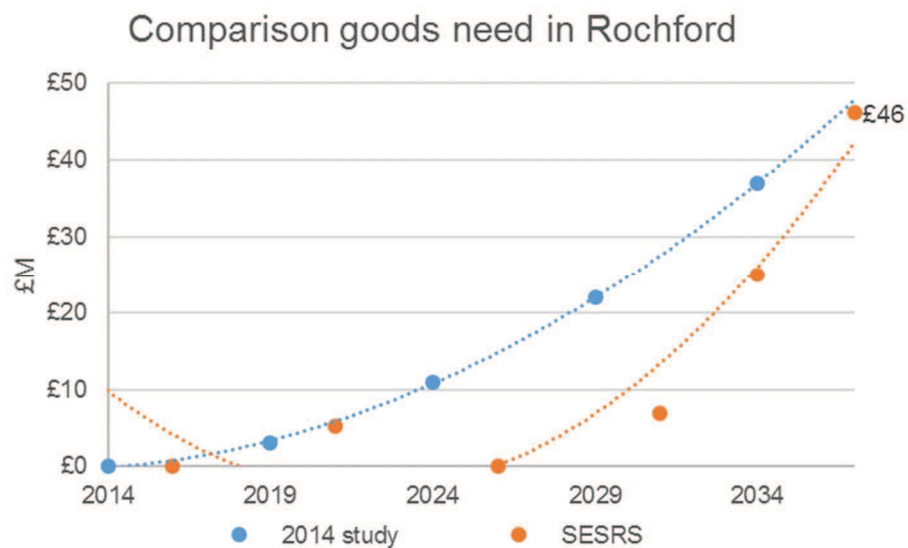
Under the preferred housing-led scenario (Lakeside comparison sensitivity), Volume 1 identified the following need for Rochford over the period 2016 to 2037.

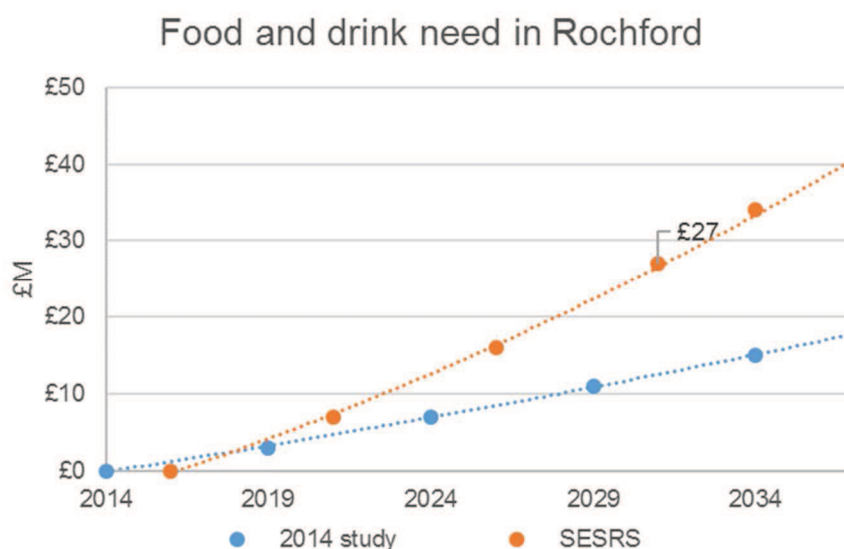
SESRS quantitative need	2016	2021	2026	2031	2034	2037
Comparison goods (£M)	£0	£5	£0	£7	£25	£46
Comparison goods (sqm net)	0	797	0	873	2,970	5,179
Convenience goods (£M)	£0	£3	£3	£7	£10	£13
Convenience goods (sqm net)	0	209	281	616	835	1,077
Food and drink (A3-5) (£M)	£0	£7	£16	£27	£34	£40

Source: SESRS Volume 1

The charts below provide a comparison of the retail and leisure capacity findings of the two studies: the blue denotes the 2014 Rochford study and the orange line the SESRS. It is clear that in retail terms, identified need has fallen from the 2014

Rochford study but that a higher level of food and drink need has been identified in the SESRS.





Explaining the differences: what's changed since the 2014 Rochford study

As well as being underpinned by a different household survey, the table below summarises the different assumptions underpinning the two sets of capacity data.

Assumption/ input	2014 Rochford study	SESRS	Comments
Base year	2014	2016	Reflecting the household survey data
Interval years	2014, 2019, 2024, 2029, 2034	2021, 2026, 2031, 2034, 2037	Study period does not coincide with the SESRS. For comparison purposes, outputs in 2034 are used as these are the latest common interval years.
Population	Experian MMG3 2011 base and growth based on RSS projections/Thames Gateway/South Essex SHMA	Experian MMG3 2016 base SHMA-derived growth	The SESRS housing-led scenario envisages lower population growth in Rochford than the figures which informed the 2014 Rochford study.
Expenditure – baseline and growth	ERPBN11	ERPBN14	Once deductions are made for SFT, comparison growth in ERPBN14 is higher than in ERPBN11. Conversely while growth in per capita convenience spending was forecast in ERPBN11, ERPBN14 now expects convenience expenditure to remain flat.
Price base	2012	2015	
Sales efficiency	Comparison: 2% pa Convenience: 0%	Comparison: 1.9% Convenience: 0%	Sales efficiencies adopted broadly comparable
Sales densities	Comparison: £5,000 in 2014 (and grown to reflect above sales efficiencies)	Comparison: £6,000 in 2016 (and grown to reflect above sales efficiencies)	Higher comparison figures assumed in the SESRS

Assumption/ input	2014 Rochford study	SESRS	Comments
	Convenience: £13,000 in 2014 (no allowance for growth)	Convenience: £12,000 in 2016	because of the inclusion of Lakeside Lower convenience figures assumed to reducing overall sales densities
Commitments	None in Rochford	None in Rochford	South Essex-wide commitments outside Rochford which may have an impact on the district's market share factored in to SESRS
Over/ undertrading	Comparison: assumed to be in equilibrium in the base year Convenience: overtrading by £13m in base year	Assumed to be in equilibrium in the base year	The 2014 Rochford study included a full qualitative assessment of the area's stores and concluded that a number were overtrading so made allowance for it in the base year. The SESRS did not include a qualitative review of all the South Essex facilities so a consistent position across the study area that existing facilities were trading in equilibrium.

In relation to convenience goods, by 2034, the 2014 Rochford study identified higher need of £35m compared to £10m in the SESRS for the following reasons:

- Treatment of overtrading: the SESRS as a strategic study made no allowance for overtrading and assumed that the existing floorspace across South Essex was trading at equilibrium, the 2014 study identified overtrading of £13m in 2014. This provided a starting point of unmet need in the 2014 Rochford study.
- Lower population growth: the level of population growth assumed in the 2014 Rochford study is much higher than the housing-led scenario that underpins the SESRS.
- No per capita convenience spending growth: linked to the lower population growth, there is less scope for convenience floorspace because, on a per head basis, convenience spending is not expected to grow. This compares to the expenditure forecasts used for the 2014 Rochford study which forecast 0.8% per annum increase in convenience spending on a per capita basis.

In relation to comparison goods, by 2034, the 2014 Rochford study identified higher need (£37m) than the SESRS (£25m) for the following reasons:

- The allowance made in the SESRS for the expansion of the comparison offer at Lakeside substantially erodes comparison capacity. The 2014 Rochford study did not make explicit allowance for commitments beyond the district boundary. However, the SESRS Lakeside sensitivity models the impact of increased development at Lakeside (and Bluewater); this is forecast to reduce need in Rochford from £76m to the £25m in 2034.
- This reduction in need is more than the difference between the findings of the two studies. This is because the SESRS indicates that Rochford's existing facilities

improved their market share between the two surveys and also because of the higher level of comparison expenditure growth forecast in the latter study. However, in overall terms, the need forecast is lower in the SESRS than in the 2014 Rochford study because the impact of Lakeside is not expected to cancel out these factors.

Turning to leisure, food and drink capacity is higher in the SESRS (£34m in 2034 versus £15m by the same year under the 2014 Rochford study). The approach taken in the 2014 Rochford study to identify capacity is different to that adopted in the SESRS: the 2014 Rochford study assumes that 20% of food and drink spending growth in the study area could be retained with Rochford; the SESRS uses the survey findings to identify the current market share of the district's facilities (for Rochford residents alone, retention of food and drink was 67%) and identifies capacity over the period using a constant market share approach. This explains the higher capacity identified in the SESRS.

In relation to cinema provision, the 2014 Rochford study assumed that if 20% of cinema trips were retained within the district, there could be 'theoretical scope for a small cinema'¹⁸ in the period to 2034; however, questions were raised as to the viability of such a scheme on the context of competition from Basildon and Southend. This aligns with the approach taken in the SESRS which identified Basildon and Southend as major centres in South Essex and preferred locations for higher-order leisure facilities such as cinemas which are expected to serve a wider catchment area.

Distribution of need

The 2014 Rochford study distributes identified need for retail and leisure floorspace on a constant market share basis. This means that the majority of additional space is focused on Rayleigh, with a lower proportion of space directed to Rochford and Hockley. Beyond the main centres, some need is apportioned to local centres; however, unless residential growth is anticipated (South West Hullbridge and South East Ashingdon expected to come forward by 2025), little need is identified. Hullbridge is an exception to this; for qualitative reasons, the 2014 Rochford study recommended additional retail and service space to address deficiencies in existing provision.

With specific reference to anticipated residential development in the district, the 2014 Rochford study focuses on three major allocations: North of London Road, Rayleigh (550 homes); South West Hullbridge (500 homes) and South East Ashingdon (500 homes). It concluded that the number of homes in each location would support in the order of 400 sqm gross retail floorspace, which taken together, would account for around 10% of the overall need identified in the district.

As a strategic study, the SESRS assumes that each constituent South Essex authority will be meeting their own housing needs and then provides a framework for

¹⁸ Para. 4.9

how that growth might be distributed across South Essex; the distribution of growth is not broken down a sub-borough basis.

The principles informing the distribution of need set out in the 2014 Rochford study remain valid. However, it may be necessary to revisit the detail of these requirements as the detailed aspirations for the various growth locations become clearer with emerging policy at a South Essex and then Rochford level.

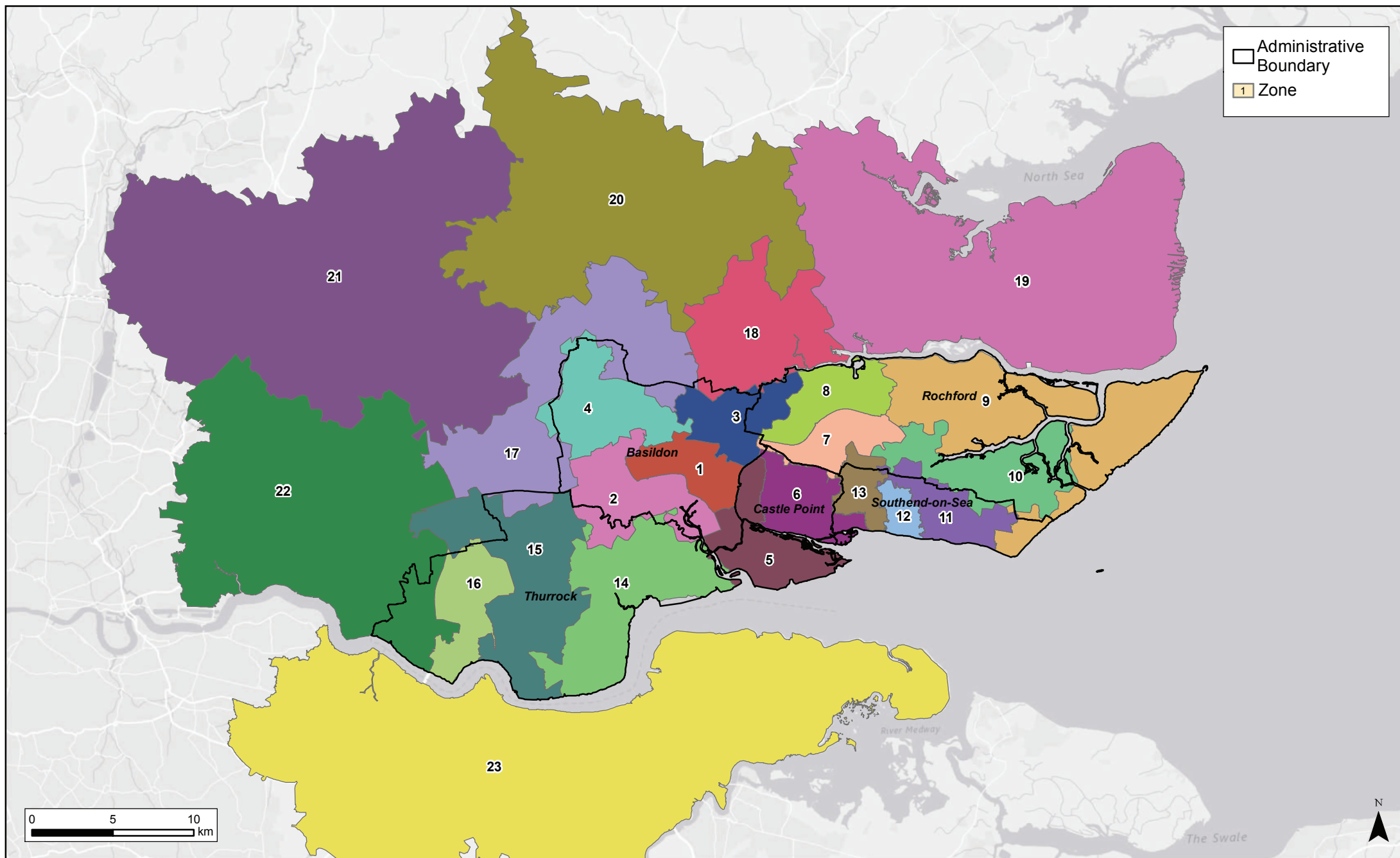
Conclusions for Rochford

The SESRS provides the latest quantitative need for Rochford district. It takes account of the growth at the sub-regional level and should be treated as the starting point in plan-making terms.

The qualitative assessment provided within the 2014 Rochford study remains the most recent on-the-ground assessment of the district's centres and stores. It is important that the SESRS's quantitative need is viewed in this context. This is relevant in relation to convenience capacity, where the 2014 Rochford study identified a base level of overtrading which will serve to increase capacity in Rochford. The SESRS has not assumed any baseline overtrading and because there has not been any update on the qualitative assessment, it will be for RDC to decide whether it remains appropriate to factor in this additional capacity.

The SESRS's calculations of retail and leisure need assume that Rochford will deliver housing in line with the SHMA's identified need. This may alter in the future. Once this information becomes available, the 2014 Rochford study's recommendations on the distribution of need will need to be reviewed.

APPENDIX B STUDY AREA



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31/05/2016

Drawn: CM / DRL

Checked: CH

Preferred Household Survey Area Zones

Figure 1

Rev A

APPENDIX C QUANTITATIVE RETAIL CAPACITY

Table A: Experian population

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	39,662	71,951	28,441	32,945	45,409	52,770	29,786	25,681	18,565	9,875	59,743	67,863	42,335	65,795	42,368	44,685	26,830	27,327	50,607	139,587	150,401	787,142	471,162	2,330,930
2016	39,926	72,443	28,654	33,106	45,605	52,998	29,892	25,812	18,656	9,919	60,184	68,399	42,607	66,396	42,908	45,089	26,995	27,517	50,843	140,492	151,728	799,691	475,714	2,355,574
2017	40,198	72,963	28,820	33,278	45,813	53,238	30,003	25,946	18,754	9,962	60,602	68,948	42,913	67,037	43,425	45,508	27,170	27,712	51,087	141,451	153,035	811,975	480,210	2,380,048
2018	40,484	73,512	28,995	33,441	46,033	53,499	30,140	26,122	18,830	10,003	61,058	69,479	43,211	67,696	43,966	45,920	27,345	27,899	51,349	142,444	154,436	824,323	484,809	2,404,994
2019	40,719	74,076	29,185	33,636	46,296	53,727	30,285	26,278	18,924	10,042	61,525	70,028	43,519	68,368	44,481	46,342	27,551	28,102	51,624	143,418	155,892	836,506	489,381	2,429,905
2020	40,980	74,625	29,366	33,833	46,571	53,967	30,419	26,446	19,034	10,102	61,985	70,577	43,846	69,051	44,980	46,783	27,755	28,304	51,896	144,416	157,397	848,612	494,007	2,454,952
2021	41,250	75,149	29,580	34,045	46,856	54,232	30,552	26,645	19,133	10,166	62,473	71,156	44,135	69,682	45,500	47,230	27,939	28,473	52,193	145,441	158,959	860,609	498,667	2,480,065
2022	41,548	75,717	29,747	34,227	47,120	54,502	30,696	26,814	19,260	10,226	62,935	71,777	44,426	70,299	46,079	47,633	28,166	28,660	52,495	146,382	160,463	872,415	503,243	2,504,830
2023	41,801	76,219	29,948	34,440	47,417	54,768	30,842	26,995	19,383	10,281	63,440	72,320	44,699	70,892	46,604	48,057	28,373	28,855	52,789	147,342	161,970	884,007	507,738	2,529,180
2024	42,038	76,747	30,158	34,617	47,654	55,098	30,978	27,181	19,506	10,339	63,945	72,821	44,985	71,501	47,132	48,436	28,573	29,023	53,071	148,281	163,481	895,405	512,110	2,553,080
2025	42,262	77,272	30,345	34,808	47,918	55,377	31,124	27,362	19,632	10,386	64,422	73,347	45,274	72,096	47,612	48,858	28,761	29,188	53,355	149,190	165,009	906,488	516,391	2,576,477
2026	42,496	77,782	30,543	34,983	48,168	55,685	31,284	27,522	19,738	10,451	64,906	73,871	45,524	72,699	48,114	49,215	28,961	29,349	53,654	150,117	166,553	917,386	520,593	2,599,594
2027	42,719	78,331	30,726	35,138	48,461	55,933	31,424	27,681	19,851	10,532	65,395	74,363	45,793	73,271	48,615	49,592	29,156	29,524	53,958	151,003	168,061	928,142	524,781	2,622,450
2028	42,951	78,820	30,912	35,329	48,752	56,189	31,565	27,857	19,964	10,593	65,881	74,877	46,018	73,859	49,078	49,980	29,347	29,672	54,256	151,932	169,578	938,670	528,968	2,645,048
2029	43,176	79,308	31,121	35,521	49,049	56,448	31,705	28,020	20,065	10,656	66,336	75,357	46,310	74,430	49,602	50,312	29,545	29,833	54,548	152,823	171,076	949,126	533,022	2,667,389
2030	43,397	79,822	31,313	35,699	49,334	56,700	31,835	28,191	20,168	10,720	66,816	75,865	46,567	75,021	50,071	50,676	29,741	30,009	54,846	153,694	172,536	959,394	537,061	2,689,476
2031	43,608	80,336	31,511	35,862	49,620	56,942	32,003	28,359	20,242	10,778	67,308	76,344	46,830	75,613	50,532	51,012	29,932	30,176	55,129	154,533	173,982	969,497	540,981	2,711,130
2032	43,858	80,869	31,667	36,022	49,903	57,195	32,117	28,504	20,360	10,850	67,796	76,847	47,056	76,198	50,999	51,363	30,112	30,347	55,412	155,375	175,463	979,454	544,921	2,732,688
2033	44,153	81,455	31,880	36,174	50,102	57,469	32,265	28,617	20,462	10,894	68,322	77,478	47,299	76,940	51,669	51,754	30,259	30,550	55,673	156,399	177,046	995,523	550,044	2,762,427
2034	44,388	81,959	32,060	36,351	50,417	57,689	32,385	28,750	20,570	10,960	68,805	77,979	47,511	77,504	52,195	52,046	30,442	30,722	55,934	157,189	178,469	1,005,337	553,939	2,783,601
2035	44,660	82,491	32,221	36,494	50,720	57,898	32,498	28,873	20,687	11,027	69,282	78,502	47,712	78,069	52,646	52,419	30,606	30,905	56,200	157,956	179,868	1,014,966	557,642	2,804,342
2036	44,993	83,106	32,461	36,766	51,098	58,329	32,740	29,088	20,841	11,109	69,798	79,087	48,068	78,651	53,038	52,810	30,834	31,135	56,619	159,133	181,208	1,022,529	561,797	2,825,238
2037	44,993	83,106	32,461	36,766	51,098	58,329	32,740	29,088	20,841	11,109	69,798	79,087	48,068	78,651	53,038	52,810	30,834	31,135	56,619	159,133	181,208	1,022,529	561,797	2,825,238
Growth 2016-37	5,067	10,663	3,807	3,660	5,493	5,331	2,848	3,276	2,185	1,190	9,614	10,688	5,461	12,255	10,130	7,721	3,839	3,618	5,776	18,641	29,480	222,838	86,083	469,664

Table B: SHMA population

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	39,662	71,951	28,441	32,945	45,409	52,770	29,786	25,681	18,565	9,875	59,743	67,863	42,335	65,795	42,368	44,685	26,830	27,327	50,607	139,587	150,401	787,142	471,162	2,330,930
2016	39,741	72,095	28,498	33,011	45,581	52,969	29,853	25,739	18,607	9,897	59,841	67,974	42,404	66,333	42,714	45,050	26,995	27,517	50,843	140,492	151,728	799,691	475,714	2,353,286
2017	39,910	72,401	28,619	33,151	45,567	52,953	30,061	25,918	18,736	9,966	59,859	67,994	42,417	66,797	43,013	45,366	27,170	27,712	51,087	141,451	153,035	811,975	480,210	2,375,369
2018	40,163	72,859	28,800	33,361	45,685	53,090	30,315	26,137	18,895	10,050	60,265	68,456	42,705	67,443	43,429	45,804	27,345	27,899	51,349	142,444	154,436	824,323	484,809	2,400,063
2019	40,397	73,285	28,968	33,556	45,737	53,152	30,555	26,344	19,044	10,130	60,663	68,908	42,987	68,153	43,866	46,286	27,551	28,102	51,624	143,418	155,892	836,506	489,381	2,424,526
2020	40,617	73,683	29,126	33,738	45,830	53,259	30,829	26,581	19,215	10,221	61,244	69,568	43,399	68,814	44,312	46,735	27,755	28,304	51,896	144,416	157,397	848,612	494,007	2,449,558
2021	40,964	74,313	29,375	34,027	45,943	53,390	31,110	26,823	19,391	10,314	62,201	70,655	44,077	69,628	44,836	47,288	27,939	28,473	52,193	145,441	158,959	860,609	498,667	2,476,616
2022	41,116	74,588	29,483	34,153	45,990	53,445	31,124	26,835	19,399	10,319	62,856	71,399	44,541	70,218	45,216	47,689	28,166	28,660	52,495	146,382	160,463	872,415	503,243	2,500,193
2023	41,277	74,881	29,599	34,287	45,987	53,441	31,238	26,933	19,470	10,356	63,597	72,241	45,066	70,899	45,655	48,151	28,373	28,855	52,789	147,342	161,970	884,007	507,738	2,524,152
2024	41,548	75,373	29,794	34,512	45,917	53,360	31,209	26,908	19,452	10,347	64,354	73,100	45,602	71,623	46,121	48,643	28,573	29,023	53,071	148,281	163,481	895,405	512,110	2,547,807
2025	41,893	75,998	30,041	34,798	46,034	53,497	31,399	27,072	19,570	10,410	64,552	73,325	45,743	72,168	46,472	49,013	28,761	29,188	53,355	149,190	165,009	906,488	516,391	2,570,367
2026	42,326	76,783	30,351	35,158	46,197	53,686	31,414	27,085	19,580	10,415	64,889	73,709	45,982	72,734	46,837	49,398	28,961	29,349	53,654	150,117	166,553	917,386	520,593	2,593,156
2027	42,821	77,681	30,706	35,569	46,353	53,867	31,721	27,349	19,771	10,517	65,639	74,561	46,513	73,777	47,508	50,106	29,156	29,524	53,958	151,003	168,061	928,142	524,781	2,619,083
2028	43,096	78,180	30,903	35,797	46,476	54,010	31,852	27,462	19,852	10,560	65,910	74,868	46,705	74,600	48,038	50,665	29,347	29,672	54,256	151,932	169,578	938,670	528,968	2,641,400
2029	43,581	79,060	31,251	36,200	46,672	54,237	32,046	27,630	19,974	10,624	66,301	75,312	46,982	75,617	48,693	51,356	29,545	29,833	54,548	152,823	171,076	949,126	533,022	2,665,509
2030	44,006	79,831	31,556	36,553	47,020	54,643	32,482	28,006	20,246	10,769	66,980	76,083	47,463	76,753	49,425	52,127	29,741	30,009	54,846	153,694	172,536	959,394	537,061	2,691,222
2031	44,361	80,476	31,811	36,848	47,303	54,970	32,552	28,066	20,289	10,792	67,500	76,674	47,832	77,818	50,110	52,850	29,932	30,176	55,129	154,533	173,982	969,497	540,981	2,714,482
2032	44,737	81,157	32,080	37,160	47,435	55,124	32,776	28,259	20,429	10,866	68,000	77,243	48,186	78,779	50,729	53,503	30,112	30,347	55,412	155,375	175,463	979,544	544,921	2,737,548
2033	45,184	81,969	32,401	37,532	47,647	55,370	32,983	28,437	20,558	10,935	68,556	77,873	48,580	79,827	51,404	54,215	30,259	30,550	55,673	156,399	177,046	995,523	550,044	2,768,965
2034	45,659	82,831	32,742	37,927	47,880	55,642	33,240	28,659	20,718	11,020	69,120	78,514	48,979	81,071	52,205	55,060	30,442	30,722	55,934	157,189	178,469	1,005,337	553,939	2,793,298
2035	46,127	83,679	33,077	38,315	48,171	55,980	33,530	28,909	20,898	11,116	69,757	79,238	49,431	82,390	53,054	55,956	30,606	30,905	56,200	157,956	179,868	1,014,966	557,642	2,817,771
2036	46,625	84,582	33,434	38,728	48,455	56,310	33,794	29,137	21,063	11,204	70,372	79,937	49,867	83,747	53,928	56,877	30,834	31,135	56,619	159,133	181,208	1,022,529	561,797	2,841,315
2037	47,123	85,485	33,791	39,142	48,739	56,640	34,059	29,365	21,228	11,292	70,987	80,635	50,303	85,104	54,802	57,799	30,834	31,135	56,619	159,133	181,208	1,022,529	561,797	2,849,748
Growth 2016-37	7,381	13,390	5,293	6,131	3,158	3,671	4,206	3,626	2,621	1,394	11,146	12,661	7,899	18,771	12,087	12,749	3,839	3,618	5,776	18,641	29,480	222,838	86,083	496,462

Table C: Comparison market shares

Local authority	Destination	Basildon			Castle Point			Rochford			Southend			Thurrock			Outside									
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total	
Basildon	Basildon town centre	58.37%	47.18%	35.10%	30.11%	28.43%	12.43%	7.37%	13.82%	0.36%	1.38%	0.48%	0.44%	1.66%	2.79%	0.63%	20.90%	11.49%	10.07%	3.22%	0.38%	0.44%	0.10%	0.26%	5.21%	
	Billericay town centre	0.00%	1.59%	0.06%	17.21%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%	6.99%	0.03%	0.39%	0.00%	0.00%	0.00%	0.39%		
	Laindon town centre	0.35%	4.37%	0.61%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.53%	0.24%	0.00%	0.00%	0.15%	0.00%	0.00%	0.18%	
	Pitsea town centre	4.71%	0.59%	0.14%	0.01%	0.08%	0.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%	0.00%	0.45%	0.24%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	
	Wickford town centre	0.42%	0.13%	22.78%	0.28%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	1.40%	15.04%	0.73%	0.00%	0.00%	0.00%	0.00%	0.52%	
	Basildon out-of-centre	17.85%	22.66%	17.03%	23.78%	6.02%	4.45%	2.27%	4.47%	0.76%	2.97%	0.65%	1.67%	0.43%	0.81%	0.04%	6.02%	8.20%	17.98%	2.22%	0.00%	0.61%	0.23%	0.00%	2.46%	
	Other Basildon destinations	0.00%	0.00%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Basildon total		81.71%	76.52%	75.80%	71.61%	34.53%	17.52%	9.64%	18.91%	1.12%	4.35%	1.13%	2.11%	2.09%	3.79%	0.67%	27.64%	28.85%	43.59%	6.56%	0.38%	1.20%	0.33%	0.26%	8.89%	
Castle Point	Canvey Island	0.58%	0.53%	0.00%	0.00%	16.78%	8.31%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.13%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.56%	
	Canvey Island out-of-centre	0.00%	0.00%	0.00%	0.00%	0.81%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	
	Hadleigh	0.00%	0.00%	0.00%	0.00%	1.30%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	
	South Benfleet	0.00%	0.00%	0.00%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%	
	Tarpots	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
	Thundersley	0.00%	0.02%	0.00%	0.00%	0.00%	0.28%	0.09%	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	
	Other Castle Point destinations	0.00%	0.00%	0.00%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%	
Castle Point total		0.58%	0.55%	0.00%	0.00%	20.08%	8.87%	0.09%	0.00%	0.00%	0.00%	0.82%	0.00%	0.13%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.66%	
Rochford	Rayleigh	1.01%	0.15%	0.95%	0.57%	2.38%	6.70%	31.28%																		

Table D: Convenience market shares

Local authority	Destination	Basildon				Castle Point				Rochford				Southend				Thurrock				Outside											Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23									
Basildon	Basildon town centre	20.79%	10.91%	5.30%	4.75%	0.42%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%	1.81%	3.87%	0.65%	0.00%	0.00%	1.00%	0.93%	0.00%	1.28%								
	Billericay town centre	0.22%	1.38%	1.15%	32.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.32%	20.38%	1.27%	0.52%	0.34%	0.39%	0.00%	0.00%	0.91%									
	Laindon town centre	0.00%	2.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.07%									
	Pitsea town centre	19.24%	6.68%	3.05%	1.44%	0.10%	0.69%	0.00%	1.40%	0.00%	0.00%	0.33%	0.00%	1.09%	0.00%	5.34%	0.00%	0.56%	0.37%	0.00%	0.00%	0.00%	0.00%	0.82%									
	Wickford town centre	0.45%	0.00%	13.23%	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.53%	10.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%									
	Basildon local centres	1.32%	1.09%	4.73%	11.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.39%	0.37%	0.82%	0.00%	0.00%	0.00%	0.00%	0.35%									
	Basildon out-of-centre stores	51.69%	69.53%	46.14%	37.69%	11.23%	2.86%	1.49%	1.95%	0.00%	0.00%	0.25%	0.28%	0.33%	0.00%	7.63%	20.04%	18.59%	0.87%	0.34%	0.90%	0.62%	0.00%	5.61%									
	Other Basildon destinations	0.00%	0.00%	0.11%	0.08%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%									
Basildon total		93.71%	92.12%	73.72%	88.48%	11.75%	3.55%	1.49%	4.40%	0.00%	0.00%	0.66%	0.28%	1.42%	0.20%	15.10%	49.35%	32.08%	2.58%	0.68%	2.29%	1.55%	0.00%	9.37%									
Castle Point	Canvey Island town centre	0.67%	1.01%	0.00%	0.00%	7.47%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%									
	Canvey Island shopping parade	0.23%	0.79%	0.00%	0.00%	14.19%	10.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.60%									
	Hadleigh town centre	0.00%	0.00%	0.00%	0.00%	7.48%	23.39%	3.45%	2.02%	5.91%	1.51%	0.00%	1.78%	7.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%									
	South Benfleet town centre	0.00%	0.00%	0.00%	0.00%	0.73%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%									
	South Benfleet shopping parade	0.00%	0.00%	0.00%	0.00%	1.32%	2.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.06%									
	Tarpots shopping parade	1.47%	0.05%	0.00%	0.00%	11.49%	5.33%	4.44%	3.33%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.50%									
	Thundersley shopping parade	0.00%	0.00%	0.00%	0.00%	0.56%	0.32%	0.00%	0.00%	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%									
	Castle Point out-of-centre stores	1.36%	0.92%	0.00%	0.87%	38.86%	22.62%	6.48%	10.58%	0.00%	1.27%	0.00%	1.14%	8.20%	0.00%	0.00%	0.08%	1.26%	0.48%	0.00%	0.00%	0.00%	0.00%	1.87%									
	Other Castle Point destinations	0.00%	0.00%	0.00%	0.00%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%									
Castle Point total		3.73%	2.77%	0.00%	0.87%	82.10%	67.94%	14.36%	15.93%	5.91%	3.23%	0.41%	2.90%	15.45%	0.00%	1.03%	0.08%	1.26%	0.48%	0.00%	0.00%	0.00%	0.00%	4.44%									
Rochford	Rochford town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	10.50%	7.99%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%									
	Rayleigh town centre	0.00%	0.00%	0.11%	0.00%	0.20%	0.95%	15.57%	7.12%	0.00%	1.07%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	0.00%	0.50%									
	Hockley town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.98%	1.38%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%									
	Ashington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%									
	Great Wakering	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%									
	Hullbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%									
	Rochford out-of-centre stores	0.00%	0.71%	1.08%	0.00%	2.76%	4.45%	30.28%	46.74%	13.52%	14.68%	0.26%	0.94%	0.71%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%									
	Other Rochford destinations	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%									
	Rochford total		0.00%	0.71%	1.20%	0.00%	2.96%	5.40%	47.06%	56.55%	26.02%	26.94%	0.26%	1.18%	1.44%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%	0.41%	0.00%	2.11%								
Southend	Southend-on-sea town centre	0.00%	0.00%	0.23%	0.00%	0.00%	0.51%	0.98%	0.98%	2.57%	6.95%	23.49%	18.52%	7.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.11%	0.00%	2.44%								
	Westcliff-on-Sea town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.47%	2.02%	0.00%	0.00%	1.94%	11.76%	0.91%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%									
	Eastwood town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.91%	1.30%	1.66%	0.84%	5.24%	0.55%	5.18%	7.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%									
	Leigh-on-Sea town centre	0.00%	0.00%	0.00%	0.00%	0.11%	7.03%	0.00%	0.11%	0.40%	0.06%	0.37%	2.53%	20.22%	0.00%	0.15%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%									
	Thorpe Bay town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%	0.00%	0.07%	0.00%	2.46%	6.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%									
	Shoeburyness town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.63%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%									
	Southend out-of-centre stores	0.00%	0.40%	1.29%	0.66%	1.76%	6.57%	25.53%	11.73%	42.12%	53.49%	33.89%	44.17%	44.42%	0.83%	0.73%	0.00%	0.65%	0.00%	0.22%	0.00%	0.07%	0.25%	4.64%									
	Other Southend destinations	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	0.17%	0.94%	0.00%	1.04%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%									
Southend total		0.00%	0.40%	1.52%	0.66%	1.87%	15.03%	28.93%	16.67%	46.93%	65.74%	66.37%	88.38%	80.47%	0.93%	0.88%	1.16%	0.65%	0.00%	0.22%	0.00%	0.07%	3.36%	9.05%									
Thurrock	Grays main centre	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	26.89%	11.96%	10.31%	0.08%	0.00%	0.00%	0.00%	0.48%	0.00%	1.44%									
	Lakeside main centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.69%	17.59%	4.36%	0.13%	0.00%	0.00%	0.00%	1.79%	9.96%	4.38%	4.68%								
	Aveley local centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.06%	0.00%	0.02%									
	Corringham local centre	0.00%	0.48%	0.00%	0.00%	0.25%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	19.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.50%									
	Purfleet local centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%									
	South Ockendon local centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	22.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%	0.51%									
	Stanford-le-Hope local centre	0.00%	0.00%	0.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%	4.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.18%									
	Tilbury local centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	2.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%									
	Chadwell St Mary larger neighbourhood parade	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%									
	Chafford Hundred larger neighbourhood parade	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%																								

Table E: Commitments

LPA	Reference	Location	A1 retail		Convenience		Comparison		
			Sqm gross	Sqm gross	Sqm net	Turnover (£M)	Sqm gross	Sqm net	Turnover (£M)
Castle Point	16/0419/FUL	Land South of Morrisons Northwick Road, Canvey (1)	7,920		2,121	£17.54		4,680	£18.87
			Total	7,920	2,121	£17.54		4,680	£18.87
Southend	14/01462/FULM	Marine Plaza	687				687	550	£3.30
	13/01584/FUL	Comet Fossetts Drive	433				433	346	£2.08
	13/00869/EXTM	Esplanade House, Eastern Esplanade	387	194	135	£1.63	194	155	£0.93
		Land south of the bandstand between Clifftown Parade and Western Esplanade	377	189	132	£1.58	189	151	£0.90
	12/00317/BC3M	165 Sutton Road	370	296	207	£2.49	74	59	£0.36
	13/01628/FUL	Tesco Prince Avenue	317						
	15/01545/FULM	H Portsmouth and Son 1043 London Road	267	214	150	£1.79	53	43	£0.26
			Total	2,838	624	£7.49		1,304	£2.45
Thurrock	14/00124/FUL	Unit 14 The Junction Thurrock Shopping Park Weston Avenue	1,124				1,124	899	£5.40
	16/00722/NMA	Intu Lakeside West Thurrock Way (Leisure scheme)	725				725	580	£3.48
	15/01439/FUL	Mothercare Unit B3ab Lakeside Retail Park West Thurrock Way	489				489	391	£2.35
	15/00159/FUL	Brantano Unit D1A Lakeside Retail Park West Thurrock Way	313				313	250	£1.50
	13/01231/FUL	Land To East Of Euclid Way And South of West Thurrock Way	6,694	6,694	3,720	£44.64			
	11/50401/TTGOUT	Land east Of Caspian Way and north and south of London Road Purfleet	6,900	4,830	3,381	£40.57	2,070	1,656	£9.94
	16/01120/OUT	Intu Lakeside West Thurrock Way (Northern extension)	37,651	1,991	1,400	£16.80	35,660	30,369	£200.84
	16/00890/FUL	Kiddicare Unit 12 The Junction Thurrock Shopping Park Weston Avenue	2,832					2,832	£16.99
		Total	56,728		8,501	£102.01		36,978	£240.49
	Total commitments		67,486		11,246	£127.04		42,961	£261.81

Notes

Standard densities of £6,000 per sqm and £12,000 per sqm for comparison and convenience adopted unless otherwise specified. All turnovers for 2016.

(1) 2016 turnover derived from NJL Planning and Retail assessment (May 2016) and converted to 2015 prices

Table 1A: Comparison expenditure**Per capita comparison expenditure**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£2,487	£2,787	£3,556	£3,955	£3,054	£3,415	£3,587	£3,463	£3,020	£3,536	£3,018	£2,923	£3,466	£2,995	£2,739	£3,034	£4,084	£3,646	£3,503	£3,447	£3,724	£2,804	£3,330
Exc. SFT	£2,189	£2,453	£3,129	£3,480	£2,688	£3,005	£3,157	£3,047	£2,658	£3,112	£2,656	£2,572	£3,050	£2,636	£2,410	£2,670	£3,594	£3,208	£3,083	£3,033	£3,277	£2,468	£2,930
2016	£2,498	£2,799	£3,571	£3,972	£3,067	£3,430	£3,603	£3,478	£3,033	£3,551	£3,031	£2,936	£3,481	£3,008	£2,751	£3,047	£4,102	£3,662	£3,518	£3,462	£3,740	£2,816	£3,344
2021	£2,698	£3,024	£3,858	£4,291	£3,313	£3,705	£3,892	£3,757	£3,276	£3,836	£3,274	£3,171	£3,760	£3,249	£2,972	£3,292	£4,431	£3,956	£3,800	£3,740	£4,040	£3,042	£3,613
2026	£3,149	£3,529	£4,503	£5,008	£3,867	£4,324	£4,542	£4,385	£3,824	£4,478	£3,822	£3,701	£4,389	£3,792	£3,468	£3,842	£5,171	£4,617	£4,436	£4,365	£4,716	£3,551	£4,217
2031	£3,672	£4,115	£5,250	£5,840	£4,509	£5,042	£5,296	£5,113	£4,459	£5,221	£4,456	£4,316	£5,118	£4,422	£4,044	£4,480	£6,030	£5,383	£5,172	£5,090	£5,499	£4,140	£4,917
2034	£4,044	£4,532	£5,782	£6,431	£4,966	£5,553	£5,832	£5,631	£4,911	£5,750	£4,907	£4,753	£5,636	£4,870	£4,454	£4,933	£6,641	£5,928	£5,696	£5,605	£6,055	£4,559	£5,415
2037	£4,458	£4,995	£6,374	£7,089	£5,474	£6,121	£6,429	£6,207	£5,413	£6,338	£5,409	£5,239	£6,212	£5,368	£4,909	£5,438	£7,320	£6,535	£6,279	£6,178	£6,675	£5,026	£5,968

Total comparison expenditure (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2016	£99.73	£202.77	£102.33	£131.50	£139.88	£181.77	£107.69	£89.77	£56.58	£35.23	£182.42	£200.80	£148.31	£199.72	£118.03	£137.39	£110.72	£100.76	£178.87	£486.37	£567.48	£2,252.03	£1,590.98	£7,421
2021	£111.30	£227.22	£114.12	£146.08	£155.25	£200.93	£118.89	£100.11	£62.69	£39.00	£204.55	£225.65	£165.96	£226.42	£135.21	£155.46	£123.79	£112.63	£198.35	£543.90	£642.22	£2,618.03	£1,801.54	£8,429
2026	£133.83	£274.50	£137.53	£175.20	£186.27	£240.80	£142.10	£120.69	£75.48	£46.79	£248.04	£273.42	£199.80	£275.71	£166.87	£189.08	£149.77	£135.50	£237.99	£655.23	£785.39	£3,257.28	£2,195.17	£10,302
2031	£160.13	£330.59	£165.45	£209.42	£223.75	£287.12	£169.50	£145.00	£90.26	£56.27	£299.93	£329.49	£239.66	£334.37	£204.36	£228.52	£180.49	£162.45	£285.14	£786.50	£956.65	£4,013.87	£2,659.90	£12,519
2034	£179.50	£371.41	£185.37	£233.77	£250.36	£320.33	£188.88	£161.89	£101.01	£63.01	£337.64	£370.62	£267.76	£377.43	£232.46	£256.76	£202.15	£182.13	£318.59	£881.01	£1,080.67	£4,583.62	£2,999.34	£14,146
2037	£200.56	£415.13	£206.89	£260.62	£279.70	£357.02	£210.49	£180.55	£112.81	£70.41	£377.56	£414.34	£298.61	£422.20	£260.38	£287.18	£225.70	£203.46	£355.48	£983.15	£1,209.50	£5,138.94	£3,353.08	£15,824

Notes

Per capita expenditure by zone derived from Experian Retail Planner MMG3 2016

Growth rates and SFT deductions derived from Experian Retail Planner Briefing Note 14 (2016). Held constant after 2035.

Total comparison expenditure product of per capita expenditure and Table 1A

Prices 2015

Report Table 6.10

Table 2A: Convenience expenditure

Per capita convenience expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£1,986	£2,028	£2,219	£2,332	£2,074	£2,195	£2,203	£2,163	£2,047	£2,238	£2,053	£1,990	£2,209	£2,008	£1,856	£2,101	£2,398	£2,241	£2,251	£2,158	£2,244	£1,923	£2,142
Exc. SFT	£1,932	£1,973	£2,159	£2,269	£2,018	£2,136	£2,144	£2,105	£1,992	£2,178	£1,998	£1,936	£2,149	£1,954	£1,806	£2,044	£2,333	£2,180	£2,190	£2,100	£2,183	£1,871	£2,084
2016	£1,977	£2,018	£2,209	£2,321	£2,064	£2,185	£2,193	£2,153	£2,037	£2,227	£2,043	£1,981	£2,199	£1,999	£1,847	£2,091	£2,387	£2,230	£2,240	£2,148	£2,233	£1,914	£2,132
2021	£1,941	£1,982	£2,169	£2,279	£2,027	£2,146	£2,153	£2,114	£2,001	£2,188	£2,007	£1,945	£2,159	£1,963	£1,814	£2,054	£2,344	£2,190	£2,200	£2,109	£2,193	£1,880	£2,094
2026	£1,924	£1,964	£2,150	£2,259	£2,009	£2,126	£2,134	£2,095	£1,983	£2,168	£1,989	£1,928	£2,140	£1,945	£1,798	£2,035	£2,323	£2,171	£2,181	£2,090	£2,174	£1,863	£2,075
2031	£1,926	£1,966	£2,152	£2,261	£2,011	£2,128	£2,136	£2,097	£1,985	£2,170	£1,991	£1,930	£2,142	£1,947	£1,800	£2,037	£2,325	£2,173	£2,183	£2,093	£2,176	£1,865	£2,077
2034	£1,930	£1,970	£2,156	£2,266	£2,015	£2,133	£2,140	£2,102	£1,989	£2,174	£1,995	£1,933	£2,146	£1,951	£1,803	£2,041	£2,330	£2,177	£2,187	£2,097	£2,180	£1,868	£2,081
2037	£1,935	£1,976	£2,162	£2,273	£2,021	£2,139	£2,147	£2,108	£1,995	£2,181	£2,001	£1,939	£2,153	£1,957	£1,809	£2,047	£2,337	£2,184	£2,194	£2,103	£2,187	£1,874	£2,087

Total convenience expenditure (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2016	£78.92	£146.22	£63.28	£76.84	£94.14	£115.78	£65.54	£55.57	£38.01	£22.09	£122.97	£135.47	£93.67	£132.69	£79.26	£94.28	£64.43	£61.37	£113.91	£301.75	£338.87	£1,530.54	£1,014.16	£4,840
2021	£80.08	£148.97	£64.16	£77.60	£94.99	£116.35	£65.79	£56.33	£38.28	£22.24	£125.36	£138.41	£95.30	£136.77	£82.54	£96.99	£65.49	£62.37	£114.84	£306.78	£348.66	£1,617.63	£1,044.06	£5,000
2026	£81.75	£152.80	£65.65	£79.03	£96.77	£118.40	£66.76	£57.67	£39.14	£22.66	£129.08	£142.40	£97.41	£141.41	£86.50	£100.16	£67.27	£63.71	£116.99	£313.81	£362.04	£1,708.89	£1,080.19	£5,190
2031	£83.98	£157.98	£67.80	£81.09	£99.79	£121.19	£68.36	£59.48	£40.18	£23.39	£133.99	£147.31	£100.31	£147.22	£90.94	£103.92	£69.60	£65.57	£120.33	£323.36	£378.57	£1,807.76	£1,123.61	£5,416
2034	£85.65	£161.49	£69.12	£82.36	£101.59	£123.03	£69.32	£60.42	£40.91	£23.83	£137.24	£150.77	£101.97	£151.21	£94.12	£106.24	£70.93	£66.89	£122.33	£329.58	£389.11	£1,878.34	£1,152.83	£5,569
2037	£87.08	£164.24	£70.20	£83.55	£103.28	£124.77	£70.29	£61.31	£41.57	£24.23	£139.64	£153.37	£103.47	£153.90	£95.93	£108.12	£72.06	£68.00	£124.20	£334.66	£396.27	£1,916.20	£1,172.69	

Notes

Prices 2015

Per capita expenditure by zone derived from Experian Retail Planner 2016 (MMG GIS)

Growth rates and SFT deductions derived from Experian Retail Planner Briefing Note 14 (2016). Held constant after 2035.

Total convenience expenditure product of per capita expenditure and Table 1A

Table 3A: Comparison turnover 2016

Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£58.21	£95.66	£35.92	£39.59	£39.76	£22.60	£7.93	£12.40	£0.20	£0.49	£0.87	£0.88	£2.46	£5.58	£0.74	£28.71	£12.73	£10.14	£5.75	£1.85	£2.50	£2.28	£4.20	£391.47
	Billericay town centre	£0.00	£3.23	£0.06	£22.63	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.74	£0.03	£0.70	£0.00	£0.00	£0.00	£34.75
	Laindon town centre	£0.35	£8.86	£0.62	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.59	£0.25	£0.00	£0.00	£0.85	£0.00	£0.00	£12.20
	Pltsea town centre	£4.70	£1.19	£0.15	£0.01	£0.11	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.61	£0.27	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£8.63
	Wickford town centre	£0.42	£0.27	£23.31	£0.37	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£1.55	£15.16	£1.31	£0.00	£0.00	£0.00	£42.75
	Basildon out-of-centre	£17.80	£45.95	£17.43	£31.27	£8.42	£8.09	£2.45	£4.01	£0.43	£1.05	£1.19	£3.36	£0.64	£1.63	£0.05	£8.27	£9.07	£18.12	£3.98	£0.00	£3.47	£5.16	£0.00	£191.84
	Other Basildon destinations	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10
Basildon total		£81.48	£155.16	£77.57	£94.17	£48.30	£31.85	£10.38	£16.98	£0.64	£1.53	£2.06	£4.24	£3.10	£7.57	£0.79	£37.98	£31.94	£43.92	£11.74	£1.85	£6.83	£7.44	£4.20	£681.72
Castle Point	Canvey Island	£0.58	£1.08	£0.00	£0.00	£23.47	£15.10	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.19	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£40.94
	Canvey Island out-of-centre	£0.00	£0.00	£0.00	£0.00	£1.13	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£1.82	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.19
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30
	Thundersley	£0.00	£0.04	£0.00	£0.00	£0.00	£0.51	£0.10	£0.00	£0.00	£0.00	£0.00	£1.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.93
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74
Castle Point total		£0.58	£1.12	£0.00	£0.00	£28.09	£16.13	£0.10	£0.00	£0.00	£0.00	£1.50	£0.00	£0.19	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£48.01
Rochford	Rayleigh	£1.01	£0.30	£0.97	£0.74	£3.33	£12.18	£33.68	£21.04	£0.45	£1.41	£0.47	£2.11	£8.43	£0.00	£0.00	£0.00	£0.44	£2.76	£0.29	£0.00	£0.00	£0.00	£0.00	£87.62
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.10	£1.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.83
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.20	£2.42	£0.07	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.89
	Rayleigh out-of-centre	£0.19	£0.37	£0.48	£0.06	£10.47	£11.18	£2.69	£5.68	£0.41	£0.46	£0.10	£0.66	£3.15	£0.02	£0.00	£0.08	£0.02	£0.38	£0.02	£0.77	£0.00	£0.27	£3.51	£40.96
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£2.86	£1.73	£4.04	£3.23	£2.14	£0.21	£1.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£9.36	£0.00	£0.00	£25.99
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01	£3.02	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.36
Rochford total		£1.20	£0.67	£1.46	£0.80	£13.80	£23.69	£44.45	£33.91	£5.91	£7.02	£3.03	£2.98	£11.06	£0.02	£0.00	£0.08	£0.45	£3.13	£0.31	£0.77	£0.63	£9.62	£3.51	£168.51
Southend	Southend-on-Sea town centre	£0.92	£1.67	£0.21	£0.00	£8.16	£35.63	£28.09	£9.80	£27.99	£11.01	£115.64	£109.51	£57.69	£0.13	£0.20	£0.29	£1.25	£2.20	£2.24	£0.21	£0.00	£0.00	£0.00	£412.83
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.45	£0.21	£0.11	£0.71	£14.43	£1.93	£0.00	£0.00	£0.00	£0.03	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£18.30
	Leigh-on-Sea	£0.43	£1.65	£0.40	£0.00	£0.82	£10.63	£0.66	£0.82	£0.16	£0.11	£0.73	£5.08	£18.86	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£40.33
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.67	£0.00	£6.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.17
	Southend-on-Sea out-of-centre	£0.04	£2.05	£0.02	£0.00	£1.83	£3.54	£5.19	£4.20	£13.60	£10.48	£21.51	£37.03	£23.34	£0.64	£0.01	£0.21	£1.64	£0.05	£0.00	£0.00	£12.57	£2.75	£8.92	£149.61
	Westcliff-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33
	Other Southend-on-Sea destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.32	£0.11	£3.38	£1.08	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£5.84
Southend total		£1.39	£5.36	£0.62	£0.00	£11.11	£49.80	£34.11	£15.40	£42.94	£21.81	£148.44	£167.33	£102.10	£0.77	£0.21	£0.50	£2.91	£2.43	£2.24	£0.21	£13.07	£2.75	£8.92	£634.42
Thurrock	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.83
	Lakeside shopping centre	£6.11	£17.43	£8.70	£10.20	£17.49	£21.76	£6.24	£6.20	£1.62	£1.25	£7.50	£4.23	£12.25	£57.46	£44.64	£32.14	£8.84	£4.13	£1.57	£7.85	£65.20	£480.50	£17.14	£840.45
	Lakeside retail parks	£5.53	£12.73	£4.92	£4.31	£17.00	£14.83	£4.23	£3.65	£0.69	£1.34	£8.52	£6.03	£9.71	£83.43	£42.41	£36.24	£7.99	£5.13	£13.29	£14.96	£24.42	£378.16	£61.56	£761.08
	South Ockenden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£6.51	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.91
	Stanford-le-Hope local centre	£0.00	£0.28	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.10	£5.64	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.34
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.13	£0.00	£3.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.50
	Thurrock out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.85	£0.10	£2.77	£0.00	£0.00	£0.00	£0.00	£0.00	£1.80	£0.00	£8.52
Thurrock total	Thurrock neighbourhood parades	£0.00	£0.22	£0.16	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28	£0.29	£8.09	£0.00	£0.00	£0.0					

Table 4A: Convenience turnover 2016

[illegible]

Notes

Product of Tables D & 2A

Table 5A: Local authority summary

	Comparison		Convenience		Total
	£M	%	£M	%	£M
South Essex					
Turnover derived from South Essex zones	£1,923.88	61%	£1,250.97	76%	£3,174.85
Turnover derived from elsewhere in study area	£1,251.50	39%	£398.50	24%	£1,649.99
Leakage from South Essex zones	£210.05	10%	£163.77	12%	£373.82
Basildon					
Turnover derived from Basildon zones	£408.39	60%	£323.29	72%	£731.68
Turnover derived from elsewhere in study area	£273.32	40%	£123.96	28%	£397.29
Leakage from Basildon zones	£127.94	24%	£41.97	11%	£169.91
Castle Point					
Turnover derived from Castle Point zones	£44.22	92%	£155.95	76%	£200.17
Turnover derived from elsewhere in study area	£3.79	8%	£49.80	24%	£53.59
Leakage from Castle Point zones	£277.43	86%	£53.97	26%	£331.40
Rochford					
Turnover derived from Rochford zones	£91.29	54%	£78.10	79%	£169.40
Turnover derived from elsewhere in study area	£77.21	46%	£20.51	21%	£97.72
Leakage from Rochford zones	£197.98	68%	£103.11	57%	£301.08
Southend					
Turnover derived from Southend zones	£417.86	66%	£276.73	67%	£694.59
Turnover derived from elsewhere in study area	£216.56	34%	£137.11	33%	£353.67
Leakage from Southend zones	£113.67	21%	£75.39	21%	£189.06
Thurrock					
Turnover derived from Thurrock zones	£334.71	20%	£225.08	47%	£559.79
Turnover derived from elsewhere in study area	£1,308.01	80%	£258.95	53%	£1,566.95
Leakage from Thurrock zones	£120.43	26%	£81.15	27%	£201.59

Notes

Derived from Tables 3A and 4A

Table 6A: Comparison goods need

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£2,134	£2,389	£2,886	£3,474	£3,898	£4,354
B Market share of study area (%)	90%	90%	90%	90%	90%	90%
C Retained expenditure (£M)	£1,924	£2,154	£2,602	£3,132	£3,514	£3,926
D Inflow expenditure (£M)	£1,251	£1,430	£1,755	£2,141	£2,426	£2,715
E Total available expenditure (£M)	£3,175	£3,583	£4,357	£5,273	£5,940	£6,641
Claims on expenditure						
F Turnover of existing floorspace (£M)	£3,175	£3,489	£3,833	£4,211	£4,456	£4,715
G Turnover of commitments (£M)	£262	£289	£318	£351	£372	£395
Quantitative need						
H Expenditure capacity (£M)	-£262	-£194	£206	£710	£1,112	£1,531
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	29,426	28,455	89,287	132,055	171,858
K Gross quantitative need (sqm)	-	42,037	40,650	127,553	188,650	245,511
Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£536.33	£598.72	£721.06	£865.59	£970.05	£1,083.21
B Market share of study area (%)	76%	76%	76%	76%	76%	76%
C Retained expenditure (£M)	£408	£456	£549	£659	£739	£825
D Inflow expenditure (£M)	£273	£311	£380	£463	£523	£585
E Total available expenditure (£M)	£682	£767	£929	£1,122	£1,262	£1,410
Claims on expenditure						
F Turnover of existing floorspace (£M)	£682	£749	£823	£904	£957	£1,012
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0	£18	£107	£218	£305	£398
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,697	14,709	27,350	36,236	44,655
K Gross quantitative need (sqm)		3,852	21,013	39,072	51,766	63,793
Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£322	£356	£427	£511	£571	£637
B Market share of study area (%)	14%	14%	14%	14%	14%	14%
C Retained expenditure (£M)	£44.22	£48.97	£58.71	£70.23	£78.46	£87.54
D Inflow expenditure (£M)	£3.79	£4.31	£5.27	£6.41	£7.25	£8.11
E Total available expenditure (£M)	£48.01	£53.28	£63.99	£76.65	£85.71	£95.65
Claims on expenditure						
F Turnover of existing floorspace (£M)	£48	£53	£58	£64	£67	£71
G Turnover of commitments (£M)	£19	£20	£22	£24	£25	£26
Quantitative need						
H Expenditure capacity (£M)	-£19	-£20	-£16	-£11	-£6	-£1
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	3,003	2,190	1,334	752	161
K Gross quantitative need (sqm)	-	4,290	3,129	1,906	1,074	230

Table 6A: Comparison goods need

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£289	£321	£385	£461	£515	£574
B Market share of study area (%)	32%	32%	32%	32%	32%	32%
C Retained expenditure (£M)	£91	£101	£122	£146	£162	£181
D Inflow expenditure (£M)	£77	£88	£107	£131	£148	£165
E Total available expenditure (£M)	£169	£189	£229	£276	£310	£346
Claims on expenditure						
F Turnover of existing floorspace (£M)	£169	£185	£203	£223	£236	£250
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0	£4	£25	£53	£74	£96
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		586	3,520	6,607	8,740	10,792
K Gross quantitative need (sqm)		837	5,028	9,438	12,486	15,417
Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£532	£596	£721	£869	£976	£1,091
B Market share of study area (%)	79%	79%	79%	79%	79%	79%
C Retained expenditure (£M)	£418	£469	£567	£683	£767	£857
D Inflow expenditure (£M)	£217	£246	£301	£366	£414	£463
E Total available expenditure (£M)	£634	£715	£868	£1,049	£1,181	£1,320
Claims on expenditure						
F Turnover of existing floorspace (£M)	£634	£697	£766	£841	£890	£942
G Turnover of commitments (£M)	£2.45	£2.63	£2.84	£3.06	£3.20	£3.34
Quantitative need						
H Expenditure capacity (£M)	-£2	£15	£100	£205	£288	£375
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,309	13,743	25,759	34,183	42,104
K Gross quantitative need (sqm)		3,299	19,633	36,799	48,833	60,149
Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£455	£517	£632	£767	£867	£970
B Market share of study area (%)	74%	74%	74%	74%	74%	74%
C Retained expenditure (£M)	£335	£380	£465	£564	£637	£713
D Inflow expenditure (£M)	£1,308	£1,486	£1,816	£2,207	£2,493	£2,789
E Total available expenditure (£M)	£1,643	£1,866	£2,280	£2,771	£3,131	£3,502
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,643	£1,805	£1,983	£2,179	£2,305	£2,439
G Turnover of commitments (£M)	£240.49	£259.08	£279.10	£300.67	£314.41	£328.77
Quantitative need						
H Expenditure capacity (£M)	-£240	-£198	£18	£292	£511	£734
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	30,031	2,538	36,641	60,714	82,445
K Gross quantitative need (sqm)	-	42,901	3,626	52,345	86,735	117,779

Table 7A: Convenience goods need

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£1,415	£1,440	£1,478	£1,527	£1,559	1584.965
B Market share of study area (%)	88%	88%	88%	88%	88%	88%
C Retained expenditure (£M)	£1,251	£1,273	£1,307	£1,350	£1,379	£1,401
D Inflow expenditure (£M)	£398	£414	£432	£452	£467	£475
E Total available expenditure (£M)	£1,649	£1,688	£1,739	£1,803	£1,845	£1,877
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,649	£1,649	£1,649	£1,649	£1,649	£1,649
G Turnover of commitments (£M)	£127.04	£127.04	£127.04	£127.04	£127.04	£127.04
Quantitative need						
H Expenditure capacity (£M)	-£127.04	-£88.88	-£37.97	£26.13	£68.83	£100.16
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		-7,407	-3,164	2,177	5,736	8,346
K Gross quantitative need (sqm)		-10,581	-4,520	3,110	8,194	11,923

Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£365.26	£370.80	£379.23	£390.85	£398.62	£405.07
B Market share of study area (%)	89%	89%	89%	89%	89%	89%
C Retained expenditure (£M)	£323.29	£328.20	£335.66	£345.94	£352.82	£358.52
D Inflow expenditure (£M)	£123.96	£128.25	£133.29	£139.21	£143.25	£145.83
E Total available expenditure (£M)	£447.25	£456.44	£468.95	£485.15	£496.07	£504.36
Claims on expenditure						
F Turnover of existing floorspace (£M)	£447.25	£447.25	£447.25	£447.25	£447.25	£447.25
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£9.19	£21.70	£37.90	£48.82	£57.11
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		766	1,808	3,158	4,068	4,759
K Gross quantitative need (sqm)		1,094	2,583	4,511	5,812	6,798

Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£209.92	£211.34	£215.17	£220.98	£224.62	228.045
B Market share of study area (%)	74%	74%	74%	74%	74%	74%
C Retained expenditure (£M)	£155.95	£157.01	£159.85	£164.17	£166.87	£169.41
D Inflow expenditure (£M)	£49.80	£51.51	£53.51	£55.87	£57.49	£58.52
E Total available expenditure (£M)	£205.75	£208.51	£213.36	£220.04	£224.36	£227.94
Claims on expenditure						
F Turnover of existing floorspace (£M)	£205.75	£205.75	£205.75	£205.75	£205.75	£205.75
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£2.77	£7.62	£14.30	£18.61	£22.19
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		231	635	1,191	1,551	1,849
K Gross quantitative need (sqm)		329	907	1,702	2,216	2,642

Table 7A: Convenience goods need

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£181.21	£182.64	£186.22	£191.41	£194.48	£197.40
B Market share of study area (%)	43%	43%	43%	43%	43%	43%
C Retained expenditure (£M)	£78.10	£78.72	£80.26	£82.50	£83.82	£85.08
D Inflow expenditure (£M)	£20.51	£21.20	£22.03	£23.00	£23.66	£24.08
E Total available expenditure (£M)	£98.61	£99.93	£102.29	£105.50	£107.48	£109.17
Claims on expenditure						
F Turnover of existing floorspace (£M)	£98.61	£98.61	£98.61	£98.61	£98.61	£98.61
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£1.32	£3.68	£6.89	£8.87	£10.56
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		110	307	574	739	880
K Gross quantitative need (sqm)		157	438	820	1,056	1,257
Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£352.12	£359.07	£368.89	£381.61	£389.98	£396.49
B Market share of study area (%)	79%	79%	79%	79%	79%	79%
C Retained expenditure (£M)	£276.73	£282.19	£289.91	£299.91	£306.48	£311.60
D Inflow expenditure (£M)	£137.11	£141.79	£147.31	£153.80	£158.24	£161.09
E Total available expenditure (£M)	£413.83	£423.98	£437.22	£453.71	£464.72	£472.68
Claims on expenditure						
F Turnover of existing floorspace (£M)	£413.83	£413.83	£413.83	£413.83	£413.83	£413.83
G Turnover of commitments (£M)	£7.49	£7.49	£7.49	£7.49	£7.49	£7.49
Quantitative need						
H Expenditure capacity (£M)	-£7.49	£2.65	£15.90	£32.38	£43.40	£51.36
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		221	1,325	2,699	3,617	4,280
K Gross quantitative need (sqm)		316	1,892	3,855	5,167	6,114
Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£306.24	£316.30	£328.07	£342.09	£351.57	£357.9592
B Market share of study area (%)	73%	73%	73%	73%	73%	73%
C Retained expenditure (£M)	£225.08	£232.48	£241.13	£251.43	£258.40	£263.10
D Inflow expenditure (£M)	£258.95	£267.52	£277.73	£289.80	£298.03	£303.36
E Total available expenditure (£M)	£484.03	£500.01	£518.87	£541.23	£556.43	£566.46
Claims on expenditure						
F Turnover of existing floorspace (£M)	£484.03	£484.03	£484.03	£484.03	£484.03	£484.03
G Turnover of commitments (£M)	£102.01	£102.01	£102.01	£102.01	£102.01	£102.01
Quantitative need						
H Expenditure capacity (£M)	-£102.01	-£86.04	-£67.18	-£44.81	-£29.61	-£19.59
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		-7,170	-5,598	-3,734	-2,468	-1,632
K Gross quantitative need (sqm)		-10,243	-7,997	-5,335	-3,525	-2,332

Table 1B: Comparison expenditure

Per capita comparison expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£2,487	£2,787	£3,556	£3,955	£3,054	£3,415	£3,587	£3,463	£3,020	£3,536	£3,018	£2,923	£3,466	£2,995	£2,739	£3,034	£4,084	£3,646	£3,503	£3,447	£3,724	£2,804	£3,330
Exc. SFT	£2,189	£2,453	£3,129	£3,480	£2,688	£3,005	£3,157	£3,047	£2,658	£3,112	£2,656	£2,572	£3,050	£2,636	£2,410	£2,670	£3,594	£3,208	£3,083	£3,033	£3,277	£2,468	£2,930
2016	£2,498	£2,799	£3,571	£3,972	£3,067	£3,430	£3,603	£3,478	£3,033	£3,551	£3,031	£2,936	£3,481	£3,008	£2,751	£3,047	£4,102	£3,662	£3,518	£3,462	£3,740	£2,816	£3,344
2021	£2,698	£3,024	£3,858	£4,291	£3,313	£3,705	£3,892	£3,757	£3,276	£3,836	£3,274	£3,171	£3,760	£3,249	£2,972	£3,292	£4,431	£3,956	£3,800	£3,740	£4,040	£3,042	£3,613
2026	£3,149	£3,529	£4,503	£5,008	£3,867	£4,324	£4,542	£4,385	£3,824	£4,478	£3,822	£3,701	£4,389	£3,792	£3,468	£3,842	£5,171	£4,617	£4,436	£4,365	£4,716	£3,551	£4,217
2031	£3,672	£4,115	£5,250	£5,840	£4,509	£5,042	£5,296	£5,113	£4,459	£5,221	£4,456	£4,316	£5,118	£4,422	£4,044	£4,480	£6,030	£5,383	£5,172	£5,090	£5,499	£4,140	£4,917
2034	£4,044	£4,532	£5,782	£6,431	£4,966	£5,553	£5,832	£5,631	£4,911	£5,750	£4,907	£4,753	£5,636	£4,870	£4,454	£4,933	£6,641	£5,928	£5,696	£5,605	£6,055	£4,559	£5,415
2037	£4,458	£4,995	£6,374	£7,089	£5,474	£6,121	£6,429	£6,207	£5,413	£6,338	£5,409	£5,239	£6,212	£5,368	£4,909	£5,438	£7,320	£6,535	£6,279	£6,178	£6,675	£5,026	£5,968

Total comparison expenditure (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2016	£99.26	£201.80	£101.78	£131.12	£139.81	£181.67	£107.55	£89.52	£56.44	£35.15	£181.38	£199.55	£147.61	£199.53	£117.50	£137.27	£110.72	£100.76	£178.87	£486.37	£567.48	£2,252.03	£1,590.98	£7,414
2021	£110.53	£224.70	£113.33	£146.00	£152.22	£197.81	£121.07	£100.77	£63.53	£39.57	£203.66	£224.06	£165.74	£226.24	£133.23	£155.65	£123.79	£112.63	£198.35	£543.90	£642.22	£2,618.03	£1,801.54	£8,419
2026	£133.29	£270.98	£136.67	£176.07	£178.65	£232.15	£142.69	£118.77	£74.88	£46.63	£247.98	£272.82	£201.81	£275.84	£162.44	£189.78	£149.77	£135.50	£237.99	£655.23	£785.39	£3,257.28	£2,195.17	£10,278
2031	£162.90	£331.16	£167.02	£215.18	£213.30	£277.18	£172.41	£143.51	£90.47	£56.35	£300.79	£330.91	£244.78	£344.12	£202.65	£236.76	£180.49	£162.45	£285.14	£786.50	£956.65	£4,013.87	£2,659.90	£12,534
2034	£184.64	£375.36	£189.31	£243.90	£237.76	£308.97	£193.87	£161.37	£101.73	£63.36	£339.19	£373.16	£276.03	£394.80	£232.50	£271.62	£202.15	£182.13	£318.59	£881.01	£1,080.67	£4,583.62	£2,999.34	£14,195
2037	£210.05	£427.02	£215.37	£277.47	£266.79	£346.68	£218.97	£182.26	£114.90	£71.56	£383.99	£422.45	£312.49	£456.84	£269.03	£314.31	£225.70	£203.46	£355.48	£983.15	£1,209.50	£5,138.94	£3,353.08	£15,960

Notes

Prices 2015

Per capita expenditure by zone derived from Experian Retail Planner 2016 (MMG GIS)

Growth rates and SFT deductions derived from Experian Retail Planner Briefing Note 14 (2016). Held constant after 2035.

Total comparison expenditure product of per capita expenditure and Table 1B

Table 2B: Convenience expenditure

Per capita convenience expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£1,986	£2,028	£2,219	£2,332	£2,074	£2,195	£2,203	£2,163	£2,047	£2,238	£2,053	£1,990	£2,209	£2,008	£1,856	£2,101	£2,398	£2,241	£2,251	£2,158	£2,244	£1,923	£2,142
Exc. SFT	£1,932	£1,973	£2,159	£2,269	£2,018	£2,136	£2,144	£2,105	£1,992	£2,178	£1,998	£1,936	£2,149	£1,954	£1,806	£2,044	£2,333	£2,180	£2,190	£2,100	£2,183	£1,871	£2,084
2016	£1,977	£2,018	£2,209	£2,321	£2,064	£2,185	£2,193	£2,153	£2,037	£2,227	£2,043	£1,981	£2,199	£1,999	£1,847	£2,091	£2,387	£2,230	£2,240	£2,148	£2,233	£1,914	£2,132
2021	£1,941	£1,982	£2,169	£2,279	£2,027	£2,146	£2,153	£2,114	£2,001	£2,188	£2,007	£1,945	£2,159	£1,963	£1,814	£2,054	£2,344	£2,190	£2,200	£2,109	£2,193	£1,880	£2,094
2026	£1,924	£1,964	£2,150	£2,259	£2,009	£2,126	£2,134	£2,095	£1,983	£2,168	£1,989	£1,928	£2,140	£1,945	£1,798	£2,035	£2,323	£2,171	£2,181	£2,090	£2,174	£1,863	£2,075
2031	£1,926	£1,966	£2,152	£2,261	£2,011	£2,128	£2,136	£2,097	£1,985	£2,170	£1,991	£1,930	£2,142	£1,947	£1,800	£2,037	£2,325	£2,173	£2,183	£2,093	£2,176	£1,865	£2,077
2034	£1,930	£1,970	£2,156	£2,266	£2,015	£2,133	£2,140	£2,102	£1,989	£2,174	£1,995	£1,933	£2,146	£1,951	£1,803	£2,041	£2,330	£2,177	£2,187	£2,097	£2,180	£1,868	£2,081
2037	£1,935	£1,976	£2,162	£2,273	£2,021	£2,139	£2,147	£2,108	£1,995	£2,181	£2,001	£1,939	£2,153	£1,957	£1,809	£2,047	£2,337	£2,184	£2,194	£2,103	£2,187	£1,874	£2,087

Total convenience expenditure (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2016	£78.55	£145.52	£62.94	£76.62	£94.09	£115.72	£65.45	£55.41	£37.91	£22.05	£122.27	£134.63	£93.23	£132.57	£78.90	£94.20	£64.43	£61.37	£113.91	£301.75	£338.87	£1,530.54	£1,014.16	£4,835
2021	£79.52	£147.31	£63.71	£77.56	£93.14	£114.55	£66.99	£56.71	£38.80	£22.56	£124.82	£137.43	£95.17	£136.66	£81.34	£97.11	£65.49	£62.37	£114.84	£306.78	£348.66	£1,617.63	£1,044.06	£4,993
2026	£81.43	£150.84	£65.24	£79.42	£92.81	£114.15	£67.04	£56.75	£38.82	£22.58	£129.05	£142.09	£98.39	£141.48	£84.21	£100.53	£67.27	£63.71	£116.99	£313.81	£362.04	£1,708.89	£1,080.19	£5,178
2031	£85.43	£158.25	£68.45	£83.32	£95.13	£117.00	£69.54	£58.86	£40.27	£23.42	£134.37	£147.95	£102.45	£151.52	£90.18	£107.67	£69.60	£65.57	£120.33	£323.36	£378.57	£1,807.76	£1,123.61	£5,423
2034	£88.10	£163.21	£70.59	£85.93	£96.48	£118.66	£71.15	£60.23	£41.20	£23.96	£137.87	£151.80	£105.12	£158.17	£94.14	£112.39	£70.93	£66.89	£122.33	£329.58	£389.11	£1,878.34	£1,152.83	£5,589
2037	£91.20	£168.95	£73.07	£88.95	£98.51	£121.16	£73.12	£61.90	£42.35	£24.63	£142.02	£156.37	£108.29	£166.53	£99.12	£118.34	£72.06	£68.00	£124.20	£334.66	£396.27	£1,916.20	£1,172.69	£5,719

Notes

Prices 2015

Per capita expenditure by zone derived from Experian Retail Planner 2016 (MMG GIS)

Growth rates and SFT deductions derived from Experian Retail Planner Briefing Note 14 (2016). Held constant after 2035.

Total convenience expenditure product of per capita expenditure and Table 1B

Table 3B: Comparison turnover 2016

Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£57.94	£95.20	£35.72	£39.48	£39.74	£22.59	£7.92	£12.37	£0.20	£0.49	£0.86	£0.88	£2.45	£5.57	£0.73	£28.69	£12.73	£10.14	£5.75	£1.85	£2.50	£2.28	£4.20	£390.29
	Billericay town centre	£0.00	£3.22	£0.06	£22.57	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.74	£0.03	£0.70	£0.00	£0.00	£0.00	£0.00	£34.67
	Lairdon town centre	£0.35	£8.82	£0.62	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.59	£0.25	£0.00	£0.00	£0.85	£0.00	£0.00	£12.15
	Plisea town centre	£4.68	£1.19	£0.14	£0.01	£0.11	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.38	£0.61	£0.27	£0.23	£0.00	£0.00	£0.00	£0.00	£8.60
	Wickford town centre	£0.42	£0.27	£23.18	£0.37	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£1.55	£15.16	£1.31	£0.00	£0.00	£0.00	£0.00	£42.61
	Basildon out-of-centre	£17.72	£45.73	£17.33	£31.18	£8.42	£8.09	£2.45	£4.00	£0.43	£1.04	£1.19	£3.34	£0.64	£1.62	£0.05	£8.26	£9.07	£18.12	£3.98	£0.00	£3.47	£5.16	£0.00	£191.28
	Other Basildon destinations	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09
Basildon total		£81.11	£154.42	£77.15	£93.90	£48.27	£31.83	£10.37	£16.93	£0.63	£1.53	£2.05	£4.22	£3.09	£7.56	£0.78	£37.94	£31.94	£43.92	£11.74	£1.85	£6.83	£7.44	£4.20	£679.69
Castle Point	Canvey Island	£0.57	£1.07	£0.00	£0.00	£23.46	£15.09	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.19	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£40.91
	Canvey Island out-of-centre	£0.00	£0.00	£0.00	£0.00	£1.13	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£1.82	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.18
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30
	Thundersley	£0.00	£0.04	£0.00	£0.00	£0.00	£0.51	£0.10	£0.00	£0.00	£0.00	£1.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.92
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74
Castle Point total		£0.57	£1.11	£0.00	£0.00	£28.08	£16.12	£0.10	£0.00	£0.00	£0.00	£1.49	£0.00	£0.19	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£47.97
Rochford	Rayleigh	£1.01	£0.30	£0.97	£0.74	£3.33	£12.17	£33.64	£20.98	£0.45	£1.41	£0.46	£2.09	£8.40	£0.00	£0.00	£0.00	£0.44	£2.76	£0.29	£0.00	£0.00	£0.00	£0.00	£87.44
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.10	£1.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.83
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.19	£2.42	£0.07	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.88
	Rayleigh out-of-centre	£0.19	£0.37	£0.48	£0.05	£10.47	£11.17	£2.69	£5.66	£0.41	£0.46	£0.10	£0.65	£3.14	£0.02	£0.00	£0.08	£0.02	£0.38	£0.02	£0.77	£0.00	£0.27	£3.51	£40.90
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£2.86	£1.73	£4.03	£3.22	£2.13	£0.21	£1.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£9.36	£0.00	£25.95
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01	£3.02	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.35
Rochford total		£1.19	£0.67	£1.45	£0.80	£13.79	£23.68	£44.39	£33.82	£5.90	£7.00	£3.01	£2.96	£11.01	£0.02	£0.00	£0.08	£0.45	£3.13	£0.31	£0.77	£0.63	£9.62	£3.51	£168.19
Southend	Southend-on-Sea town centre	£0.92	£1.66	£0.20	£0.00	£8.16	£35.61	£28.05	£9.77	£27.91	£10.98	£114.98	£108.83	£57.42	£0.13	£0.20	£0.29	£1.25	£2.20	£2.24	£0.21	£0.00	£0.00	£0.00	£411.01
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.45	£0.21	£0.11	£0.71	£14.34	£1.92	£0.00	£0.00	£0.00	£0.03	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£18.20
	Leigh-on-Sea	£0.42	£1.64	£0.39	£0.00	£0.82	£10.62	£0.65	£0.82	£0.16	£0.11	£0.72	£5.05	£18.77	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£40.18
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.66	£0.00	£6.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.13
	Southend-on-Sea out-of-centre	£0.04	£2.04	£0.02	£0.00	£1.83	£3.54	£5.19	£4.19	£13.56	£10.46	£21.39	£36.80	£23.23	£0.64	£0.01	£0.21	£1.64	£0.05	£0.00	£0.00	£12.57	£2.75	£8.92	£149.06
	Westcliff-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.12	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33
	Other Southend-on-Sea destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.32	£0.11	£3.37	£1.07	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£5.81
Southend total		£1.38	£5.34	£0.62	£0.00	£11.10	£49.77	£34.07	£15.36	£42.82	£21.76	£147.59	£166.29	£101.61	£0.77	£0.21	£0.50	£2.91	£2.43	£2.24	£0.21	£13.07	£2.75	£8.92	£631.73
Thurrock	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.83
	Lakeside shopping centre	£6.08	£17.35	£8.65	£10.17	£17.49	£21.75	£6.23	£6.19	£1.62	£1.25	£7.46	£4.21	£12.19	£57.41	£44.44	£32.11	£8.84	£4.13	£1.57	£7.85	£65.20	£480.50	£17.14	£839.79
	Lakeside retail parks	£5.50	£12.67	£4.90	£4.29	£16.99	£14.82	£4.23	£3.64	£0.69	£1.34	£8.47	£6.00	£9.66	£83.35	£42.22	£36.21	£7.99	£5.13	£13.29	£14.96	£24.42	£378.16	£61.56	£760.48
	South Ockenden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£6.48	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.88
	Stanford-le-Hope local centre	£0.00	£0.28	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.10	£5.64	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.33
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.13	£0.00	£3.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.50
	Thurrock out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.84	£0.10	£2.77	£0.00	£0.00	£0.00	£0.00	£0.00	£1.80	£0.00	£8.52
Thurrock total	Thurrock neighbourhood parades	£0.00	£0.22	£0.16	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28	£0.28	£8.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£10.09
	Other Thurrock destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£1.69	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.98
		£11.59	£30.52	£13.87	£14.46	£34.48	£36.63	£10.45	£9.83	£2.31	£2.59	£15.94	£10.20	£21.85	£148.89	£95.99	£89.18	£16.93	£9.26	£14.85	£22.81	£89.61	£860.46	£78.69	£1,641.39
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.75
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.06	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.54	£11.80	£1.17	£0.46	£0.00	£0.00	£0.00	£14.26
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.02	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£63.71	£1.47	£0.45	£		

Table 4B: Convenience turnover 2016

Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total	
Basildon	Basildon town centre	£16.33	£15.88	£3.34	£3.64	£0.40	£0.00	£0.00	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£1.70	£2.49	£0.40	£0.00	£0.00	£3.40	£14.22	£0.00	£62.48	
	Billericay town centre	£0.17	£2.01	£0.73	£24.83	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.30	£13.13	£0.78	£0.60	£1.01	£1.31	£0.00	£0.00	£44.98	
	Lairdon town centre	£0.00	£3.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.77	
	Plisea town centre	£15.11	£9.72	£1.92	£1.10	£0.09	£0.80	£0.00	£0.77	£0.00	£0.00	£0.00	£0.44	£0.00	£0.00	£1.45	£0.00	£5.03	£0.00	£0.34	£0.42	£0.00	£0.00	£0.00	£37.21	
	Wickford town centre	£0.35	£0.00	£8.33	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£6.53	£0.00	£0.00	£0.00	£0.00	£0.00	£16.01	
	Basildon local centres	£1.04	£1.59	£2.98	£8.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.83	£0.23	£0.93	£0.00	£0.00	£0.00	£0.00	£18.41	
	Basildon out-of-centre stores	£40.61	£101.17	£29.04	£28.88	£10.56	£3.31	£0.98	£1.08	£0.00	£0.00	£0.00	£0.33	£0.26	£0.43	£0.00	£7.19	£12.91	£11.41	£1.00	£1.04	£3.06	£9.46	£0.00	£262.73	
	Other Basildon destinations	£0.00	£0.00	£0.07	£0.06	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	
	Basildon total	£73.61	£134.05	£46.40	£67.79	£11.05	£4.11	£0.98	£2.44	£0.00	£0.00	£0.00	£0.89	£0.26	£1.88	£0.15	£14.23	£31.79	£19.69	£2.94	£2.05	£7.77	£23.68	£0.00	£445.78	
Castle Point	Canvey Island town centre	£0.53	£1.47	£0.00	£0.00	£7.03	£2.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.89	
	Canvey Island shopping parade	£0.18	£1.15	£0.00	£0.00	£13.35	£12.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£27.44	
	Hadleigh town centre	£0.00	£0.00	£0.00	£0.00	£7.04	£27.07	£2.26	£1.12	£2.24	£0.33	£0.00	£2.37	£8.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£49.19	
	South Benfleet town centre	£0.00	£0.00	£0.00	£0.00	£0.68	£0.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.92	
	South Benfleet shopping parade	£0.00	£0.00	£0.00	£0.00	£1.24	£2.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.96	
	Tarpoons shopping parade	£1.15	£0.08	£0.00	£0.00	£10.82	£6.17	£2.91	£1.85	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£23.06	
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.53	£0.37	£0.00	£0.00	£0.00	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.40	
	Castle Point out-of-centre stores	£1.07	£1.34	£0.00	£0.66	£36.56	£26.18	£4.24	£5.86	£0.00	£0.28	£0.00	£1.53	£7.64	£0.00	£0.00	£0.07	£0.81	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£86.55	
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	
	Castle Point total	£2.93	£4.04	£0.00	£0.66	£77.24	£78.62	£9.40	£8.83	£2.24	£0.71	£0.51	£3.90	£14.40	£0.00	£0.81	£0.07	£0.81	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£205.48
Rochford	Rochford town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£3.98	£1.76	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.08	
	Rayleigh town centre	£0.00	£0.00	£0.07	£0.00	£0.19	£1.10	£10.19	£3.94	£0.00	£0.24	£0.00	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.23	£0.00	£22.64	
	Hockley town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£0.76	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.45	
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74	
	Rochford out-of-centre stores	£0.00	£1.03	£0.68	£0.00	£2.60	£5.15	£19.82	£25.90	£5.12	£3.24	£0.32	£1.26	£0.67	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£65.96	
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	
	Rochford total	£0.00	£1.03	£0.75	£0.00	£2.79	£6.25	£30.80	£31.33	£9.86	£5.94	£0.32	£1.58	£1.34	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£6.23	£0.00	£98.41	
Southend	Southend-on-sea town centre	£0.00	£0.00	£0.14	£0.00	£0.00	£0.60	£0.64	£0.54	£0.97	£1.53	£28.72	£24.94	£7.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£47.54	£0.00	£112.67
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	£1.12	£0.00	£0.00	£2.37	£15.83	£0.85	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£20.62	
	Eastwood town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£0.85	£0.92	£0.32	£1.15	£0.67	£6.97	£6.75	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£18.69	
	Leigh-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.10	£8.13	£0.00	£0.06	£0.15	£0.01	£0.45	£3.40	£18.86	£0.00	£0.12	£1.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£32.38	
	Thorpe Bay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.03	£0.00	£3.01	£8.14	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.51	
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.22	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.36	
	Southend out-of-centre stores	£0.00	£0.58	£0.81	£0.51	£1.66	£7.61	£16.71	£6.50	£15.97	£11.79	£41.44	£59.47	£41.42	£1.10	£0.58	£0.00	£0.42	£0.00	£0.26	£0.00	£0.22	£3.83	£0.00	£210.87	
	Other Southend destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.10	£0.36	£0.00	£1.28	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.00	
	Southend total	£0.00	£0.58	£0.95	£0.51	£1.76	£17.39	£18.94	£9.24	£17.79	£14.49	£81.15	£118.98	£75.02	£1.24	£0.69	£1.10	£0.42	£0.00	£0.26	£0.00	£0.22	£51.37	£0.00	£412.11	
Thurrock	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£1.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£35.64	£9.43	£9.71	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£7.34	£0.00	£63.57
	Lakeside main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.87	£13.88	£4.10	£0.08	£0.00	£0.00	£0.00	£6.05	£152.37	£44.45	£229.81	
	Aveley local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.94	£0.00	£1.00	
	Corringham local centre	£0.00	£0.70	£0.00	£0.00	£0.23	£0.00	£0.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.68	£0.00	£18.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£21.79	
	Purfleet local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£17.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.18	£0.00	£23.52	
	Stanford-le-Hope local centre	£0.00	£0.00	£0.54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.32	£0.00	£4.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.28	
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£2.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.27	
	Chadwell St Mary larger neighbourhood par	£0.00	£0.00</																							

Table 5B: Local authority summary (2016)

	Comparison		Convenience		Total
	£M	%	£M	%	£M
South Essex					
Turnover derived from South Essex zones	£1,917.48	61%	£1,246.83	76%	£3,164.31
Turnover derived from elsewhere in study area	£1,251.50	39%	£398.50	24%	£1,649.99
Leakage from South Essex zones	£209.44	10%	£163.22	12%	£372.67
Basildon					
Turnover derived from Basildon zones	£406.58	60%	£321.85	72%	£728.43
Turnover derived from elsewhere in study area	£273.12	40%	£123.92	28%	£397.04
Leakage from Basildon zones	£127.39	24%	£41.77	11%	£169.16
Castle Point					
Turnover derived from Castle Point zones	£44.20	92%	£155.86	76%	£200.06
Turnover derived from elsewhere in study area	£3.77	8%	£49.62	24%	£53.39
Leakage from Castle Point zones	£277.28	86%	£53.94	26%	£331.22
Rochford					
Turnover derived from Rochford zones	£91.11	54%	£77.94	79%	£169.04
Turnover derived from elsewhere in study area	£77.09	46%	£20.47	21%	£97.56
Leakage from Rochford zones	£197.54	68%	£102.88	57%	£300.42
Southend					
Turnover derived from Southend zones	£415.49	66%	£275.16	67%	£690.65
Turnover derived from elsewhere in study area	£216.24	34%	£136.95	33%	£353.19
Leakage from Southend zones	£113.05	21%	£74.97	21%	£188.02
Thurrock					
Turnover derived from Thurrock zones	£334.05	20%	£224.63	46%	£558.68
Turnover derived from elsewhere in study area	£1,307.34	80%	£258.92	54%	£1,566.26
Leakage from Thurrock zones	£120.25	26%	£81.04	27%	£201.29

Notes

Derived from Tables 3B and 4B

Table 6B: Comparison goods need

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£2,127	£2,378	£2,861	£3,489	£3,948	£4,490
B Market share of study area (%)	90%	90%	90%	90%	90%	90%
C Retained expenditure (£M)	£1,917	£2,144	£2,580	£3,146	£3,559	£4,048
D Inflow expenditure (£M)	£1,251	£1,430	£1,755	£2,141	£2,426	£2,715
E Total available expenditure (£M)	£3,169	£3,574	£4,335	£5,287	£5,984	£6,763
Claims on expenditure						
F Turnover of existing floorspace (£M)	£3,169	£3,482	£3,825	£4,203	£4,447	£4,705
G Turnover of commitments (£M)	£269	£296	£327	£360	£382	£405
Quantitative need						
H Expenditure capacity (£M)	-£269	-£204	£183	£724	£1,155	£1,652
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	30,997	25,278	90,953	137,234	185,485
K Gross quantitative need (sqm)	-	44,281	36,112	129,933	196,049	264,978
Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£533.96	£594.55	£717.01	£876.26	£993.21	£1,129.91
B Market share of study area (%)	76%	76%	76%	76%	76%	76%
C Retained expenditure (£M)	£406.58	£452.71	£545.95	£667.22	£756.27	£860.35
D Inflow expenditure (£M)	£273.12	£310.58	£379.53	£462.79	£524.07	£588.68
E Total available expenditure (£M)	£679.69	£763.29	£925.48	£1,130.01	£1,280.33	£1,449.03
Claims on expenditure						
F Turnover of existing floorspace (£M)	£679.69	£747	£820	£901	£954	£1,009
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£16.53	£105.02	£228.59	£326.55	£439.84
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,507	14,501	28,727	38,785	49,373
K Gross quantitative need (sqm)		3,582	20,716	41,038	55,407	70,533
Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£321.48	£350.03	£410.81	£490.48	£546.73	£613.47
B Market share of study area (%)	14%	14%	14%	14%	14%	14%
C Retained expenditure (£M)	£44.20	£48.12	£56.48	£67.43	£75.16	£84.34
D Inflow expenditure (£M)	£3.77	£4.29	£5.25	£6.40	£7.26	£8.16
E Total available expenditure (£M)	£47.97	£52.41	£61.73	£73.84	£82.42	£92.50
Claims on expenditure						
F Turnover of existing floorspace (£M)	£47.97	£53	£58	£64	£67	£71
G Turnover of commitments (£M)	£26	£28	£30	£32	£34	£35
Quantitative need						
H Expenditure capacity (£M)	-£25.81	-£28.10	-£26.14	-£22.05	-£18.64	-£14.01
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	4,263	3,609	2,772	2,214	1,573
K Gross quantitative need (sqm)	-	6,089	5,155	3,959	3,162	2,247

Table 6B: Comparison goods need

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£288.65	£324.94	£382.96	£462.73	£520.34	£587.70
B Market share of study area (%)	32%	32%	32%	32%	32%	32%
C Retained expenditure (£M)	£91.11	£102.56	£120.88	£146.06	£164.24	£185.50
D Inflow expenditure (£M)	£77.09	£87.56	£107.04	£130.60	£147.94	£166.30
E Total available expenditure (£M)	£168.19	£190.12	£227.92	£276.65	£312.18	£351.80
Claims on expenditure						
F Turnover of existing floorspace (£M)	£168.19	£185	£203	£223	£236	£250
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£5.33	£24.90	£53.59	£76.16	£102.07
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		809	3,438	6,735	9,045	11,457
K Gross quantitative need (sqm)		1,155	4,911	9,621	12,922	16,368
Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£528.54	£593.46	£722.61	£876.48	£988.38	£1,118.93
B Market share of study area (%)	79%	79%	79%	79%	79%	79%
C Retained expenditure (£M)	£415.49	£466.52	£568.05	£689.02	£776.98	£879.61
D Inflow expenditure (£M)	£216.24	£245.74	£300.07	£366.11	£414.75	£466.06
E Total available expenditure (£M)	£631.73	£712.27	£868.12	£1,055.13	£1,191.73	£1,345.66
Claims on expenditure						
F Turnover of existing floorspace (£M)	£631.73	£694	£763	£838	£886	£938
G Turnover of commitments (£M)	£2.45	£2.63	£2.84	£3.06	£3.20	£3.34
Quantitative need						
H Expenditure capacity (£M)	-£2.45	£16	£103	£214	£302	£404
I Assumed sales density (£ per sqm net)	£6,000	£6,464	£6,963	£7,501	£7,844	£8,202
J Net quantitative need (sqm)		2,408	14,753	28,563	38,508	49,297
K Gross quantitative need (sqm)		3,440	21,076	40,805	55,011	70,425
Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£454.30	£515.13	£628.07	£783.53	£898.93	£1,040.18
B Market share of study area (%)	74%	74%	74%	74%	74%	74%
C Retained expenditure (£M)	£334.05	£378.78	£461.83	£576.15	£660.99	£764.86
D Inflow expenditure (£M)	£1,307.34	£1,484.58	£1,812.60	£2,207.30	£2,497.55	£2,802.44
E Total available expenditure (£M)	£1,641.39	£1,863.36	£2,274.43	£2,783.44	£3,158.54	£3,567.30
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,641.39	£1,803	£1,981	£2,177	£2,303	£2,437
G Turnover of commitments (£M)	£240.49	£259.08	£279.10	£300.67	£314.41	£328.77
Quantitative need						
H Expenditure capacity (£M)	-£240.49	-£199.08	£14.01	£305.94	£540.85	£801.46
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	30,200	1,935	38,448	64,238	89,965
K Gross quantitative need (sqm)	-	43,143	2,764	54,925	91,769	128,521

Table 7B: Convenience goods need

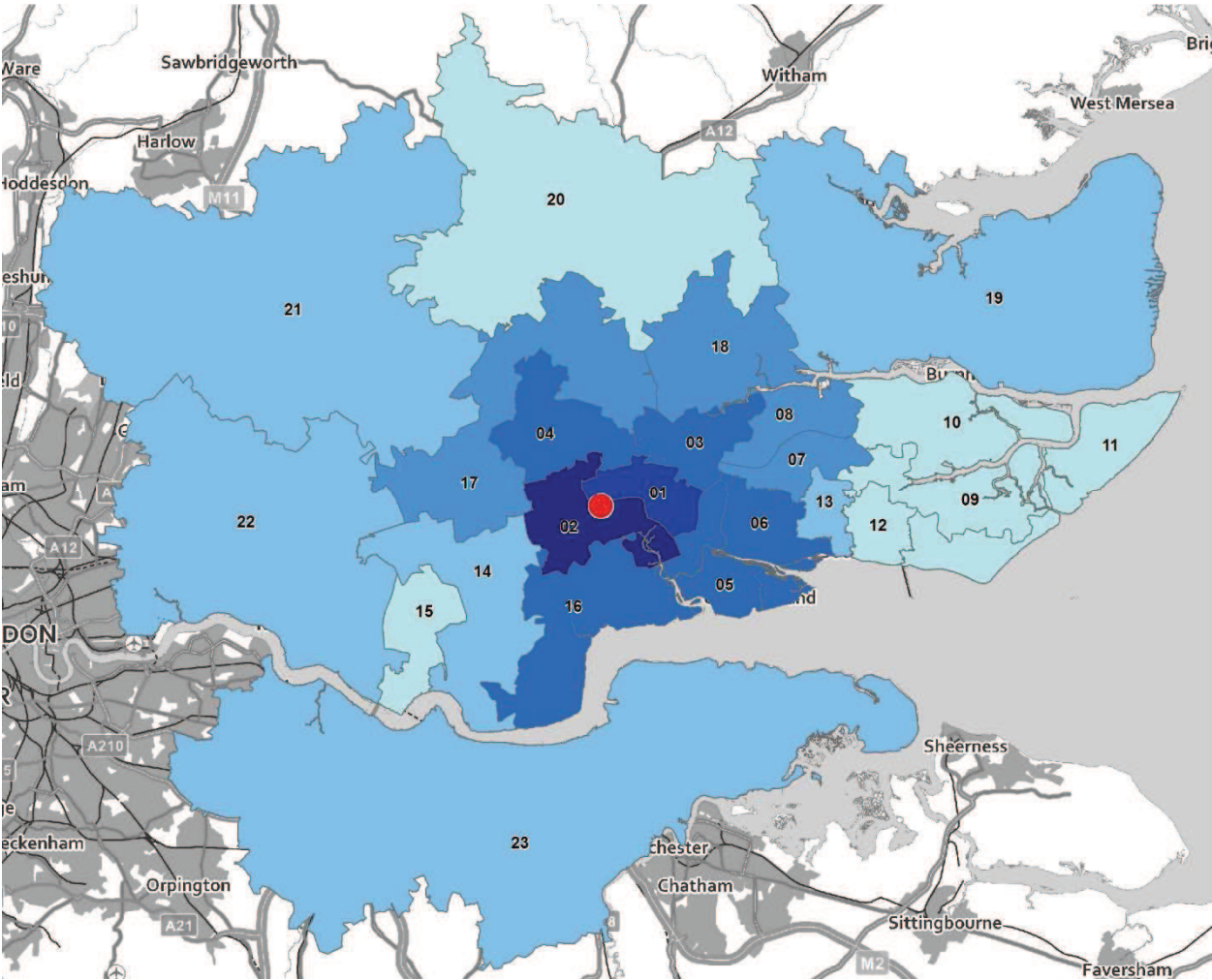
South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£1,410	£1,433	£1,465	£1,534	£1,579	£1,634
B Market share of study area (%)	88%	88%	88%	88%	88%	88%
C Retained expenditure (£M)	£1,247	£1,267	£1,295	£1,356	£1,396	£1,445
D Inflow expenditure (£M)	£398	£414	£432	£452	£467	£475
E Total available expenditure (£M)	£1,645	£1,682	£1,727	£1,809	£1,863	£1,920
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,645	£1,645	£1,645	£1,645	£1,645	£1,645
G Turnover of commitments (£M)	£127.04	£127.04	£127.04	£127.04	£127.04	£127.04
Quantitative need						
H Expenditure capacity (£M)	-£127.04	-£90.72	-£45.11	£36.35	£90.43	£148.10
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		-7,560	-3,759	3,029	7,536	12,342
K Gross quantitative need (sqm)		-10,800	-5,371	4,328	10,766	17,631
Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£363.63	£368.10	£376.93	£395.45	£407.84	£422.17
B Market share of study area (%)	89%	89%	89%	89%	89%	89%
C Retained expenditure (£M)	£321.85	£325.81	£333.62	£350.02	£360.98	£373.67
D Inflow expenditure (£M)	£123.92	£128.18	£133.05	£139.33	£143.59	£146.79
E Total available expenditure (£M)	£445.78	£454.00	£466.68	£489.34	£504.58	£520.45
Claims on expenditure						
F Turnover of existing floorspace (£M)	£445.78	£445.78	£445.78	£445.78	£445.78	£445.78
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£8.22	£20.90	£43.57	£58.80	£74.68
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		685	1,742	3,631	4,900	6,223
K Gross quantitative need (sqm)		979	2,488	5,187	7,000	8,890
Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£209.81	£207.69	£206.96	£212.13	£215.15	£219.66
B Market share of study area (%)	74%	74%	74%	74%	74%	74%
C Retained expenditure (£M)	£155.86	£154.29	£153.75	£157.59	£159.83	£163.19
D Inflow expenditure (£M)	£49.62	£51.34	£53.32	£55.90	£57.65	£58.99
E Total available expenditure (£M)	£205.48	£205.63	£207.08	£213.48	£217.48	£222.18
Claims on expenditure						
F Turnover of existing floorspace (£M)	£205.48	£205.48	£205.48	£205.48	£205.48	£205.48
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£0.14	£1.59	£8.00	£12.00	£16.70
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		12	133	667	1,000	1,391
K Gross quantitative need (sqm)		17	190	953	1,428	1,988

Table 7B: Convenience goods need

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£180.82	£185.06	£185.19	£192.09	£196.54	£201.988
B Market share of study area (%)	43%	43%	43%	43%	43%	43%
C Retained expenditure (£M)	£77.94	£79.76	£79.82	£82.80	£84.71	£87.06
D Inflow expenditure (£M)	£20.47	£21.15	£21.96	£23.01	£23.72	£24.27
E Total available expenditure (£M)	£98.41	£100.91	£101.78	£105.80	£108.43	£111.33
Claims on expenditure						
F Turnover of existing floorspace (£M)	£98.41	£98.41	£98.41	£98.41	£98.41	£98.41
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£2.51	£3.37	£7.39	£10.03	£12.92
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		209	281	616	835	1,077
K Gross quantitative need (sqm)		298	402	880	1,193	1,538
Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£350.13	£357.42	£369.53	£384.77	£394.80	£406.68
B Market share of study area (%)	79%	79%	79%	79%	79%	79%
C Retained expenditure (£M)	£275.16	£280.89	£290.40	£302.39	£310.26	£319.60
D Inflow expenditure (£M)	£136.95	£141.56	£146.82	£153.83	£158.61	£162.20
E Total available expenditure (£M)	£412.11	£422.45	£437.22	£456.22	£468.87	£481.80
Claims on expenditure						
F Turnover of existing floorspace (£M)	£412.11	£412.11	£412.11	£412.11	£412.11	£412.11
G Turnover of commitments (£M)	£7.49	£7.49	£7.49	£7.49	£7.49	£7.49
Quantitative need						
H Expenditure capacity (£M)	-£7.49	£2.85	£17.62	£36.62	£49.27	£62.20
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		237	1,469	3,052	4,106	5,184
K Gross quantitative need (sqm)		339	2,098	4,360	5,866	7,405
Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£305.67	£315.11	£326.22	£349.37	£364.70	£383.99
B Market share of study area (%)	73%	73%	73%	73%	73%	73%
C Retained expenditure (£M)	£224.63	£231.57	£239.73	£256.74	£268.01	£282.18
D Inflow expenditure (£M)	£258.92	£267.42	£277.33	£290.01	£298.65	£304.95
E Total available expenditure (£M)	£483.55	£498.99	£517.06	£546.75	£566.65	£587.13
Claims on expenditure						
F Turnover of existing floorspace (£M)	£483.55	£483.55	£483.55	£483.55	£483.55	£483.55
G Turnover of commitments (£M)	£102.01	£102.01	£102.01	£102.01	£102.01	£102.01
Quantitative need						
H Expenditure capacity (£M)	-£102.01	-£86.57	-£68.50	-£38.81	-£18.91	£1.57
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		-7,215	-5,708	-3,235	-1,576	131
K Gross quantitative need (sqm)		-10,306	-8,155	-4,621	-2,251	187

APPENDIX D CATCHMENT AREA PLANS

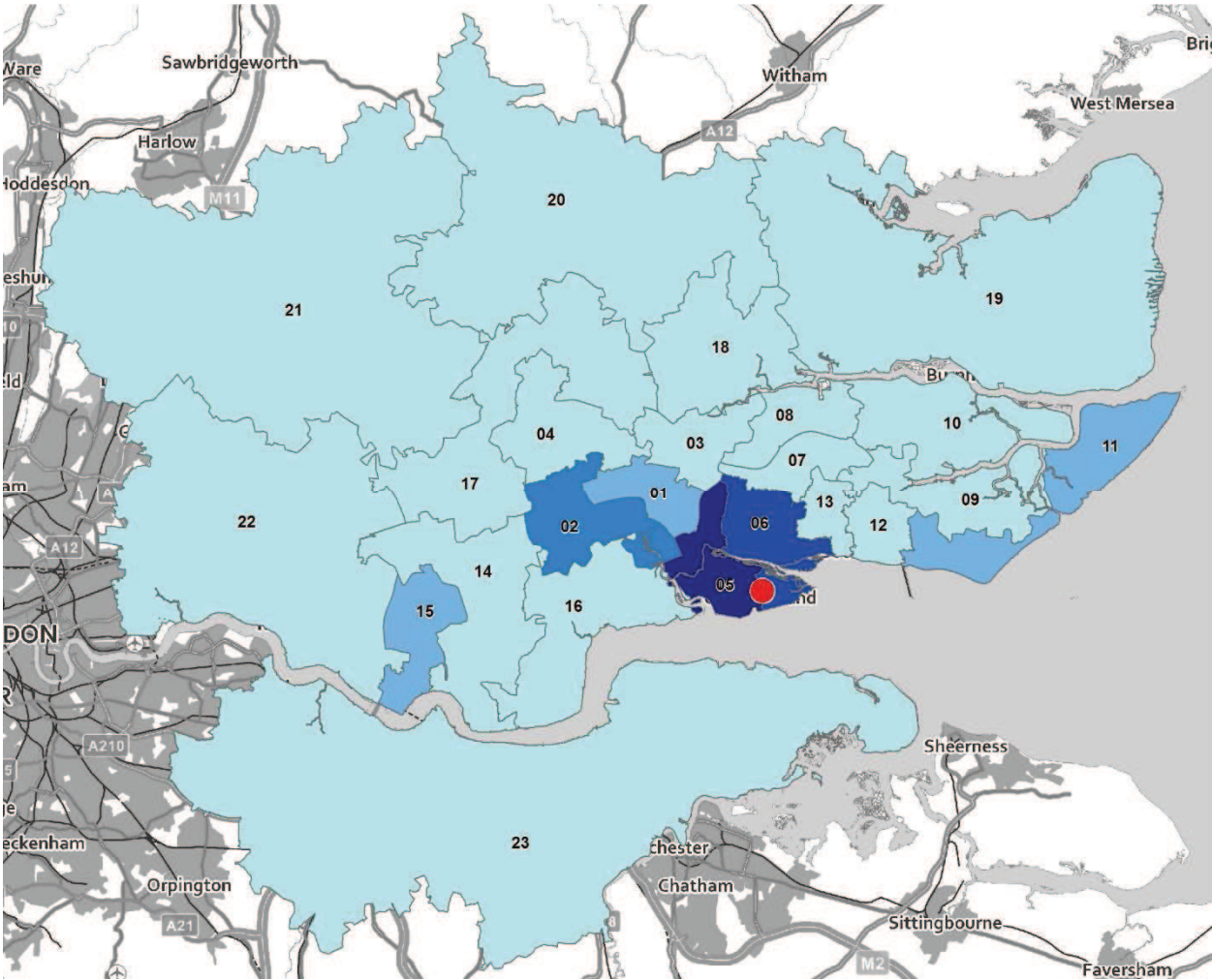
Comparison expenditure in Basildon town centre



Expenditure from Basildon borough residents				59%							
	Castle Point	Rochford	Southend	Thurrock	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Inflow as a proportion of centre turnover	16%	5%	1%	9%	3%	3%	1%	0%	1%	1%	1%

Source: Volume 3 (NEMS survey results)

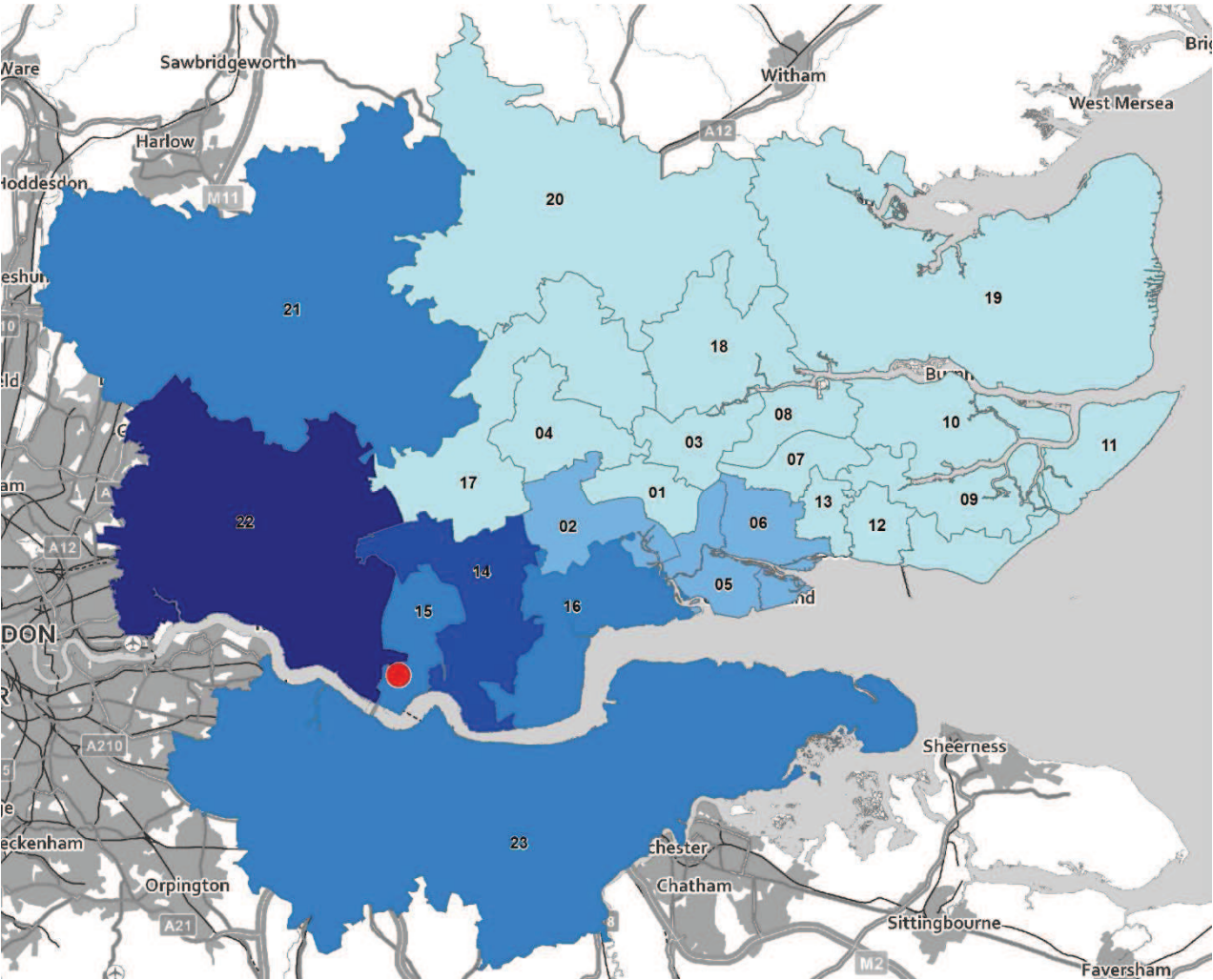
Comparison expenditure in Canvey Island



Expenditure from Castle Point residents	93%										
	Basildon	Rochford	Southend	Thurrock	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Inflow as a proportion of centre turnover	4%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%

Source: Volume 3 (NEMS survey results)

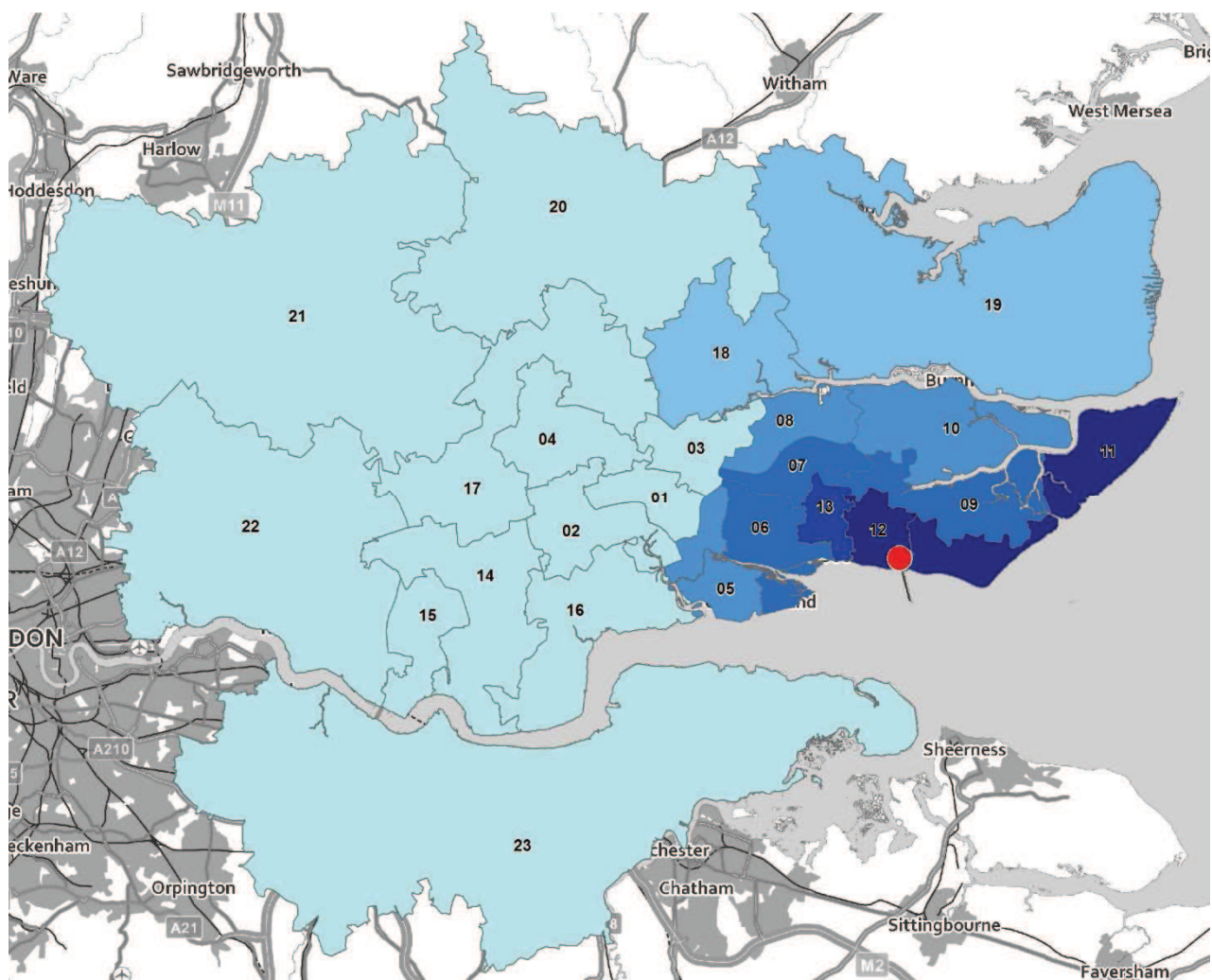
Comparison expenditure in Lakeside shopping centre and retail parks



Expenditure from Thurrock residents	18%											
	Basildon	Castle Point	Rochford	Southend	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Inflow as a proportion of centre turnover	4%	4%	1%	3%	1%	1%	1%	1%	5%	51%	5%	

Source: Volume 3 (NEMS survey results)

Comparison expenditure in Southend town centre



Expenditure from Southend borough residents 66%

	Basildon	Castle Point	Rochford	Thurrock	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Inflow as a proportion of centre turnover	1%	10%	18%	0%	0%	1%	1%	0%	0%	0%	0%

Source: Volume 3 (NEMS survey results)

APPENDIX E QUANTITATIVE METHOD

The method for forecasting convenience (food) and comparison (non-food) retail needs follows a widely-adopted step-by-step methodology. The key steps of this comply with the PPG and are set out below, and should be read alongside the analysis in the main report.

The technical inputs into each stage of the methodology which have been used for the purposes of this study are explained in the proceeding appendix.

Step	Summary of method
1	Estimate the population growth over the course of the study period for each of the study area zones, using population projections agreed with the Council at the inception of the study. Define appropriate 'forecast years' at which to assess quantitative need.
2	Establish the base year per capita (per head) spending on convenience (food) and comparison (non-food) goods, using published data sources. Apply appropriate growth rates to establish the expenditure per head in the forecast years.
3	Calculate the 'pot' of expenditure within the study area at each of the forecast years by combining the population figures (calculated at Step 1) with the expenditure figures (calculated at Step 2), and making an allowance for Special Forms of Trading (SFT) such as internet / mobile shopping, catalogue shopping, and so on. SFT is increased in the forecast years to reflect the latest economic forecasts.
4	Calculate the study area spending by applying the market share data from the household telephone survey to the overall 'pot' of expenditure (calculated at Step 3)
5	Allow for any 'inflow' of expenditure from beyond the study area, if appropriate.
6	Calculate the sales densities of existing retail floorspace, to assess turnover performance in the base year, and if appropriate make allowance for over or under-trading of this floorspace (i.e. the difference between the household survey-derived turnovers and the 'benchmark' turnovers)
7	Project the spending forecasts forward to the forecast years.
8	Make allowances for sales density growth (i.e. money ring-fenced to allow for the growth in productivity / turnover of existing retailers), and/or any commitments to new retail floorspace (i.e. extant planning permissions, or schemes under construction)
9	Draw together steps 1 to 8 to assess whether there is any excess expenditure growth in the forecast years which can be translated into a quantitative need for new retail floorspace, by applying a typical sales density for new floorspace figure to the excess expenditure figure.
10	Assess alternative policy scenarios, and / or the sensitivity testing of key assumptions.

APPENDIX F LEISURE CAPACITY

Table L1A: Leisure expenditure per capita

Restaurants, cafes																							
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£370.00	£432.00	£580.00	£706.00	£491.00	£575.00	£624.00	£582.00	£479.00	£614.00	£491.00	£467.00	£586.00	£483.00	£439.00	£483.00	£756.00	£619.00	£580.00	£603.00	£667.00	£477.00	£558.00
2016	£377.03	£440.21	£591.02	£719.41	£500.33	£585.93	£635.86	£593.06	£488.10	£625.67	£500.33	£475.87	£597.13	£492.18	£447.34	£492.18	£770.36	£630.76	£591.02	£614.46	£679.67	£486.06	£568.80
2021	£394.67	£460.81	£618.68	£753.08	£523.74	£613.34	£665.61	£620.81	£510.94	£654.94	£523.74	£498.14	£625.08	£515.21	£468.27	£515.21	£806.41	£660.28	£618.68	£643.21	£711.48	£508.81	£595.21
2026	£423.50	£494.47	£663.87	£808.09	£562.00	£658.14	£714.23	£666.16	£548.26	£702.78	£562.00	£534.53	£670.73	£552.84	£502.48	£552.84	£865.32	£708.51	£663.87	£690.19	£763.45	£545.97	£638.69
2031	£456.23	£532.68	£715.17	£870.54	£605.43	£709.01	£769.43	£717.64	£590.63	£757.10	£605.43	£575.84	£722.57	£595.57	£541.31	£595.57	£932.19	£763.26	£715.17	£743.53	£822.45	£588.17	£688.05
2034	£477.07	£557.01	£747.84	£910.30	£633.09	£741.39	£804.57	£750.42	£617.61	£791.68	£633.09	£602.14	£755.58	£622.77	£566.04	£622.77	£974.77	£798.13	£747.84	£777.50	£860.02	£615.04	£719.48
2037	£498.86	£582.46	£782.00	£951.89	£662.01	£775.26	£841.33	£784.70	£645.83	£827.84	£662.01	£629.65	£790.09	£651.22	£591.89	£651.22	£1,019.30	£834.58	£782.00	£813.01	£899.30	£643.13	£752.34
Pubs / bars / nightclubs / music venues																							
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£188.00	£204.00	£260.00	£288.00	£235.00	£259.00	£270.00	£266.00	£225.00	£279.00	£221.00	£220.00	£262.00	£229.00	£206.00	£232.00	£308.00	£278.00	£261.00	£264.00	£279.00	£215.00	£267.00
2016	£191.57	£207.88	£264.94	£293.47	£239.47	£263.92	£275.13	£271.05	£229.28	£284.30	£225.20	£224.18	£266.98	£233.35	£209.91	£236.41	£313.85	£283.28	£265.96	£269.02	£284.30	£219.09	£272.07
2021	£200.54	£217.60	£277.34	£307.21	£250.67	£276.27	£288.01	£283.74	£240.00	£297.61	£235.74	£234.67	£279.47	£244.27	£219.74	£247.47	£328.54	£296.54	£278.40	£281.60	£297.61	£229.34	£284.80
2026	£215.18	£233.50	£297.60	£329.64	£268.98	£296.45	£309.04	£304.46	£257.53	£319.34	£252.96	£251.81	£299.88	£262.11	£235.79	£265.55	£352.54	£318.20	£298.74	£302.17	£319.34	£246.09	£305.61
2031	£231.81	£251.54	£320.60	£355.12	£289.77	£319.36	£332.93	£327.99	£277.44	£344.02	£272.51	£271.27	£323.06	£282.37	£254.01	£286.07	£379.78	£342.79	£321.83	£325.53	£344.02	£265.11	£329.23
2034	£242.40	£263.03	£335.24	£371.34	£303.00	£333.95	£348.13	£342.98	£290.11	£359.74	£284.95	£283.66	£337.82	£295.27	£265.61	£299.14	£397.13	£358.45	£336.53	£340.40	£359.74	£277.22	£344.27
2037	£253.48	£275.05	£350.55	£388.30	£316.85	£349.20	£364.04	£358.64	£303.36	£376.17	£297.97	£296.62	£353.25	£308.76	£277.75	£312.80	£415.27	£374.82	£351.90	£355.95	£376.17	£289.88	£359.99
Cinemas and theatres																							
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£30.63	£36.27	£51.40	£67.54	£43.92	£52.55	£58.12	£53.97	£43.34	£57.99	£44.63	£42.35	£52.55	£41.79	£37.60	£41.47	£73.14	£58.43	£52.03	£56.81	£62.73	£43.10	£66.03
2016	£31.21	£36.96	£52.38	£68.82	£44.75	£53.55	£59.22	£55.00	£44.16	£59.09	£45.48	£43.15	£53.55	£42.58	£38.31	£42.26	£74.53	£59.54	£53.02	£57.89	£63.92	£43.92	£67.28
2021	£32.67	£38.69	£54.83	£72.04	£46.85	£56.05	£62.00	£57.57	£46.23	£61.86	£47.61	£45.17	£56.05	£44.58	£40.11	£44.24	£78.02	£62.33	£55.50	£60.60	£66.91	£45.97	£70.43
2026	£35.06	£41.51	£58.83	£77.31	£50.27	£60.15	£66.52	£61.77	£49.61	£66.38	£51.08	£48.47	£60.15	£47.83	£43.04	£47.47	£83.72	£66.88	£59.55	£65.02	£71.80	£49.33	£75.58
2031	£37.77	£44.72	£63.38	£83.28	£54.16	£64.80	£71.67	£66.55	£53.44	£71.51	£55.03	£52.22	£64.80	£51.53	£46.36	£51.13	£90.19	£72.05	£64.16	£70.05	£77.35	£53.14	£81.42
2034	£39.49	£46.77	£66.27	£87.08	£56.63	£67.76	£74.94	£69.59	£55.88	£74.77	£57.55	£54.61	£67.76	£53.88	£48.48	£53.47	£94.31	£75.34	£67.09	£73.25	£80.88	£55.57	£85.14
2037	£41.30	£48.90	£69.30	£91.06	£59.22	£70.85	£78.36	£72.77	£58.43	£78.19	£60.17	£57.10	£70.85	£56.34	£50.70	£55.91	£98.61	£78.78	£70.15	£76.60	£84.58	£58.11	£89.03
Games of chance																							
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£166.00	£157.00	£165.00	£148.00	£170.00	£166.00	£157.00	£159.00	£157.00	£159.00	£146.00	£145.00	£167.00	£147.00	£139.00	£172.00	£148.00	£154.00	£160.00	£148.00	£148.00	£121.00	£148.00
2016	£169.15	£159.98	£168.14	£150.81	£173.23	£169.15	£159.98	£162.02	£159.98	£162.02	£148.77	£147.76	£170.17	£149.79	£141.64	£175.27	£150.81	£156.93	£163.04	£150.81	£150.81	£123.30	£150.81
2021	£177.07	£167.47	£176.00	£157.87	£181.34	£177.07	£167.47	£169.60	£167.47	£169.60	£155.74	£154.67	£178.14	£156.80	£148.27	£183.47	£157.87	£164.27	£170.67	£157.87	£157.87	£129.07	£157.87
2026	£190.00	£179.70	£188.86	£169.40	£194.58	£190.00	£179.70	£181.99	£179.70	£181.99	£167.11	£165.97	£191.15	£168.26	£159.10	£196.87	£169.40	£176.27	£183.14	£169.40	£169.40	£138.50	£169.40
2031	£204.69	£193.59	£203.45	£182.49	£209.62	£204.69	£193.59	£196.06	£193.59	£196.06	£180.03	£178.79	£205.92	£181.26	£171.40	£212.09	£182.49	£189.89	£197.29	£182.49	£182.49	£149.20	£182.49
2034	£214.04	£202.43	£212.75	£190.83	£219.19	£214.04	£202.43	£205.01	£202.43	£205.01	£188.25	£186.96	£215.33	£189.54	£179.22	£221.77	£190.83	£198.56	£206.30	£190.83	£190.83	£156.02	£190.83
2037	£223.81	£211.68	£222.47	£199.55	£229.21	£223.81	£211.68	£214.38	£211.68	£214.38	£196.85	£195.50	£225.16	£198.20	£187.41	£231.90	£199.55	£207.63	£215.72	£199.55	£199.55	£163.14	£199.55
Recreational and sporting services																							
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£77.00	£93.00	£130.00	£171.00	£103.00	£129.00	£150.00	£135.00	£104.00	£152.00	£109.00	£101.00	£128.00	£118.00	£94.00	£103.00	£186.00	£155.00	£137.00	£138.00	£159.00	£140.00	£153.00
2016	£78.46	£94.77	£132.47	£174.25	£104.96	£131.45	£152.85	£137.57	£105.98	£154.89	£111.07	£102.92	£130.43	£120.24	£95.79	£104.96	£189.53	£157.95	£139.60	£140.62	£162.02	£142.66	£155.91
2021	£82.13	£99.20	£138.67	£182.40	£109.87	£137.60	£160.00	£144.00	£110.94	£162.14	£116.27	£107.74	£136.54	£125.87	£100.27	£109.87	£198.40	£165.34	£146.14	£147.20	£169.60	£149.34	£163.20
2026	£88.13	£106.45	£148.80	£195.73	£117.89	£147.65	£171.69	£154.52	£119.04	£173.98	£124.76	£115.60	£146.51	£135.06	£107.59	£117.89	£212.90	£177.41	£156.81	£157.95	£181.99	£160.24	£175.12
2031	£94.95	£114.67	£160.30	£210.85	£127.00	£159.06	£184.96	£166.46	£128.24	£187.42	£134.40	£124.54	£157.83	£145.50	£115.91	£127.00	£229.35	£191.12	£168.93	£170.16	£196.06	£172.63	£188.66
2034	£99.28	£119.91	£167.62	£220.48	£132.81	£166.33	£193.41	£174.07	£134.10	£195.99	£140.54	£130.23	£165.04	£152.15	£121.20	£132.81	£239.83	£199.85	£176.65	£177.93	£205.01	£180.51	£197.28
2037	£103.82	£125.39	£175.28	£230.56	£138.87	£173.93	£202.24	£182.02	£140.22	£204.94	£146.96	£136.18	£172.58	£159.10	£126.74	£138.87	£250.78	£208.98	£184.71	£186.06	£214.38	£188.76	£206.29

Notes

Prices 2015

Per capita expenditure by zone derived from Experian Retail Planner 2016 (MMG GIS)

Restaurants & café = MMG3 Restaurant and café meals

Table L2A: Leisure expenditure (£M)

Restaurants, cafes																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£14.67	£31.08	£16.50	£23.26	£22.30	£30.34	£18.59	£14.95	£8.89	£6.06	£29.33	£31.69	£24.81	£31.78	£18.60	£21.58	£20.28	£16.92	£29.35	£84.17	£100.32	£375.47	£262.91	£1,234
2016	£15.05	£31.89	£16.94	£23.82	£22.82	£31.05	£19.01	£15.31	£9.11	£6.21	£30.11	£32.55	£25.44	£32.68	£19.19	£22.19	£20.80	£17.36	£30.05	£86.33	£103.13	£388.70	£270.49	£1,270
2021	£16.28	£34.63	£18.30	£25.64	£24.54	£33.26	£20.34	£16.54	£9.78	£6.66	£32.72	£35.45	£27.59	£35.90	£21.31	£24.33	£22.53	£18.80	£32.29	£93.55	£113.10	£437.89	£296.81	£1,398
2026	£18.00	£38.46	£20.28	£28.27	£27.07	£36.65	£22.34	£18.33	£10.82	£7.34	£36.48	£39.49	£30.53	£40.19	£24.18	£27.21	£25.06	£20.79	£35.62	£103.61	£127.15	£500.87	£332.50	£1,571
2031	£19.90	£42.79	£22.54	£31.22	£30.04	£40.37	£24.62	£20.35	£11.96	£8.16	£40.75	£43.96	£33.84	£45.03	£27.35	£30.38	£27.90	£23.03	£39.43	£114.90	£143.09	£570.23	£372.22	£1,764
2034	£21.18	£45.95	£24.10	£33.22	£32.11	£42.93	£26.15	£21.67	£12.78	£8.73	£43.86	£47.27	£36.05	£48.62	£29.80	£32.65	£29.83	£24.67	£42.03	£122.81	£154.69	£624.24	£401.21	£1,907
2037	£22.45	£48.41	£25.38	£35.00	£33.83	£45.22	£27.55	£22.83	£13.46	£9.20	£46.21	£49.80	£37.98	£51.22	£31.39	£34.39	£31.43	£25.99	£44.28	£129.38	£162.96	£657.62	£422.66	£2,009
Pubs / bars / nightclubs / music venues																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£7.46	£14.68	£7.39	£9.49	£10.67	£13.67	£8.04	£6.83	£4.18	£2.76	£13.20	£14.93	£11.09	£15.07	£8.73	£10.37	£8.26	£7.60	£13.21	£36.85	£41.96	£169.24	£125.80	£561.47
2016	£7.65	£15.06	£7.59	£9.72	£10.92	£13.99	£8.22	£7.00	£4.28	£2.82	£13.55	£15.33	£11.38	£15.49	£9.01	£10.66	£8.47	£7.80	£13.52	£37.79	£43.14	£175.20	£129.43	£578.01
2021	£8.27	£16.35	£8.20	£10.46	£11.75	£14.98	£8.80	£7.56	£4.59	£3.03	£14.73	£16.70	£12.33	£17.02	£10.00	£11.69	£9.18	£8.44	£14.53	£40.96	£47.31	£197.37	£142.02	£636.27
2026	£9.14	£18.16	£9.09	£11.53	£12.96	£16.51	£9.67	£8.38	£5.08	£3.34	£16.42	£18.60	£13.65	£19.06	£11.34	£13.07	£10.21	£9.34	£16.03	£45.36	£53.19	£225.76	£159.10	£714.98
2031	£10.11	£20.21	£10.10	£12.74	£14.38	£18.19	£10.65	£9.30	£5.62	£3.71	£18.34	£20.71	£15.13	£21.35	£12.84	£14.59	£11.37	£10.34	£17.74	£50.30	£58.85	£257.02	£178.11	£802.70
2034	£10.76	£21.56	£10.75	£13.50	£15.28	£19.27	£11.27	£9.86	£5.97	£3.94	£19.61	£22.12	£16.05	£22.88	£13.86	£15.57	£12.09	£11.01	£18.82	£53.51	£64.20	£278.70	£190.70	£861.28
2037	£11.40	£22.86	£11.38	£14.28	£16.19	£20.37	£11.92	£10.43	£6.32	£4.18	£20.80	£23.46	£16.98	£24.28	£14.73	£16.52	£12.80	£11.67	£19.92	£56.64	£68.17	£296.41	£202.24	£913.96
Cinemas and theatres																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£1.21	£2.61	£1.46	£2.23	£1.99	£2.77	£1.73	£1.39	£0.80	£0.57	£2.67	£2.87	£2.22	£2.75	£1.59	£1.85	£1.96	£1.60	£2.63	£7.93	£9.43	£33.93	£31.11	£119
2016	£1.25	£2.68	£1.50	£2.28	£2.04	£2.84	£1.77	£1.42	£0.82	£0.59	£2.74	£2.95	£2.28	£2.83	£1.64	£1.91	£2.01	£1.64	£2.70	£8.13	£9.70	£35.12	£32.01	£123
2021	£1.35	£2.91	£1.62	£2.45	£2.20	£3.04	£1.89	£1.53	£0.88	£0.63	£2.97	£3.21	£2.47	£3.11	£1.82	£2.09	£2.18	£1.77	£2.90	£8.81	£10.64	£39.57	£35.12	£135
2026	£1.49	£3.23	£1.80	£2.70	£2.42	£3.35	£2.08	£1.70	£0.98	£0.69	£3.32	£3.58	£2.74	£3.48	£2.07	£2.34	£2.42	£1.96	£3.20	£9.76	£11.96	£45.26	£39.35	£152
2031	£1.65	£3.59	£2.00	£2.99	£2.69	£3.69	£2.29	£1.89	£1.08	£0.77	£3.70	£3.99	£3.03	£3.90	£2.34	£2.61	£2.70	£2.17	£3.54	£10.83	£13.46	£51.52	£44.05	£170
2034	£1.78	£3.83	£2.12	£3.17	£2.86	£3.91	£2.43	£2.00	£1.15	£0.82	£3.96	£4.26	£3.22	£4.18	£2.53	£2.78	£2.87	£2.31	£3.75	£11.51	£14.44	£55.87	£47.16	£183
2037	£1.86	£4.06	£2.25	£3.35	£3.03	£4.13	£2.57	£2.12	£1.22	£0.87	£4.20	£4.52	£3.41	£4.43	£2.69	£2.95	£3.04	£2.45	£3.97	£12.19	£15.33	£59.42	£50.02	£194
Games of chance																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£6.58	£11.30	£4.69	£4.88	£7.72	£8.76	£4.68	£4.08	£2.91	£1.57	£8.72	£9.84	£7.07	£9.67	£5.89	£7.69	£3.97	£4.21	£8.10	£20.66	£22.26	£95.24	£69.73	£330
2016	£6.75	£11.59	£4.82	£4.99	£7.90	£8.96	£4.78	£4.18	£2.98	£1.61	£8.95	£10.11	£7.25	£9.95	£6.08	£7.90	£4.07	£4.32	£8.29	£21.19	£22.88	£98.60	£71.74	£340
2021	£7.30	£12.59	£5.21	£5.37	£8.50	£9.60	£5.12	£4.52	£3.20	£1.72	£9.73	£11.01	£7.86	£10.93	£6.75	£8.67	£4.41	£4.68	£8.91	£22.96	£25.09	£111.08	£78.72	£374
2026	£8.07	£13.98	£5.77	£5.93	£9.37	£10.58	£5.62	£5.01	£3.55	£1.90	£10.85	£12.26	£8.70	£12.23	£7.65	£9.69	£4.91	£5.17	£9.83	£25.43	£28.21	£127.05	£88.19	£420
2031	£8.93	£15.55	£6.41	£6.54	£10.40	£11.66	£6.20	£5.56	£3.92	£2.11	£12.12	£13.65	£9.64	£13.71	£8.66	£10.82	£5.46	£5.73	£10.88	£28.20	£31.75	£144.65	£98.73	£471
2034	£9.50	£16.59	£6.82	£6.94	£11.05	£12.35	£6.56	£5.89	£4.16	£2.25	£12.95	£14.58	£10.23	£14.69	£9.35	£11.54	£5.81	£6.10	£11.54	£30.00	£34.06	£156.85	£105.71	£506
2037	£10.07	£17.59	£7.22	£7.34	£11.71	£13.05	£6.93	£6.24	£4.41	£2.38	£13.74	£15.46	£10.82	£15.59	£9.94	£12.25	£6.15	£6.46	£12.21	£31.75	£36.16	£166.82	£112.10	£536
Recreational and sporting services																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£3.05	£6.69	£3.70	£5.63	£4.68	£6.81	£4.47	£3.47	£1.93	£1.50	£6.51	£6.85	£5.42	£7.76	£3.98	£4.60	£4.99	£4.24	£6.93	£19.26	£23.91	£110.20	£72.09	£319
2016	£3.13	£6.87	£3.80	£5.77	£4.79	£6.97	£4.57	£3.55	£1.98	£1.54	£6.68	£7.04	£5.56	£7.98	£4.11	£4.73	£5.12	£4.35	£7.10	£19.76	£24.58	£114.08	£74.17	£328
2021	£3.39	£7.45	£4.10	£6.21	£5.15	£7.46	£4.89	£3.84	£2.12	£1.65	£7.26	£7.67	£6.03	£8.77	£4.56	£5.19	£5.54	£4.71	£7.63	£21.41	£26.96	£128.52	£81.38	£362
2026	£3.75	£8.28	£4.54	£6.85	£5.68	£8.22	£5.37	£4.25	£2.35	£1.82	£8.10	£8.54	£6.67	£9.82	£5.18	£5.80	£6.17	£5.21	£8.41	£23.71	£30.31	£147.01	£91.17	£407
2031	£4.14	£9.21	£5.05	£7.56	£6.30	£9.06	£5.92	£4.72	£2.60	£2.02	£9.05	£9.51	£7.39	£11.00	£5.86	£6.48	£6.86	£5.77	£9.31	£26.30	£34.11	£167.36	£102.06	£458
2034	£4.47	£9.83	£5.37	£8.01	£6.70	£9.60	£6.26	£5.00	£2.76	£2.15	£9.67	£10.16	£7.84	£11.79	£6.33	£6.91	£7.30	£6.14	£9.88	£27.97	£36.59	£181.48	£109.28	£491
2037	£4.61	£10.28	£5.62	£8.38	£7.00	£10.03	£6.55	£5.23	£2.88	£2.25	£10.11	£10.62	£8.20	£12.33	£6.62	£7.23	£7.63	£6.42	£10.33	£29.25	£38.26	£189.77	£114.27	£514

Notes
Product of Table A and Table L1A

Table L3Aa: Restaurants and café market shares

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock		Outside									Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23			
Basildon	Basildon town centre	66.3%	57.7%	30.9%	5.3%	19.2%	6.5%	1.5%	1.0%	0.0%	8.2%	0.0%	0.0%	0.0%	6.9%	1.1%	22.7%	7.4%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%		
	Billericay town centre	2.5%	17.2%	10.4%	81.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	5.8%	32.5%	14.1%	0.0%	0.8%	0.7%	0.0%	0.0%	2.9%		
	Landon town centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%		
	Other Basildon Destination	2.4%	1.9%	0.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%		
	Pitsea town centre	2.7%	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%		
Basildon Total		73.9%	78.4%	42.7%	89.1%	19.2%	6.5%	1.5%	1.0%	0.0%	8.2%	0.0%	0.0%	0.0%	8.4%	1.1%	28.5%	39.9%	22.9%	0.0%	0.8%	0.7%	0.0%	0.0%	8.2%		
Castle Point	Canvey Island town centre	0.0%	0.0%	0.0%	0.0%	24.0%	13.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%		
	Hadleigh town centre	2.4%	0.0%	0.0%	0.0%	2.3%	9.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%		
	South Benfleet town centre	0.0%	0.0%	0.0%	0.0%	10.9%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%		
	Tarpoons shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Castle Point Total		2.4%	0.0%	0.0%	0.0%	37.2%	26.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%		
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
	Hockley town centre	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	18.3%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%		
	Hullbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
	Other Rochford destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	4.7%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%		
	Rayleigh town centre	0.0%	0.0%	4.6%	0.0%	5.4%	13.0%	54.7%	60.1%	0.0%	13.4%	8.7%	0.0%	10.2%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%		
Rochford Total		0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.8%	1.6%	25.3%	13.6%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%		
Southend	Leigh-on-sea town centre	0.0%	1.1%	0.9%	0.0%	1.6%	29.0%	9.7%	0.8%	5.9%	1.6%	10.4%	22.4%	54.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%		
	Other Southend destinations	1.4%	1.9%	28.3%	2.5%	8.4%	1.8%	0.0%	0.8%	0.0%	1.6%	1.7%	0.8%	0.8%	0.7%	0.6%	0.0%	3.5%	18.6%	0.7%	0.0%	0.0%	0.9%	0.0%	1.4%		
	Shoeburyness town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	4.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%		
	Southend-on-sea town centre	4.6%	3.8%	3.5%	0.0%	14.5%	16.9%	10.8%	9.5%	59.0%	43.5%	62.5%	63.5%	33.2%	0.7%	0.0%	0.8%	1.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%		
	Westcliffe-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	2.2%	1.6%	1.0%	9.3%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%		
Southend Total		6.0%	6.8%	32.6%	2.5%	24.5%	49.5%	20.5%	11.1%	70.0%	48.4%	79.9%	96.8%	89.8%	1.4%	0.6%	0.8%	4.5%	20.7%	0.7%	0.0%	0.0%	0.9%	0.0%	11.0%		
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%		
	Grays main centre	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	13.7%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%		
	Lakeside main centre	3.9%	0.6%	2.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	45.3%	46.7%	30.8%	0.0%	0.0%	2.5%	0.0%	0.7%	30.1%	0.0%	12.4%		
	Other Thurrock destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	14.8%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%		
	South Ockendon local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%		
Thurrock Total	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%		
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%		
		7.0%	0.6%	2.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	60.9%	83.8%	60.1%	0.0%	0.0%	2.5%	0.0%	0.7%	30.1%	0.0%	14.1%		
Other study area zones	Zone 17	0.0%	3.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%	0.0%	0.0%	11.6%	1.6%	0.0%	32.2%	0.8%	0.0%	2.8%	30.5%	2.3%	0.0%	4.0%		
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%		
	Zone 19	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	68.2%	0.0%	0.0%	0.0%	1.2%	1.9%		
	Zone 20	2.1%	2.5%	10.3%	0.9%	2.1%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	11.9%	29.2%	23.7%	91.3%	0.0%	0.0%	0.0%	7.5%		
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	43.0%	0.0%	0.0%	3.1%		
	Zone 22	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	7.4%	0.0%	0.0%	0.0%	10.4%	5.9%	6.6%	4.7%	0.0%	0.0%	0.0%	0.0%	49.4%	0.0%	16.1%		
	Zone 23	0.0%	0.0%	1.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	75.0%	15.2%		
Other study area zones Total		2.1%	6.0%	12.6%	1.8%	3.8%	0.0%	0.0%	5.5%	0.8%	8.7%	0.0%	0.0%	0.0%	21.9%	9.3%	8.3%	50.1%	48.8%	91.9%	94.1%	74.4%	51.8%	76.2%	47.9%		
Outside Study Area	Outside Study Area	8.6%	7.7%	5.0%	5.1%	8.5%	4.9%	3.2%	2.1%	0.0%	3.0%	10.5%	0.8%	0.0%	7.4%	5.3%	2.4%	5.5%	5.4%	4.9%	5.1%	24.3%	17.3%	23.8%	14.1%		
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

Notes

Market shares derived from household survey (Q33), excluding don't knows/don't do

Table L3Ab: Restaurants and café - turnover 2016

Local authority	Destination	Basildon			Castle Point			Rochford			Southend			Thurrock			Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23			
Basildon	Basildon town centre	£9.97	£18.39	£5.24	£1.27	£4.38	£2.00	£0.28	£0.16	£0.00	£0.51	£0.00	£0.00	£0.00	£2.26	£0.21	£5.03	£1.53	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£52.24	
	Billericay town centre	£0.37	£5.48	£1.76	£19.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£1.28	£6.77	£2.45	£0.00	£0.65	£0.68	£0.00	£0.00	£39.06		
	Landon town centre	£0.00	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53		
	Other Basildon Destination	£0.36	£0.61	£0.12	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£2.25		
	Pitsea town centre	£0.41	£0.16	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68		
Basildon Total		£11.13	£25.00	£7.23	£21.21	£4.38	£2.00	£0.28	£0.16	£0.00	£0.51	£0.00	£0.00	£0.00	£2.74	£0.21	£6.32	£8.30	£3.98	£0.00	£0.65	£0.68	£0.00	£0.00	£94.77		
Castle Point	Canvey Island town centre	£0.00	£0.00	£0.00	£0.00	£5.47	£4.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.67		
	Hadleigh town centre	£0.36	£0.00	£0.00	£0.00	£0.53	£2.85	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.04		
	South Benfleet town centre	£0.00	£0.00	£0.00	£0.00	£2.48	£0.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.30		
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25		
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Castle Point Total		£0.36	£0.00	£0.00	£0.00	£8.49	£8.12	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£17.26		
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28		
	Hockley town centre	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£3.49	£2.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.98		
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37		
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.07	£0.29	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75		
	Rayleigh town centre	£0.00	£0.00	£0.77	£0.00	£1.23	£4.02	£10.40	£9.20	£0.00	£0.83	£2.61	£0.00	£2.59	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£32.04	
Rochford Total	Rochford town centre	£0.00	£0.00	£0.00	£0.00	£0.33	£4.00	£0.34	£0.25	£2.31	£0.84	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.33		
		£0.00	£0.16	£0.77	£0.00	£1.56	£4.02	£14.23	£12.28	£2.66	£1.97	£2.61	£0.52	£2.59	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£43.74		
Southend	Leigh-on-sea town centre	£0.00	£0.35	£0.15	£0.00	£0.36	£8.99	£1.83	£0.13	£0.54	£0.10	£3.12	£7.29	£13.80	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£36.65		
	Other Southend destinations	£0.21	£0.61	£4.79	£0.60	£1.91	£0.56	£0.00	£0.13	£0.00	£0.10	£0.53	£0.26	£0.20	£0.23	£0.12	£0.00	£0.72	£3.23	£0.20	£0.00	£0.00	£3.47	£0.00	£17.88		
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£1.30	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.82		
	Southend-on-sea town centre	£0.69	£1.20	£0.59	£0.00	£3.32	£5.25	£2.06	£1.45	£5.38	£2.70	£18.81	£20.67	£8.44	£0.23	£0.00	£0.18	£0.20	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£71.53		
	Westcliffe-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.20	£0.10	£0.29	£3.02	£0.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.58		
Southend Total		£0.90	£2.16	£5.53	£0.60	£5.59	£15.37	£3.89	£1.70	£6.38	£3.00	£24.05	£31.51	£22.85	£0.45	£0.12	£0.18	£0.93	£3.59	£0.20	£0.00	£0.00	£3.47	£0.00	£132.47		
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.66		
	Grays main centre	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.10	£2.62	£1.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.06		
	Lakeside main centre	£0.59	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£14.82	£8.96	£6.84	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£150.73		
	Other Thurrock destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.99	£2.85	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.73		
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.65		
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.30		
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76		
Thurrock Total		£1.06	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£19.90	£16.08	£13.33	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£169.89		
Other study area zones	Zone 17	£0.00	£0.98	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.07	£0.08	£0.00	£0.00	£0.00	£3.78	£0.31	£0.00	£6.71	£0.14	£0.00	£2.43	£31.48	£9.05	£0.00	£55.24		
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.89	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.07		
	Zone 19	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£20.49	£0.00	£0.00	£0.00	£0.00	£0.00	£24.47		
	Zone 20	£0.32	£0.78	£1.75	£0.21	£0.47	£0.00	£0.00	£0.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£2.48	£5.06	£7.13	£78.83	£0.00	£0.00	£98.00		
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£44.39	£0.00	£0.00	£44.65		
	Zone 22	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.46	£0.00	£0.00	£0.00	£3.39	£1.13	£1.46	£0.97	£0.00	£0.00	£0.00	£0.00	£192.13	£0.00	£199.83		
	Zone 23	£0.00	£0.00	£0.19	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.86	£0.00	£202.87	£0.00	£204.48		
Other study area zones Total		£0.32	£1.92	£2.13	£0.42	£0.88	£0.00	£0.00	£0.85	£0.07	£0.54	£0.00	£0.00	£0.00	£7.17	£1.78	£1.83	£10.42	£8.47	£27.62	£81.26	£76.72	£201.19	£206.16	£629.74		
Outside Study Area	Outside Study Area	£1.29	£2.46	£0.84	£1.20	£1.94	£1.54	£0.60	£0.32	£0.00	£0.18	£3.17	£0.26	£0.00	£2.42	£1.01	£0.54	£1.14	£0.94	£1.47	£4.41	£25.05	£67.23	£64.34	£182.35		
	Grand Total	£15.05	£31.89	£16.94	£23.82	£22.82	£31.05	£19.01	£15.31	£9.11	£6.21	£30.11	£32.55	£25.44	£32.68	£19.19	£22.19	£20.80	£17.36	£30.05	£8						

Notes

Product of Table L3Aa &

Table L4Aa: Pubs etc. - market share 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock				Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23						
Basildon	Basildon town centre	63.6%	35.2%	24.1%	0.0%	4.7%	1.1%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	1.0%	1.7%	8.1%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%					
	Billerica town centre	2.9%	26.9%	8.7%	93.6%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	28.9%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%					
	Laindon town centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%					
	Other Basildon destination	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Pitsea town centre	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
Basildon Total		69.5%	64.3%	32.8%	93.6%	4.7%	4.5%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	2.0%	1.7%	9.8%	28.9%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%					
Castle Point	Canvey Island town centre	2.4%	6.7%	0.0%	0.0%	59.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%					
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	1.3%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%					
	South Benfleet Town Centre	0.0%	0.0%	0.0%	0.0%	28.5%	12.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%					
	Tarports shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
Castle Point Total		2.4%	6.7%	0.0%	0.0%	90.1%	38.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%					
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%					
	Hockley town centre	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	33.1%	13.6%	0.0%	4.8%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%					
	Hullbridge	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%					
	Other Rochford destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	4.8%	22.7%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%					
	Rayleigh town centre	3.7%	2.8%	7.2%	0.0%	0.0%	13.2%	46.0%	63.3%	0.0%	15.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%					
Rochford Total		0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.3%	6.6%	28.7%	30.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%					
		3.7%	4.4%	7.2%	0.0%	0.0%	14.2%	80.4%	88.5%	55.9%	72.6%	2.1%	8.8%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%					
Southend	Leigh-on-Sea town centre	5.5%	0.0%	1.4%	1.1%	0.0%	28.3%	1.6%	1.0%	3.9%	1.0%	1.6%	18.0%	62.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%					
	Other Southend destinations	1.9%	0.0%	30.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	1.0%	1.6%	0.0%	3.9%	0.0%	0.0%	0.0%	29.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%					
	Shoeburyness town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%					
	Southend-on-sea town centre	0.0%	1.7%	3.3%	0.0%	1.7%	10.9%	12.8%	1.0%	31.7%	12.8%	61.7%	54.0%	26.0%	1.3%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%					
	Westcliff-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%					
Southend Total		7.3%	1.7%	35.1%	1.1%	1.7%	39.2%	14.4%	2.0%	41.5%	14.8%	73.8%	86.1%	91.9%	1.3%	0.0%	2.2%	0.0%	29.5%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%					
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%					
	Grays main centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	28.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%					
	Other Thurrock destination	1.9%	0.0%	4.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	18.8%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	1.0%	4.2%					
	South Ockendon Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%					
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	21.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%					
Thurrock Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	20.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%					
		1.9%	0.0%	4.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.6%	59.0%	72.3%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	1.0%	6.5%					
Other study area zones	Zone 17	1.9%	12.4%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.0%	24.3%	4.7%	0.0%	46.4%	2.0%	0.0%	0.0%	36.5%	1.7%	0.0%	5.3%					
	Zone 18	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%					
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	87.5%	1.4%	0.0%	0.0%	0.0%	2.4%					
	Zone 20	0.0%	0.0%	12.8%	0.0%	1.3%	0.0%	2.3%	0.0%	0.0%	8.9%	0.0%	0.9%	0.0%	3.7%	0.0%	0.0%	14.3%	31.6%	11.4%	90.4%	0.8%	0.0%	0.0%	8.6%					
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.1%	0.0%	0.0%	0.0%	3.7%					
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	15.3%	1.7%	6.2%	0.0%	0.0%	0.0%	0.0%	57.8%	0.0%	17.0%					
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	68.6%	0.0%	15.0%					
Other study area zones Total		1.9%	12.4%	18.1%	1.1%	1.3%	1.1%	2.3%	0.0%	1.3%	9.9%	1.2%	0.9%	2.1%	38.3%	20.1%	1.7%	66.9%	59.4%	99.0%	91.8%	88.2%	59.6%	68.6%	52.5%					
Outside Study Area	Outside Study Area	13.3%	10.4%	2.6%	3.3%	2.2%	2.7%	1.6%	9.5%	1.3%	2.6%	11.6%	4.2%	0.0%	21.9%	19.2%	14.0%	4.2%	0.0%	1.0%	8.2%	11.8%	28.4%	30.5%	18.6%					
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%					

Notes

Market shares derived from household survey (Q34), excluding don't knows/don't do

Table L4Ab: Pubs etc. - turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock		Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23				
Basildon	Basildon town centre	£4.87	£5.31	£1.83	£0.00	£0.51	£0.15	£0.00	£0.00	£0.00	£0.00	£1.53	£0.00	£0.00	£0.15	£0.16	£0.87	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£15.51		
	Billericay town centre	£0.22	£4.06	£0.66	£9.09	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£2.45	£0.73	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£17.84		
	Laindon town centre	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32		
	Other Basildon destination	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18		
	Pitsea town centre	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22		
Basildon Total		£5.32	£9.69	£2.49	£9.09	£0.51	£0.63	£0.00	£0.00	£0.00	£0.00	£1.53	£0.00	£0.00	£0.31	£0.16	£1.05	£2.45	£0.86	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£34.08		
Castle Point	Canvey Island town centre	£0.19	£1.01	£0.00	£0.00	£6.44	£1.96	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.59		
	Hadleigh Town Centre	£0.00	£0.00	£0.00	£0.00	£0.14	£1.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.79		
	South Benfleet Town Centre	£0.00	£0.00	£0.00	£0.00	£3.11	£1.76	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.98		
	Tarports shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14		
Castle Point Total		£0.19	£1.01	£0.00	£0.00	£9.84	£5.37	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£16.51		
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.96	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24		
	Hockley town centre	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£2.73	£0.95	£0.00	£0.14	£0.00	£1.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.14		
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43		
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.64	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.03		
	Rayleigh town centre	£0.28	£0.42	£0.55	£0.00	£0.00	£1.85	£3.78	£4.43	£0.00	£0.42	£0.00	£0.00	£0.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£12.29		
Rochford Total		£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.10	£0.46	£1.23	£0.85	£0.13	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.92		
		£0.28	£0.67	£0.55	£0.00	£0.00	£1.99	£6.61	£6.19	£2.39	£2.05	£0.28	£1.35	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£23.06		
Southend	Leigh-on-Sea town centre	£0.42	£0.00	£0.11	£0.11	£0.00	£3.96	£0.13	£0.07	£0.17	£0.03	£0.21	£2.76	£7.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£15.02		
	Other Southend destinations	£0.14	£0.00	£2.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.03	£0.21	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.53		
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£1.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.36		
	Southend-on-sea town centre	£0.00	£0.25	£0.25	£0.00	£0.18	£1.52	£1.05	£0.07	£1.36	£0.36	£8.36	£8.28	£2.96	£0.20	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£25.08		
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.16		
Southend Total		£0.56	£0.25	£2.66	£0.11	£0.18	£5.48	£1.19	£0.14	£1.77	£0.42	£10.00	£13.21	£10.46	£0.20	£0.00	£0.24	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£49.16		
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£2.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.84		
	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.95	£2.57	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.71		
	Other Thurrock destination	£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01	£1.69	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£26.22			
	South Ockendon Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06		
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.41		
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£2.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.30		
		£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.67	£5.32	£7.70	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£41.53		
Other study area zones	Zone 17	£0.14	£1.87	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.12	£3.76	£0.43	£0.00	£3.93	£0.15	£0.00	£0.00	£15.76	£3.06	£0.00	£0.00	£29.38		
	Zone 18	£0.00	£0.00	£0.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£1.93	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.63		
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£11.84	£0.53	£0.00	£0.00	£0.00	£0.00	£12.47		
	Zone 20	£0.00	£0.00	£0.97	£0.00	£0.14	£0.00	£0.19	£0.00	£0.00	£0.25	£0.00	£0.13	£0.00	£0.58	£0.00	£0.00	£1.21	£2.46	£1.55	£34.17	£0.33	£0.00	£0.00	£0.00	£41.98		
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£19.02	£0.00	£0.00	£0.00	£19.02		
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£1.38	£0.18	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£101.30	£0.00	£105.14		
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.96	£0.00	£88.77	£91.72		
Other study area zones Total		£0.14	£1.87	£1.38	£0.11	£0.14	£0.15	£0.19	£0.00	£0.06	£0.28	£0.17	£0.13	£0.24	£5.93	£1.81	£0.18	£5.67	£4.63	£13.38	£34.69	£38.06	£104.37	£88.77	£302.33			
Outside Study Area	Outside Study Area	£1.02	£1.57	£0.19	£0.32	£0.24	£0.37	£0.13	£0.67	£0.06	£0.07	£1.57	£0.64	£0.00	£3.39	£1.73	£1.49	£0.36	£0.00	£0.14	£3.10	£5.08	£49.78	£39.42	£111.35			
	Grand Total	£7.65	£15.06	£7.59	£9.72																							

Notes

Product of Table L3Aa & L2A

Table L5A: Combined A3-5 uses turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock		Outside													Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23							
Basildon	Basildon town centre	£14.84	£23.70	£7.07	£1.27	£4.89	£2.15	£0.28	£0.16	£0.00	£0.51	£1.53	£0.00	£0.00	£2.41	£0.37	£5.90	£1.53	£1.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£67.75	
	Billericay town centre	£0.60	£9.54	£2.42	£28.42	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£1.28	£9.22	£3.17	£0.00	£0.65	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£56.90		
	Landon town centre	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.86		
	Other Basildon Destination	£0.36	£0.80	£0.12	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.43		
	Pitsea town centre	£0.64	£0.16	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.91		
Basildon Total		£16.44	£34.68	£9.72	£30.31	£4.89	£2.64	£0.28	£0.16	£0.00	£0.51	£1.53	£0.00	£0.00	£3.04	£0.37	£7.36	£10.75	£4.84	£0.00	£0.65	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£128.85		
Castle Point	Canvey Island town centre	£0.19	£1.01	£0.00	£0.00	£11.91	£6.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£19.27		
	Hadleigh town centre	£0.36	£0.00	£0.00	£0.00	£0.68	£4.50	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.83		
	South Benfleet town centre	£0.00	£0.00	£0.00	£0.00	£5.59	£2.58	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.28		
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25		
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14		
Castle Point Total		£0.55	£1.01	£0.00	£0.00	£18.33	£13.49	£0.10	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£33.77		
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.52		
	Hockley town centre	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£6.21	£3.29	£0.00	£0.14	£0.00	£1.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.13		
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80		
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.28	£0.93	£0.00	£0.26	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.78		
	Rayleigh town centre	£0.28	£0.42	£1.32	£0.00	£1.23	£5.87	£14.18	£13.63	£0.00	£1.26	£2.61	£0.00	£3.16	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£44.33		
	Rochford town centre	£0.00	£0.14	£0.00	£0.00	£0.33	£0.00	£0.45	£0.71	£3.53	£1.69	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.25		
Rochford Total		£0.28	£0.83	£1.32	£0.00	£1.56	£6.02	£20.84	£18.48	£5.05	£4.02	£2.88	£1.88	£3.28	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£66.80		
Southend	Leigh-on-sea town centre	£0.42	£0.35	£0.26	£0.11	£0.36	£12.95	£1.97	£0.19	£0.70	£0.13	£3.34	£10.04	£20.86	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£51.67		
	Other Southend destinations	£0.35	£0.61	£7.09	£0.60	£1.91	£0.56	£0.00	£0.13	£0.10	£0.13	£0.74	£0.26	£0.64	£0.23	£0.12	£0.00	£0.72	£5.53	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£23.41		
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41	£0.00	£2.52	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.19		
	Southend-on-sea town centre	£0.69	£1.45	£0.84	£0.00	£3.50	£6.77	£3.11	£1.52	£6.73	£3.06	£27.17	£28.96	£11.40	£0.43	£0.00	£0.42	£0.20	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£96.61		
	Westcliffe-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.20	£0.10	£0.29	£5.19	£0.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.75		
Southend Total		£1.46	£2.42	£8.19	£0.71	£5.77	£20.85	£5.08	£1.84	£8.15	£3.42	£34.05	£44.71	£33.31	£0.65	£0.12	£0.42	£0.93	£5.89	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£181.63		
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£4.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.49		
	Grays main centre	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.06	£5.19	£2.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£13.77		
	Lakeside main centre	£0.73	£0.20	£0.75	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£15.82	£10.65	£7.52	£0.00	£0.00	£0.76	£0.00	£0.68	£137.86	£1.24	£176.95	£0.00	£0.00	£0.00	£176.95		
	Other Thurrock destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.99	£3.90	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.79		
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10	£1.65	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.06		
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£3.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.60		
	Tilbury local centre	£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.67	£5.32	£8.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£42.29	£0.00	£0.00	£42.29		
	Thurrock Total	£1.06	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£19.90	£16.08	£13.33	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£169.89	£0.00	£0.00	£0.00	£169.89		
Other study area zones	Zone 17	£0.14	£2.85	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.13	£0.08	£0.00	£0.00	£0.12	£7.54	£0.73	£0.00	£10.64	£0.30	£0.00	£2.43	£47.24	£12.12	£0.00	£0.00	£0.00	£0.00	£0.00	£84.62		
	Zone 18	£0.00	£0.00	£0.41	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£4.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.69		
	Zone 19	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£32.32	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£36.94		
	Zone 20	£0.32	£0.78	£2.72	£0.21	£0.62	£0.00	£0.19	£0.60	£0.00	£0.25	£0.00	£0.13	£0.00	£0.58	£0.00	£0.37	£3.69	£7.52	£8.68	£113.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£139.98		
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£63.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£63.67		
	Zone 22																														

Table L6Aa: Cinemas and theatres - market share 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock		Outside							Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Basildon	Basildon town centre	6.0%	4.3%	33.5%	0.0%	3.3%	12.0%	2.2%	0.9%	0.0%	0.0%	0.0%	11.2%	2.2%	0.0%	0.0%	2.5%	2.2%	0.9%	0.0%	0.0%	0.6%	0.0%	0.0%	1.5%
	Billericay town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Laindon town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Other Basildon destination	78.8%	82.2%	53.0%	94.0%	36.3%	19.6%	62.4%	57.4%	8.3%	25.5%	3.6%	3.4%	19.0%	1.6%	0.0%	42.6%	46.8%	58.3%	6.0%	2.3%	12.8%	0.0%	0.0%	12.9%
	Pitsea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon Total		84.8%	86.6%	86.5%	94.0%	39.6%	31.6%	64.6%	58.2%	8.3%	25.5%	3.6%	14.6%	21.2%	1.6%	0.0%	45.0%	48.9%	59.2%	6.0%	2.3%	13.4%	0.0%	0.0%	14.4%
Castle Point	Canvey Island town centre	0.0%	0.0%	0.0%	0.0%	8.5%	1.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Other Castle Point destination	8.2%	2.1%	0.0%	0.0%	38.7%	21.1%	2.8%	7.7%	0.0%	3.6%	0.0%	3.0%	1.4%	0.8%	0.0%	3.6%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	
	South Benfleet Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Tarpots shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		8.2%	2.1%	0.0%	0.0%	47.2%	22.3%	2.8%	8.8%	0.0%	3.6%	0.0%	3.0%	1.4%	0.8%	0.7%	5.7%	3.6%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Rochford	Hockley town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Rayleigh town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Rochford town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Rochford Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Southend	Leigh-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Other Southend destination	0.9%	2.1%	0.0%	0.0%	3.4%	22.7%	21.6%	14.1%	77.8%	53.6%	78.2%	66.9%	62.6%	0.0%	0.0%	1.6%	1.6%	1.1%	0.0%	0.0%	0.0%	0.0%	7.2%	
	Southend-on-sea town centre	0.0%	0.0%	0.8%	0.0%	4.5%	3.5%	7.0%	2.5%	8.6%	0.0%	9.8%	8.0%	6.6%	2.3%	0.0%	1.6%	0.0%	4.2%	4.3%	6.5%	0.0%	0.0%	1.6%	
	Westcliff-on-Sea town centre	0.0%	0.0%	0.8%	0.0%	0.8%	4.5%	0.0%	1.7%	3.7%	5.8%	1.0%	2.4%	5.5%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	
Southend Total		0.9%	2.1%	1.7%	0.0%	8.7%	30.6%	28.6%	18.3%	90.0%	59.3%	88.9%	77.4%	74.6%	2.3%	0.0%	1.6%	5.2%	5.4%	4.3%	6.5%	0.0%	0.0%	9.3%	
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Grays main centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	
	Lakeside main centre	2.1%	5.0%	3.1%	0.8%	0.8%	8.6%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	76.8%	75.6%	29.9%	3.6%	0.0%	0.0%	5.1%	29.9%	0.0%	14.5%	
	South Ockendon Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Thurrock Total		2.1%	5.0%	3.1%	0.8%	0.8%	8.6%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	77.4%	79.8%	29.9%	3.6%	0.0%	0.0%	5.1%	29.9%	0.0%	14.6%	
Other study area zones	Zone 17	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	20.7%	0.0%	0.0%	0.0%	0.5%	
	Zone 20	0.0%	0.0%	2.2%	1.7%	0.0%	1.2%	1.8%	3.2%	0.0%	8.7%	0.0%	0.0%	0.8%	0.0%	0.0%	12.0%	15.2%	50.6%	75.5%	7.5%	0.0%	0.0%	6.7%	
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 22	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	14.3%	5.7%	14.1%	0.0%	0.0%	0.0%	8.7%	49.4%	17.1%	
	Zone 23	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.0%	1.1%	2.4%	0.7%	77.3%	
Other study area zones Total		0.0%	0.7%	2.2%	2.7%	0.0%	1.2%	1.8%	3.2%	0.0%	8.7%	0.0%	0.0%	0.8%	5.8%	15.4%	6.7%	26.1%	16.1%	71.3%	76.6%	19.5%	50.1%	77.3%	
Outside Study Area	Outside Study Area	4.0%	3.7%	6.6%	2.5%	3.6%	5.6%	2.2%	3.8%	1.7%	2.9%	7.5%	5.0%	1.9%	12.1%	4.2%	11.1%	12.5%	11.4%	18.4%	14.5%	62.0%	20.0%	22.7%	
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Notes

Market shares derived from household survey (Q35), excluding don't knows/don't do

Table L6Ab: Cinemas and theatres - turnover 2016

Local authority	Destination	Basildon	Castle Point				Rochford				Southend				Thurrock				Outside							Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23		
Basildon	Basildon town centre	£0.07	£0.12	£0.50	£0.00	£0.07	£0.34	£0.04	£0.01	£0.00	£0.00	£0.00	£0.33	£0.05	£0.00	£0.00	£0.05	£0.04	£0.01	£0.00	£0.00	£0.06	£0.00	£0.00	£1.70	
	Billericay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Laindon town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Other Basildon destination	£0.98	£2.20	£0.80	£2.14	£0.74	£0.56	£1.10	£0.81	£0.07	£0.15	£0.10	£0.10	£0.43	£0.04	£0.00	£0.81	£0.94	£0.96	£0.16	£0.19	£1.24	£0.00	£0.00	£14.53	
	Pitsea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Basildon Total		£1.06	£2.32	£1.30	£2.14	£0.81	£0.90	£1.14	£0.83	£0.07	£0.15	£0.10	£0.43	£0.48	£0.04	£0.00	£0.86	£0.98	£0.97	£0.16	£0.19	£1.30	£0.00	£0.00	£16.23	
Castle Point	Canvey Island town centre	£0.00	£0.00	£0.00	£0.00	£0.17	£0.03	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35	
	Hadleigh Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Other Castle Point destination	£0.10	£0.05	£0.00	£0.00	£0.79	£0.60	£0.05	£0.11	£0.00	£0.02	£0.00	£0.09	£0.03	£0.02	£0.00	£0.00	£0.07	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.05	
	South Benfleet Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Castle Point Total		£0.10	£0.05	£0.00	£0.00	£0.96	£0.63	£0.05	£0.12	£0.00	£0.02	£0.00	£0.09	£0.03	£0.02	£0.01	£0.11	£0.07	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£2.41	
Rochford	Hockley town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Rayleigh town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Rochford town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Southend	Leigh-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Other Southend destination	£0.01	£0.05	£0.00	£0.00	£0.07	£0.64	£0.38	£0.20	£0.64	£0.31	£2.14	£1.98	£1.43	£0.00	£0.00	£0.00	£0.03	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£7.91	
	Southend-on-sea town centre	£0.00	£0.00	£0.01	£0.00	£0.09	£0.10	£0.12	£0.04	£0.07	£0.00	£0.27	£0.24	£0.15	£0.06	£0.00	£0.03	£0.00	£0.07	£0.12	£0.53	£0.00	£0.00	£0.00	£1.90	
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.01	£0.00	£0.02	£0.13	£0.00	£0.02	£0.03	£0.03	£0.03	£0.07	£0.13	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54	
Southend Total		£0.01	£0.05	£0.02	£0.00	£0.18	£0.87	£0.51	£0.26	£0.74	£0.35	£2.43	£2.28	£1.70	£0.06	£0.00	£0.03	£0.10	£0.09	£0.12	£0.53	£0.00	£0.00	£0.00	£10.35	
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	
	Lakeside main centre	£0.03	£0.13	£0.05	£0.02	£0.02	£0.25	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.17	£1.24	£0.57	£0.07	£0.00	£0.00	£0.49	£10.50	£0.00	£15.64	
	South Ockendon Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Thurrock Total		£0.03	£0.13	£0.05	£0.02	£0.02	£0.25	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.19	£1.31	£0.57	£0.07	£0.00	£0.00	£0.00	£0.49	£10.50	£0.00	£15.73	
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.08	
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.56	£0.00	£0.00	£0.00	£0.00	£0.57	
	Zone 20	£0.00	£0.00	£0.03	£0.04	£0.00	£0.03	£0.03	£0.05	£0.00	£0.05	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.24	£0.25	£1.36	£6.14	£0.73	£0.00	£0.00	£8.98	
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Zone 22	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.24	£0.11	£0.28	£0.00	£0.00	£0.00	£0.85	£17.35	£0.00	£19.01	
	Zone 23	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.02	£0.00	£0.00	£0.00	£0.09	£0.23	£0.26	£24.76	£25.40	£25.40	
Other study area zones Total		£0.00	£0.02	£0.03	£0.06	£0.00	£0.03	£0.03	£0.05	£0.00	£0.05	£0.00	£0.00	£0.02	£0.17	£0.25	£0.13	£0.53	£0.26	£1.92	£6.23	£1.89	£17.61	£24.76	£54.04	
Outside Study Area	Outside Study Area	£0.05	£0.10	£0.10	£0.06	£0.07	£0.16	£0.04	£0.05	£0.01	£0.02	£0.21	£0.15	£0.04	£0.34	£0.07	£0.21	£0.25	£0.19	£0.50	£1.18	£6.01	£7.02	£7.25	£24.08	
	Grand Total	£1.25	£2.68	£1.50	£2.28	£2.04	£2.84	£1.77	£1.42	£0.82	£0.59	£2.74	£2.95	£2.28	£2.83	£1.64	£1.91	£2.01	£1.64	£2.70	£8.13	£9.70	£35.12	£32.01	£122.84	

Notes
Product of Table L3Aa & L2A

Table L7Aa: Health and fitness - market shares 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend			Thurrock		Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23			
Basildon	Basildon town centre	48.2%	69.0%	53.0%	43.5%	15.7%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	1.9%	25.1%	14.3%	8.9%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	6.2%	
	Billerica town centre	0.0%	8.8%	0.0%	41.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.8%	
	Laindon town centre	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	
	Other Basildon destination	0.0%	18.3%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	
	Pitsea town centre	21.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	
Basildon Total		70.1%	100.0%	53.0%	89.9%	15.7%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	1.9%	25.1%	47.5%	8.9%	0.0%	1.2%	1.4%	0.0%	0.0%	0.0%	9.2%	
Castle Point	Canvey Island	7.2%	0.0%	0.0%	0.0%	56.1%	33.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	
	Hadleigh	3.2%	0.0%	0.0%	0.0%	1.4%	1.5%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	
	South Benfleet	0.0%	0.0%	0.0%	0.0%	12.3%	19.4%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Thundersley	0.0%	0.0%	0.0%	0.0%	12.8%	3.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	
Castle Point Total		10.4%	0.0%	0.0%	0.0%	82.6%	57.7%	4.8%	1.4%	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Hockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%	12.8%	0.0%	22.6%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	14.4%	2.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	
	Rayleigh	0.0%	0.0%	0.0%	1.6%	1.8%	4.8%	15.6%	36.2%	0.0%	1.5%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.7%	13.7%	32.8%	63.0%	0.0%	7.3%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	
Rochford Total		0.0%	0.0%	0.0%	1.6%	1.8%	4.8%	84.6%	77.2%	38.2%	88.7%	0.0%	13.7%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	
Southend	Leigh-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	3.3%	0.0%	0.0%	13.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	
	Other Southend Destination	1.9%	0.0%	36.7%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	19.7%	0.0%	0.0%	0.0%	1.7%	40.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	
	Southend-on-Sea town centre	17.6%	0.0%	2.6%	0.0%	0.0%	3.7%	8.3%	4.2%	35.3%	11.4%	70.9%	47.7%	26.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	
	Westcliff-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	25.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	
Southend Total		19.5%	0.0%	39.3%	3.7%	0.0%	13.3%	8.3%	4.2%	38.6%	11.4%	100.0%	86.3%	62.5%	0.0%	0.0%	0.0%	1.7%	40.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	44.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	39.8%	24.1%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	11.4%	26.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	42.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	3.0%		
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%		
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%		
Thurrock Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	64.3%	98.1%	71.8%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	9.1%		
Other study area zones	Zone 17	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.1%	0.0%	0.0%	42.6%	2.7%	0.0%	0.0%	42.1%	0.0%	0.0%	5.7%		
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%		
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	77.3%	1.2%	0.0%	0.0%	1.9%	3.5%		
	Zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	12.1%	91.3%	0.0%	0.0%	0.0%	8.4%		
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.5%	0.0%	0.0%	0.0%	3.7%		
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	1.7%	0.0%	0.0%	4.6%	0.0%	69.1%	0.0%	16.7%		
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	69.8%	0.0%	14.9%		
Other study area zones Total		0.0%	0.0%	0.0%	1.6%	0.0%	2.4%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	35.7%	0.0%	0.0%	50.8%	35.5%	90.6%	97.2%	82.5%	69.1%	71.7%	53.2%		
Outside Study Area	Outside Study Area	0.0%	0.0%	7.7%	3.2%	0.0%	18.8%	2.3%	14.8%	20.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	14.9%	9.4%	1.6%	16.1%	18.0%	28.3%	13.4%		
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

Notes

Market shares derived from household survey (Q36), excluding don't knows/don't do

Table L7Ab: Health and fitness - turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend			Thurrock		Outside							Total	
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Basildon	Basildon town centre	£0.76	£2.37	£1.01	£1.25	£0.37	£0.10	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.04	£0.59	£0.37	£0.19	£0.00	£0.00	£0.17	£0.00	£0.00	£7.36
	Billerica town centre	£0.00	£0.30	£0.00	£1.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£2.48
	Laindon town centre	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14
	Other Basildon destination	£0.00	£0.63	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76
	Pitsea town centre	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
Basildon Total		£1.10	£3.43	£1.01	£2.59	£0.37	£0.10	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.04	£0.59	£1.22	£0.19	£0.00	£0.12	£0.17	£0.00	£0.00	£11.08
Castle Point	Canvey Island	£0.11	£0.00	£0.00	£0.00	£1.34	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.70
	Hadleigh	£0.05	£0.00	£0.00	£0.00	£0.03	£0.05	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.29	£0.68	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.31	£0.14	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
Castle Point Total		£0.16	£0.00	£0.00	£0.00	£1.98	£2.01	£0.11	£0.03	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.52
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.23	£0.00	£0.17	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.26	£0.02	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
	Rayleigh	£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£0.36	£0.64	£0.00	£0.01	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.33
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02	£0.24	£0.32	£0.48	£0.00	£0.26	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.43
Rochford Total		£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£1.93	£1.37	£0.38	£0.68	£0.00	£0.48	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.26
Southend	Leigh-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.03	£0.00	£0.00	£0.46	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.21
	Other Southend Destination	£0.03	£0.00	£0.70	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.55	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£2.49
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58
	Southend-on-Sea town centre	£0.28	£0.00	£0.05	£0.00	£0.00	£0.13	£0.19	£0.07	£0.35	£0.09	£2.37	£1.68	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.94
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.90	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.17
Southend Total		£0.31	£0.00	£0.75	£0.11	£0.00	£0.46	£0.19	£0.07	£0.38	£0.09	£3.34	£3.04	£1.74	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£11.40
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.49
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£0.50	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.39
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.46	£0.53	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.48
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£2.57	£2.02	£1.70	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£14.20
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£0.00	£0.00	£1.09	£0.06	£0.00	£0.00	£5.17	£0.00	£0.00	£7.29
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.04	£0.00	£0.00	£0.00	£0.00	£0.59
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£2.74	£0.12	£0.00	£0.00	£0.69	£3.81	
	Zone 20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.43	£9.02	£0.00	£0.00	£0.00	£9.62
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.97	£0.00	£0.00	£4.97
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.04	£0.00	£0.00	£0.46	£0.00	£39.40	£0.00	£40.43
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£25.90	£25.90	£25.90
Other study area zones Total		£0.00	£0.00	£0.00	£0.05	£0.00	£0.08	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£1.42	£0.00	£0.00	£1.30	£0.77	£3.22	£9.60	£10.14	£39.40	£26.59	£92.60
Outside Study Area	Outside Study Area	£0.00	£0.00	£0.15	£0.09	£0.00	£0.65	£0.05	£0.26	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.32	£0.33	£0.15	£1.98	£10.27	£10.49	£25.04
	Grand Total	£1.57	£3.43	£1.90	£2.88	£2.39	£3.48	£2.28	£1.78	£0.99	£0.77	£3.34	£3.52	£2.78	£3.99	£2.06	£2.37	£2.56	£2.17	£3.55	£9.88	£12.29	£57.04	£37.08	£164.11

Notes

Product of Table L3Aa (50%) & L2A (50% of recreation and sports)

Table L8Aa: Family entertainment - market shares

Local authority	Destination	Basildon				Castle Point				Rochford				Southend				Thurrock				Outside							Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23					
Basildon	Basildon town centre	84.7%	73.1%	53.1%		30.6%	30.6%	24.5%		3.9%	13.5%	15.2%		5.6%	0.0%	61.3%	59.0%	66.7%	34.4%	66.1%	1.2%	1.7%	19.6%	0.0%	0.0%	17.9%			
	Billerica town centre	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%				
	Laindon town centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
	Other Basildon Destination	0.0%	15.3%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%				
	Pitsea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
Basildon Total		84.7%	89.3%	53.1%	82.7%	30.6%	30.6%	24.5%	26.2%	3.9%	13.5%	15.2%	5.6%	0.0%	62.2%	59.0%	66.7%	55.4%	66.1%	1.2%	1.7%	19.6%	0.0%	0.0%	19.1%				
Castle Point	Canvey Island	0.0%	0.0%	0.0%	0.0%	2.9%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%				
	Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
	South Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
	Thundersley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
	Castle Point Total		0.0%	0.0%	0.0%	0.0%	2.9%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%			
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
	Hockley	0.0%	0.0%	0.0%	0.0%	4.6%	3.3%	24.8%	26.7%	4.7%	30.5%	1.7%	1.5%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%				
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
	Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.8%	4.1%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%				
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%	8.7%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%				
Rochford Total		0.0%	0.0%	0.0%	0.0%	4.6%	3.3%	45.5%	40.7%	4.7%	39.2%	16.9%	1.5%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%				
Southend	Leigh-on-Sea	0.0%	0.0%</																										

Notes

Market shares derived from household survey (Q37), excluding don't knows/don't do

Table L8Ab: Family entertainment - turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock		Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23				
Basildon	Basildon town centre	£1.33	£2.51	£1.01	£2.20	£0.73	£1.07	£0.56	£0.47	£0.04	£0.10	£0.51	£0.20	£0.00	£2.45	£1.21	£1.58	£0.88	£1.44	£0.04	£0.17	£2.41	£0.00	£0.00	£0.00	£20.89		
	Billericay town centre	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31		
	Laindon town centre	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03		
	Other Basildon Destination	£0.00	£0.53	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98		
	Pitsea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Basildon Total		£1.33	£3.06	£1.01	£2.38	£0.73	£1.07	£0.56	£0.47	£0.04	£0.10	£0.51	£0.20	£0.00	£2.48	£1.21	£1.58	£1.42	£1.44	£0.04	£0.17	£2.41	£0.00	£0.00	£0.00	£22.21		
Castle Point	Canvey Island	£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28		
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Castle Point Total		£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28		
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£0.57	£0.47	£0.05	£0.23	£0.06	£0.05	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.87		
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Rayleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£0.07	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67		
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.07	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75		
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£1.04	£0.72	£0.05	£0.30	£0.56	£0.05	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.29		
Southend	Leigh-on-Sea	£0.00	£0.00	£0.03	£0.00	£0.00	£0.27	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.53		
	Other Southend Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03		
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Southend-on-Sea town centre	£0.08	£0.12	£0.78	£0.20	£0.68	£1.40	£0.14	£0.42	£0.85	£0.34	£2.21	£3.16	£2.24	£0.22	£0.14	£0.37	£0.00	£0.00	£0.32	£0.40	£0.57	£2.39	£0.00	£17.03			
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.36			
Southend Total		£0.08	£0.12	£0.81	£0.20	£0.68	£1.68	£0.14	£0.43	£0.88	£0.34	£2.21	£3.27	£2.36	£0.26	£0.14	£0.37	£0.00	£0.00	£0.32	£0.53	£0.74	£2.39	£0.00	£17.95			
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12		
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12		
Other Study Area Zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.25	£0.03	£0.00	£0.00	£0.00	£0.00	£1.03	£0.00	£0.00	£0.00	£2.15		
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£2.42	£0.40	£0.00	£0.00	£0.00	£0.00	£3.38			
	Zone 20	£0.10	£0.09	£0.08	£0.25	£0.09	£0.42	£0.55	£0.10	£0.00	£0.00	£0.00	£0.00	£0.08	£0.34	£0.04	£0.24	£1.00	£0.13	£0.72	£7.95	£0.22	£0.00	£0.00	£12.39			
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£0.00	£0.00	£0.64			
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.38	£0.10	£0.00	£0.00	£0.00	£0.00	£2.38	£53.32	£0.00	£56.65			
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£24.18	£24.20			
Other Study Area Zones Total		£0.10	£0.09	£0.08	£0.25	£0.59	£0.42	£0.55	£0.12	£0.00	£0.00	£0.00	£0.00	£0.08	£1.12	£0.70	£0.37	£1.00	£0.68	£3.14	£8.35	£4.27	£53.32	£24.18	£99.42			
Outside Study Area	Outside Study Area	£0.06	£0.16	£0.00	£0.05	£0.21	£0.00	£0.00	£0.00	£0.02	£0.02	£0.06	£0.00	£0.00	£0.08	£0.00	£0.00	£0.14	£0.06	£0.04	£0.82	£4.87	£1.33	£12.90	£20.84			
	Grand Total	£1.57	£3.43	£1.90	£2.88	£2.39	£3.48	£2.28	£1.78	£0.99	£0.77	£3.34	£3.52	£2.78	£3.99	£2.06	£2.37	£2.56	£2.17	£3.55	£9.88	£12.29	£57.04	£37.08	£164.10			

Notes

Product of Table L3Aa (50%) & L2 (50% of recreation and sports)

Table L9A: Recreation turnover 2016

Local authority	Destination	Basildon			Castle Point			Rochford			Southend			Thurrock			Outside							Total	
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Basildon	Basildon town centre	£2.08	£4.88	£2.01	£3.45	£1.11	£1.17	£0.56	£0.51	£0.04	£0.10	£0.51	£0.20	£0.10	£2.45	£1.25	£2.17	£1.25	£1.63	£0.04	£0.17	£2.57	£0.00	£0.00	£28.25
	Billerica town centre	£0.00	£0.30	£0.00	£1.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.12	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£2.79
	Laindon town centre	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
	Other Basildon destination	£0.00	£1.15	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.74
	Pitsea town centre	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
Basildon Total		£2.42	£6.50	£2.01	£4.98	£1.11	£1.17	£0.56	£0.51	£0.04	£0.10	£0.51	£0.20	£0.10	£2.48	£1.25	£2.17	£2.63	£1.63	£0.04	£0.29	£2.57	£0.00	£0.00	£33.29
Castle Point	Canvey Island	£0.11	£0.00	£0.00	£0.00	£1.41	£1.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.98
	Hadleigh	£0.05	£0.00	£0.00	£0.00	£0.03	£0.05	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.29	£0.68	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.31	£0.14	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
Castle Point Total		£0.16	£0.00	£0.00	£0.00	£2.05	£2.22	£0.11	£0.03	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.80
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£0.94	£0.70	£0.05	£0.41	£0.06	£0.28	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.87
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.26	£0.02	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
	Rayleigh	£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£0.83	£0.72	£0.00	£0.01	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.00
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02	£0.42	£0.32	£0.55	£0.51	£0.26	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.18
Rochford Total		£0.00	£0.00	£0.00	£0.05	£0.15	£0.28	£2.97	£2.09	£0.42	£0.98	£0.56	£0.54	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.55
Southend	Leigh-on-Sea	£0.00	£0.00	£0.03	£0.00	£0.00	£0.61	£0.00	£0.02	£0.03	£0.00	£0.00	£0.46	£0.39	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£1.74
	Other Southend Destination	£0.03	£0.00	£0.70	£0.11	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.19	£0.00	£0.55	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£2.52
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58
	Southend-on-Sea town centre	£0.35	£0.12	£0.83	£0.20	£0.68	£1.53	£0.33	£0.49	£1.20	£0.43	£4.58	£4.84	£2.98	£0.22	£0.14	£0.37	£0.00	£0.00	£0.32	£0.40	£0.57	£2.39	£0.00	£22.97
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£1.01	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£1.53
Southend Total		£0.38	£0.12	£1.55	£0.31	£0.68	£2.14	£0.33	£0.51	£1.26	£0.43	£5.56	£6.31	£4.10	£0.26	£0.14	£0.37	£0.04	£0.88	£0.32	£0.53	£0.74	£2.39	£0.00	£29.35
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.49
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£0.50	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.39
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.55	£0.50	£0.53	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.71
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.48
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.55	£2.62	£2.02	£1.74	£0.00	£0.00	£0.00	£0.00	£0.00	£7.37	£0.00	£14.32
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.05	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.26	£0.25	£0.03	£1.09	£0.06	£0.00	£0.00	£6.20	£0.00	£0.00	£9.44
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	£5.17	£0.52	£0.00	£0.00	£0.69	£7.18	
	Zone 20	£0.10	£0.09	£0.08	£0.25	£0.09	£0.42	£0.55	£0.10	£0.00	£0.00	£0.00	£0.00	£0.08	£0.34	£0.04	£0.24	£1.17	£0.13	£1.15	£16.97	£0.22	£0.00	£0.00	£22.02
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.62	£0.00	£0.00	£5.62
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.03	£0.00	£0.00	£0.00	£0.00	£0.94	£0.38	£0.10	£0.04	£0.00	£0.00	£0.46	£2.38	£92.73	£0.00	£97.07
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£50.08	£50.10	
Other study area zones Total		£0.10	£0.09	£0.08	£0.30	£0.59	£0.50	£0.55	£0.12	£0.03	£0.00	£0.00	£0.00	£0.08	£2.54	£0.70	£0.37	£2.30	£1.45	£6.36	£17.95	£14.42	£92.73	£50.77	£192.02
Outside Study Area	Outside Study Area	£0.06	£0.16	£0.15	£0.14	£0.21	£0.65	£0.05	£0.26	£0.23	£0.02	£0.06	£0.00	£0.00	£0.08	£0.00	£0.07	£0.14	£0.38	£0.38	£0.98	£6.85	£11.61	£23.40	£45.88
	Grand Total	£3.13	£6.87	£3.80	£5.77	£4.79	£6.97	£4.57	£3.55	£1.98	£1.54	£6.68	£7.04	£5.56	£7.98	£4.11	£4.73	£5.12	£4.35	£7.10	£19.76	£24.58	£114.08	£74.17	£328.21

Notes
Tables L7Ab + L8Ab

Table L10Aa: Games of chance - market share 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock				Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23						
Basildon	Basildon town centre	27.6%	46.9%	18.7%	0.0%	6.9%	4.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	30.9%	8.7%	5.1%	39.2%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	
	Billericay town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Laindon town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Other Basildon Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Pitsea town centre	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	
Basildon Total		34.6%	46.9%	18.7%	0.0%	6.9%	4.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	30.9%	8.7%	5.1%	39.2%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	
Castle Point	Canvey Island	3.5%	0.0%	0.0%	0.0%	68.5%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	
	Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	South Benfleet	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Thundersley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Castle Point Total		3.5%	0.0%	0.0%	0.0%	72.7%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Hockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	
	Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Rochford Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	52.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	
Southend	Leigh-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Other Southend Destination	0.0%	0.0%	44.1%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	
	Southend-on-Sea town centre	48.6%	53.1%	37.2%	100.0%	20.5%	55.0%	100.0%	32.0%	94.3%	91.5%	80.9%	51.8%	83.0%	44.8%	0.0%	73.1%	0.0%	12.1%	8.9%	67.7%	0.0%	6.5%	0.0%	0.0%	0.0%	28.1%	0.0%	4.2%	
	Westcliff-on-Sea	13.2%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	6.5%	0.0%	8.5%	11.9%	43.8%	17.0%	0.0%	11.9%	0.0%	36.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	
Southend Total		61.8%	53.1%	81.3%	100.0%	20.5%	65.8%	100.0%	38.5%	100.0%	100.0%	96.8%	100.0%	100.0%	44.8%	11.9%	73.1%	0.0%	48.2%	8.9%	67.7%	0.0%	6.5%	0.0%	0.0%	0.0%	32.9%	0.0%	0.0%	
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Thurrock Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.6%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	
Other study area zones	Zone 17	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.6%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.0%	31.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	
	Zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	0.0%	27.8%	14.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	25.0%	15.1%	15.5%	0.0%	0.0%	0.0%	0.0%	93.5%	0.0%	29.4%	0.0%	9.2%	0.0%	0.0%	
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	49.3%	9.2%	0.0%	0.0%	0.0%	0.0%	
Other study area zones Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	25.0%	15.1%	60.8%	36.0%	59.4%	14.3%	8.8%	93.5%	49.3%	41.9%	0.0%	0.0%	0.0%	0.0%	
Outside Study Area	Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	54.4%	0.0%	0.0%	15.8%	27.8%	18.1%	91.2%	0.0%	50.7%	15.4%	0.0%	0.0%	0.0%	0.0%	
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Notes

Market shares derived from household survey (Q37), excluding don't knows/don't do

Table L10Ab: Games of chance - turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock		Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23				
Basildon	Basildon town centre	£1.86	£5.43	£0.90	£0.00	£0.54	£0.38	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£3.07	£0.53	£0.40	£1.60	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£15.32	
	Billericay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Laindon town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Other Basildon Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Pitsea town centre	£0.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.48	
Basildon Total		£2.34	£5.43	£0.90	£0.00	£0.54	£0.38	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£3.07	£0.53	£0.40	£1.60	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£15.80	
Castle Point	Canvey Island	£0.24	£0.00	£0.00	£0.00	£5.41	£2.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.33	
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Castle Point Total		£0.24	£0.00	£0.00	£0.00	£5.74	£2.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.66	
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	
	Rayleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.96	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.96	£0.00	
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.18	
Southend	Leigh-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Other Southend Destination	£0.00	£0.00	£2.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.74	
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	
	Southend-on-Sea town centre	£3.29	£6.16	£1.79	£4.99	£1.62	£4.93	£4.78	£1.34	£2.81	£1.47	£7.24	£5.24	£6.02	£4.46	£0.00	£5.78	£0.00	£0.52	£0.74	£14.34	£0.00	£6.44	£0.00	£83.95	£0.00	£83.95	
	Westcliff-on-Sea	£0.89	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.27	£0.00	£0.14	£1.07	£4.43	£1.23	£0.00	£0.72	£0.00	£0.00	£1.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.28	£0.00	
Southend Total		£4.18	£6.16	£3.92	£4.99	£1.62	£5.90	£4.78	£1.61	£2.99	£1.61	£8.67	£10.11	£7.25	£4.46	£0.72	£5.78	£0.00	£2.08	£0.74	£14.34	£0.00	£6.44	£0.00	£98.33	£0.00	£98.33	
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.32	£0.00	
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.08	
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04	£0.00	£0.00	£0.00	£2.02	£0.00	£0.00	£0.00	£3.06	£0.00	
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£2.62	£0.00	£0.00	£0.00	£0.00	£0.00	£4.18	£0.00	
	Zone 20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80	£0.00	£2.30	£3.02	£0.00	£0.00	£0.00	£0.00	£6.13	£0.00	
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£92.16	£0.00	£92.16	£0.00	
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£35.35	£35.35	£70.70	£0.00	
Other study area zones Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.87	£1.52	£1.19	£2.47	£1.55	£4.92	£3.02	£2.02	£92.16	£35.35	£35.35	£145.09	£0.00	
Outside Study Area	Outside Study Area	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.31	£0.00	£0.00	£0.68	£2.30	£3.83	£20.86	£0.00	£36.40	£0.00	£67.78	£0.00	
	Grand Total	£6.75	£11.59	£4.82	£4.99	£7.90	£8.97	£4.78</																				

Table L11A: Leisure summary 2016 by local authority

	Turnover 2016 (£M)					Market shares			
	A3-5	Cinema	Recreation	Games of chance	Total	A3-5	Cinema	Recreation	Games of chance
South Essex									
Turnover derived from South Essex zones	£434.90	£29.01	£70.87	£101.53	£636.30	74.9%	64.9%	78.5%	79.9%
Turnover derived from elsewhere in study area	£146.05	£15.71	£19.44	£25.52	£206.72	25.1%	35.1%	21.5%	20.1%
Leakage from South Essex zones	£110.41	£4.53	£13.31	£11.36	£139.61	21.4%	14.4%	16.8%	10.4%
Basildon									
Turnover derived from Basildon zones	£91.15	£6.82	£15.92	£8.67	£122.55	70.7%	42.0%	47.8%	54.9%
Turnover derived from elsewhere in study area	£37.70	£9.41	£17.37	£7.13	£71.62	29.3%	58.0%	52.2%	45.1%
Leakage from Basildon zones	£36.56	£0.89	£3.65	£19.48	£60.58	28.6%	11.5%	18.6%	69.2%
Castle Point									
Turnover derived from Castle Point zones	£31.82	£1.60	£4.26	£8.43	£46.11	94.2%	66.2%	88.8%	97.3%
Turnover derived from elsewhere in study area	£1.95	£0.82	£0.54	£0.24	£3.54	5.8%	33.8%	11.2%	2.7%
Leakage from Castle Point zones	£46.96	£3.28	£7.49	£8.44	£66.17	59.6%	67.3%	63.7%	50.0%
Rochford									
Turnover derived from Rochford zones	£48.38	£0.00	£6.47	£2.18	£57.03	72.4%	0.0%	75.7%	100.0%
Turnover derived from elsewhere in study area	£18.42	£0.00	£2.08	£0.00	£20.50	27.6%	0.0%	24.3%	0.0%
Leakage from Rochford zones	£23.57	£4.60	£5.16	£11.38	£44.71	32.8%	100.0%	44.4%	83.9%
Southend									
Turnover derived from Southend zones	£112.07	£6.42	£15.96	£26.03	£160.48	61.7%	62.0%	54.4%	26.5%
Turnover derived from elsewhere in study area	£69.56	£3.93	£13.38	£72.30	£159.18	38.3%	38.0%	45.6%	73.5%
Leakage from Southend zones	£16.30	£1.55	£3.32	£0.28	£21.46	12.7%	19.5%	17.2%	1.1%
Thurrock									
Turnover derived from Thurrock zones	£49.31	£4.07	£6.38	£2.08	£61.83	29.0%	25.9%	44.5%	100.0%
Turnover derived from elsewhere in study area	£120.58	£11.66	£7.94	£0.00	£140.18	71.0%	74.1%	55.5%	0.0%
Leakage from Thurrock zones	£59.91	£2.31	£10.45	£21.85	£94.52	54.9%	36.2%	62.1%	91.3%

Notes

Derived from Tables L5A, L6Ab, L9A & L10Ab

Table L1B: Leisure expenditure per capita

Restaurants, cafes																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
2015	£370.00	£432.00	£580.00	£706.00	£491.00	£575.00	£624.00	£582.00	£479.00	£614.00	£491.00	£467.00	£586.00	£483.00	£439.00	£483.00	£756.00	£619.00	£580.00	£603.00	£667.00	£477.00	£558.00	
2016	£377.03	£440.21	£591.02	£719.41	£500.33	£585.93	£635.86	£593.06	£488.10	£625.67	£500.33	£475.87	£597.13	£492.18	£447.34	£492.18	£770.36	£630.76	£591.02	£614.46	£679.67	£486.06	£568.60	
2021	£394.67	£460.81	£618.68	£753.08	£523.74	£613.34	£665.61	£620.81	£510.94	£654.94	£523.74	£498.14	£625.08	£515.21	£468.27	£515.21	£806.41	£660.28	£618.68	£643.21	£711.48	£508.81	£595.21	
2026	£423.50	£494.47	£663.87	£808.09	£562.00	£658.14	£714.23	£666.16	£548.26	£702.78	£562.00	£534.53	£670.73	£552.84	£502.48	£552.84	£865.32	£708.51	£663.87	£690.19	£763.45	£545.97	£638.69	
2031	£456.23	£532.68	£715.17	£870.54	£605.43	£709.01	£769.43	£717.64	£590.63	£757.10	£605.43	£575.84	£722.57	£595.57	£541.31	£595.57	£932.19	£763.26	£715.17	£743.53	£822.45	£588.17	£688.05	
2034	£477.07	£557.01	£747.84	£910.30	£633.09	£741.39	£804.57	£750.42	£617.61	£791.68	£633.09	£602.14	£755.58	£622.77	£566.04	£622.77	£974.77	£798.13	£747.84	£777.50	£860.02	£615.04	£719.48	
2037	£498.86	£582.46	£782.00	£951.89	£662.01	£775.26	£841.33	£784.70	£645.83	£827.84	£662.01	£629.65	£790.09	£651.22	£591.89	£651.22	£1,019.30	£834.58	£782.00	£813.01	£899.30	£643.13	£752.34	
Pubs / bars / nightclubs / music venues																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
2015	£188.00	£204.00	£260.00	£288.00	£235.00	£259.00	£270.00	£266.00	£225.00	£279.00	£221.00	£220.00	£262.00	£229.00	£206.00	£232.00	£308.00	£278.00	£261.00	£264.00	£279.00	£215.00	£267.00	
2016	£191.57	£207.88	£264.94	£293.47	£239.47	£263.92	£275.13	£271.05	£229.28	£284.30	£225.20	£224.18	£266.98	£233.35	£209.91	£236.41	£313.85	£283.28	£265.96	£269.02	£284.30	£219.09	£272.07	
2021	£200.54	£217.60	£277.34	£307.21	£250.67	£276.27	£288.01	£283.74	£240.00	£297.61	£235.74	£234.67	£279.47	£244.27	£219.74	£247.47	£328.54	£296.54	£278.40	£281.60	£297.61	£229.34	£284.80	
2026	£215.18	£233.50	£297.60	£329.64	£268.98	£296.45	£309.04	£304.46	£257.53	£319.34	£252.96	£251.81	£299.88	£262.11	£235.79	£265.55	£352.54	£318.20	£298.74	£302.17	£319.34	£246.09	£305.61	
2031	£231.81	£251.54	£320.60	£355.12	£289.77	£319.36	£332.93	£327.99	£277.44	£344.02	£272.51	£271.27	£323.06	£282.37	£254.01	£286.07	£379.78	£342.79	£321.83	£325.53	£344.02	£265.11	£329.23	
2034	£242.40	£263.03	£335.24	£371.34	£303.00	£333.95	£348.13	£342.98	£290.11	£359.74	£284.95	£283.66	£337.82	£295.27	£265.61	£299.14	£397.13	£358.45	£336.53	£340.40	£359.74	£277.22	£344.27	
2037	£253.48	£275.05	£350.55	£388.30	£316.85	£349.20	£364.04	£358.64	£303.36	£376.17	£297.97	£296.62	£353.25	£308.76	£277.75	£312.80	£415.27	£374.82	£351.90	£355.95	£376.17	£289.88	£359.99	
Cinemas and theatres																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
2015	£30.63	£36.27	£51.40	£67.54	£43.92	£52.55	£58.12	£53.97	£43.34	£57.99	£44.63	£42.35	£52.55	£41.79	£37.60	£41.47	£73.14	£58.43	£52.03	£56.81	£62.73	£43.10	£66.03	
2016	£31.21	£36.96	£52.38	£68.82	£44.75	£53.55	£59.22	£55.00	£44.16	£59.09	£45.48	£43.15	£53.55	£42.58	£38.31	£42.26	£74.53	£59.54	£53.02	£57.89	£63.92	£43.92	£67.28	
2021	£32.67	£38.69	£54.83	£72.04	£46.85	£56.05	£62.00	£57.57	£46.23	£61.86	£47.61	£45.17	£56.05	£44.58	£40.11	£44.24	£78.02	£62.33	£55.50	£60.60	£66.91	£45.97	£70.43	
2026	£35.06	£41.51	£58.83	£77.31	£50.27	£60.15	£66.52	£61.77	£49.61	£66.38	£51.08	£48.47	£60.15	£47.83	£43.04	£47.47	£83.72	£66.88	£59.55	£65.02	£71.80	£49.33	£75.58	
2031	£37.77	£44.72	£63.38	£83.28	£54.16	£64.80	£71.67	£66.55	£53.44	£71.51	£55.03	£52.22	£64.80	£51.53	£46.36	£51.13	£90.19	£72.05	£64.16	£70.05	£77.35	£53.14	£81.42	
2034	£39.49	£46.77	£66.27	£87.08	£56.63	£67.76	£74.94	£69.59	£55.88	£74.77	£57.55	£54.61	£67.76	£53.88	£48.48	£53.47	£94.31	£75.34	£67.09	£73.25	£80.88	£55.57	£85.14	
2037	£41.30	£48.90	£69.30	£91.06	£59.22	£70.85	£78.36	£72.77	£58.43	£78.19	£60.17	£57.10	£70.85	£56.34	£50.70	£55.91	£98.61	£78.78	£70.15	£76.60	£84.58	£58.11	£89.03	
Games of chance																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
2015	£166.00	£157.00	£165.00	£148.00	£170.00	£166.00	£157.00	£159.00	£157.00	£159.00	£146.00	£145.00	£167.00	£147.00	£139.00	£172.00	£148.00	£154.00	£160.00	£148.00	£148.00	£121.00	£148.00	
2016	£169.15	£159.98	£168.14	£150.81	£173.23	£169.15	£159.98	£162.02	£159.98	£162.02	£148.77	£147.76	£170.17	£149.79	£141.64	£175.27	£150.81	£156.93	£163.04	£150.81	£150.81	£123.30	£150.81	
2021	£177.07	£167.47	£176.00	£157.87	£181.34	£177.07	£167.47	£169.60	£167.47	£169.60	£155.74	£154.67	£178.14	£156.80	£148.27	£183.47	£157.87	£164.27	£170.67	£157.87	£157.87	£129.07	£157.87	
2026	£190.00	£179.70	£188.86	£169.40	£194.58	£190.00	£179.70	£181.99	£179.70	£181.99	£167.11	£165.97	£191.15	£168.26	£159.10	£196.87	£169.40	£176.27	£183.14	£169.40	£169.40	£138.50	£169.40	
2031	£204.69	£193.59	£203.45	£182.49	£209.62	£204.69	£193.59	£196.06	£193.59	£196.06	£180.03	£178.79	£205.92	£181.26	£171.40	£212.09	£182.49	£189.89	£197.29	£182.49	£182.49	£149.20	£182.49	
2034	£214.04	£202.43	£212.75	£190.83	£219.19	£214.04	£202.43	£205.01	£202.43	£205.01	£188.25	£186.96	£215.33	£189.54	£179.22	£221.77	£190.83	£198.56	£206.30	£190.83	£190.83	£156.02	£190.83	
2037	£223.81	£211.68	£222.47	£199.55	£229.21	£223.81	£211.68	£214.38	£211.68	£214.38	£196.85	£195.50	£225.16	£198.20	£187.41	£231.90	£199.55	£207.63	£215.72	£199.55	£199.55	£163.14	£199.55	
Recreational and sporting services																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
2015	£77.00	£93.00	£130.00	£171.00	£103.00	£129.00	£150.00	£135.00	£104.00	£152.00	£109.00	£101.00	£128.00	£118.00	£94.00	£103.00	£186.00	£155.00	£137.00	£138.00	£159.00	£140.00	£153.00	
2016	£78.46	£94.77	£132.47	£174.25	£104.96	£131.45	£152.85	£137.57	£105.98	£154.89	£111.07	£102.92	£130.43	£120.24	£95.79	£104.96	£189.53	£157.95	£139.60	£140.62	£162.02	£142.66	£155.91	
2021	£82.13	£99.20	£138.67	£182.40	£109.87	£137.60	£160.00	£144.00	£110.94	£162.14	£116.27	£107.74	£136.54	£125.87	£100.27	£109.87	£198.40	£165.34	£146.14	£147.20	£169.60	£149.34	£163.20	
2026	£88.13	£106.45	£148.80	£195.73	£117.89	£147.65	£171.69	£154.52	£119.04	£173.98	£124.76	£115.60	£146.51	£135.06	£107.59	£117.89	£212.90	£177.41	£156.81	£157.95	£181.99	£160.24	£175.12	
2031	£94.95	£114.67	£160.30	£210.85	£127.00	£159.06	£184.96	£166.46	£128.24	£187.42	£134.40	£124.54	£157.83	£145.50	£115.91	£127.00	£229.35	£191.12	£168.93	£170.16	£196.06	£172.63	£188.66	
2034	£99.28	£119.91	£167.62	£220.48	£132.81	£166.33	£193.41	£174.07	£134.10	£195.99	£140.54	£130.23	£165.04	£152.15	£121.20	£132.81	£239.83	£199.85	£176.65	£177.93	£205.01	£180.51	£197.28	
2037	£103.82	£125.39	£175.28	£230.56	£138.87	£173.93	£202.24	£182.02	£140.22	£204.94	£146.96	£136.18	£172.58	£159.10	£126.74	£138.87	£250.78	£208.98	£184.71	£186.06	£214.38	£188.76	£206.29	

Notes

Prices 2015

Per capita expenditure by zone derived from Experian Retail Planner 2016 (MMG GIS)

Table L2B: Leisure expenditure (£M)

Restaurants, cafés																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£14.67	£31.08	£16.50	£23.26	£22.30	£30.34	£18.59	£14.95	£8.89	£6.06	£29.33	£31.69	£24.81	£31.78	£18.60	£21.58	£20.28	£16.92	£29.35	£84.17	£100.32	£375.47	£262.91	£1,234
2016	£14.98	£31.74	£16.84	£23.75	£22.81	£31.04	£18.98	£15.26	£9.08	£6.19	£29.94	£32.35	£25.32	£32.65	£19.11	£22.17	£20.80	£17.36	£30.05	£86.33	£103.13	£388.70	£270.49	£1,269
2021	£16.17	£34.24	£18.17	£25.62	£24.06	£32.75	£20.71	£16.65	£9.91	£6.76	£32.58	£35.20	£27.55	£35.87	£21.00	£24.36	£22.53	£18.80	£32.29	£93.55	£113.10	£437.89	£296.81	£1,397
2026	£17.93	£38.41	£20.38	£28.74	£26.05	£35.45	£22.66	£18.22	£10.84	£7.39	£36.89	£39.85	£31.20	£40.79	£23.87	£27.70	£25.23	£20.92	£35.82	£104.22	£128.31	£506.74	£335.17	£1,583
2031	£20.24	£43.23	£22.94	£32.35	£28.72	£39.08	£25.22	£20.28	£12.07	£8.23	£41.17	£44.48	£34.82	£46.92	£27.46	£31.86	£28.07	£23.16	£39.63	£115.53	£144.31	£576.08	£374.93	£1,781
2034	£21.78	£46.61	£24.74	£34.88	£30.50	£41.50	£26.98	£21.69	£12.91	£8.80	£44.16	£47.71	£37.35	£51.31	£30.03	£34.85	£29.83	£24.67	£42.03	£122.81	£154.69	£624.24	£401.21	£1,915
2037	£23.51	£49.79	£26.42	£37.26	£32.27	£43.91	£28.65	£23.04	£13.71	£9.35	£46.99	£50.77	£39.74	£55.42	£32.44	£37.64	£31.43	£25.99	£44.28	£129.38	£162.96	£657.62	£422.66	£2,025
Pubs / bars / nightclubs / music venues																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£7.46	£14.68	£7.39	£9.49	£10.67	£13.67	£8.04	£6.83	£4.18	£2.76	£13.20	£14.93	£11.09	£15.07	£8.73	£10.37	£8.26	£7.60	£13.21	£36.85	£41.96	£169.24	£125.80	£561.47
2016	£7.61	£14.99	£7.55	£9.69	£10.91	£13.98	£8.21	£6.98	£4.27	£2.81	£13.48	£15.24	£11.32	£15.48	£8.97	£10.65	£8.47	£7.80	£13.52	£37.79	£43.14	£175.20	£129.43	£577.48
2021	£8.21	£16.17	£8.15	£10.45	£11.52	£14.75	£8.96	£7.61	£4.65	£3.07	£14.66	£16.58	£12.32	£17.01	£9.85	£11.70	£9.18	£8.44	£14.53	£40.96	£47.31	£197.37	£142.02	£635.48
2026	£9.11	£17.93	£9.03	£11.59	£12.43	£15.92	£9.71	£8.25	£5.04	£3.33	£16.41	£18.56	£13.79	£19.06	£11.04	£13.12	£10.21	£9.34	£16.03	£45.36	£53.19	£225.76	£159.10	£713.29
2031	£10.28	£20.24	£10.20	£13.09	£13.71	£17.56	£10.84	£9.21	£5.63	£3.71	£18.39	£20.80	£15.45	£21.97	£12.73	£15.12	£11.37	£10.34	£17.74	£50.30	£58.85	£257.02	£178.11	£803.66
2034	£11.07	£21.79	£10.98	£14.08	£14.51	£18.58	£11.57	£9.83	£6.01	£3.96	£19.70	£22.27	£16.55	£23.94	£13.87	£16.47	£12.09	£11.01	£18.82	£53.51	£64.20	£278.70	£190.70	£864.20
2037	£11.94	£23.51	£11.85	£15.20	£15.44	£19.78	£12.40	£10.53	£6.44	£4.25	£21.15	£23.92	£17.77	£26.28	£15.22	£18.08	£12.80	£11.67	£19.92	£56.64	£68.17	£296.41	£202.24	£921.62
Cinemas and theatres																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£1.21	£2.61	£1.46	£2.23	£1.99	£2.77	£1.73	£1.39	£0.80	£0.57	£2.67	£2.87	£2.22	£2.75	£1.59	£1.85	£1.96	£1.60	£2.63	£7.93	£9.43	£33.93	£31.11	£119
2016	£1.24	£2.66	£1.49	£2.27	£2.04	£2.84	£1.77	£1.42	£0.82	£0.58	£2.72	£2.93	£2.27	£2.82	£1.64	£1.90	£2.01	£1.64	£2.70	£8.13	£9.70	£35.12	£32.01	£123
2021	£1.34	£2.88	£1.61	£2.45	£2.15	£2.99	£1.93	£1.54	£0.90	£0.64	£2.96	£3.19	£2.47	£3.10	£1.80	£2.09	£2.18	£1.77	£2.90	£8.81	£10.64	£39.57	£35.12	£135
2026	£1.48	£3.19	£1.79	£2.72	£2.32	£3.23	£2.09	£1.67	£0.97	£0.69	£3.31	£3.57	£2.77	£3.48	£2.02	£2.34	£2.42	£1.96	£3.20	£9.76	£11.96	£45.26	£39.35	£152
2031	£1.68	£3.60	£2.02	£3.07	£2.56	£3.56	£2.33	£1.87	£1.08	£0.77	£3.71	£4.00	£3.10	£4.01	£2.32	£2.70	£2.70	£2.17	£3.54	£10.83	£13.46	£51.52	£44.05	£171
2034	£1.80	£3.87	£2.17	£3.30	£2.71	£3.77	£2.49	£1.99	£1.16	£0.82	£3.98	£4.29	£3.32	£4.37	£2.53	£2.94	£2.87	£2.31	£3.75	£11.51	£14.44	£55.87	£47.16	£183
2037	£1.95	£4.18	£2.34	£3.56	£2.89	£4.01	£2.67	£2.14	£1.24	£0.88	£4.27	£4.60	£3.56	£4.80	£2.78	£3.23	£3.04	£2.45	£3.97	£12.19	£15.33	£59.42	£50.02	£196
Games of chance																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£6.58	£11.30	£4.69	£4.88	£7.72	£8.76	£4.68	£4.08	£2.91	£1.57	£8.72	£9.84	£7.07	£9.67	£5.89	£7.69	£3.97	£4.21	£8.10	£20.66	£22.26	£95.24	£69.73	£330
2016	£6.72	£11.53	£4.79	£4.98	£7.90	£8.96	£4.78	£4.17	£2.98	£1.60	£8.90	£10.04	£7.22	£9.94	£6.05	£7.90	£4.07	£4.32	£8.29	£21.19	£22.88	£98.60	£71.74	£340
2021	£7.25	£12.45	£5.17	£5.37	£8.33	£9.45	£5.21	£4.55	£3.25	£1.75	£9.69	£10.93	£7.85	£10.92	£6.65	£8.68	£4.41	£4.68	£8.91	£22.96	£25.09	£111.08	£78.72	£373
2026	£8.04	£13.80	£5.73	£5.96	£8.99	£10.20	£5.65	£4.93	£3.52	£1.90	£10.84	£12.23	£8.79	£12.24	£7.45	£9.73	£4.91	£5.17	£9.83	£25.43	£28.21	£127.05	£88.19	£419
2031	£9.08	£15.58	£6.47	£6.72	£9.92	£11.25	£6.30	£5.50	£3.93	£2.12	£12.15	£13.71	£9.85	£14.11	£8.59	£11.21	£5.46	£5.73	£10.88	£28.20	£31.75	£144.65	£98.73	£472
2034	£9.77	£16.77	£6.97	£7.24	£10.50	£11.91	£6.73	£5.88	£4.19	£2.26	£13.01	£14.68	£10.55	£15.37	£9.36	£12.21	£5.81	£6.10	£11.54	£30.00	£34.06	£156.85	£105.71	£507
2037	£10.55	£18.10	£7.52	£7.81	£11.17	£12.68	£7.21	£6.30	£4.49	£2.42	£13.97	£15.76	£11.33	£16.87	£10.27	£13.40	£6.15	£6.46	£12.21	£31.75	£36.16	£166.82	£112.10	£542
Recreational and sporting services																								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£3.05	£6.69	£3.70	£5.63	£4.68	£6.81	£4.47	£3.47	£1.93	£1.50	£6.51	£6.85	£5.42	£7.76	£3.98	£4.60	£4.99	£4.24	£6.93	£19.26	£23.91	£110.20	£72.09	£319
2016	£3.12	£6.83	£3.78	£5.75	£4.78	£6.96	£4.56	£3.54	£1.97	£1.53	£6.65	£7.00	£5.53	£7.98	£4.09	£4.73	£5.12	£4.35	£7.10	£19.76	£24.58	£114.08	£74.17	£328
2021	£3.36	£7.37	£4.07	£6.21	£5.05	£7.35	£4.98	£3.86	£2.15	£1.67	£7.23	£7.61	£6.02	£8.76	£4.50	£5.20	£5.54	£4.71	£7.63	£21.41	£26.96	£128.52	£81.38	£362
2026	£3.73	£8.17	£4.52	£6.88	£5.45	£7.93	£5.39	£4.19	£2.33	£1.81	£8.10	£8.52	£6.74	£9.82	£5.04	£5.82	£6.17	£5.21	£8.41	£23.71	£30.31	£147.01	£91.17	£406
2031	£4.21	£9.23	£5.10	£7.77	£6.01	£8.74	£6.02	£4.67	£2.60	£2.02	£9.07	£9.55	£7.55	£11.32	£5.81	£6.71	£6.86	£5.77	£9.31	£26.30	£34.11	£167.36	£102.06	£458
2034	£4.53	£9.93	£5.49	£8.36	£6.36	£9.25	£6.43	£4.99	£2.78	£2.16	£9.71	£10.22	£8.08	£12.33	£6.33	£7.31	£7.30	£6.14	£9.88	£27.97	£36.59	£181.48	£109.28	£493
2037	£4.89	£10.72	£5.92	£9.02	£6.77	£9.85	£6.89	£5.34	£2.98	£2.31	£10.43	£10.98	£8.68	£13.54	£6.95	£8.03	£7.73	£6.51	£10.46	£29.61	£38.85	£193.01	£115.89	£525

Notes
Product of Table B and Table L1B

Table L3Ba: Restaurants and café market shares

Local authority	Destination	Basildon				Castle Point		Rochford		Southend		Thurrock		Outside										Total	
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Basildon	Basildon town centre	66.3%	57.7%	30.9%	5.3%	19.2%	6.5%	1.5%	1.0%	0.0%	8.2%	0.0%	0.0%	0.0%	6.9%	1.1%	22.7%	7.4%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
	Billericay town centre	2.5%	17.2%	10.4%	81.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	5.8%	32.5%	14.1%	0.0%	0.8%	0.7%	0.0%	0.0%	2.9%
	Landon town centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Basildon Destination	2.4%	1.9%	0.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Pitsea town centre	2.7%	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Basildon Total		73.9%	78.4%	42.7%	89.1%	19.2%	6.5%	1.5%	1.0%	0.0%	8.2%	0.0%	0.0%	0.0%	8.4%	1.1%	28.5%	39.9%	22.9%	0.0%	0.8%	0.7%	0.0%	0.0%	8.2%
Castle Point	Canvey Island town centre	0.0%	0.0%	0.0%	0.0%	24.0%	13.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Hadleigh town centre	2.4%	0.0%	0.0%	0.0%	2.3%	9.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	South Benfleet town centre	0.0%	0.0%	0.0%	0.0%	10.9%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Tarpots shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		2.4%	0.0%	0.0%	0.0%	37.2%	26.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hockley town centre	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	18.3%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Hullbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Rochford destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	4.7%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Rayleigh town centre	0.0%	0.0%	4.6%	0.0%	5.4%	13.0%	54.7%	60.1%	0.0%	13.4%	8.7%	0.0%	10.2%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Rochford Total		0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.8%	1.6%	25.3%	13.6%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Southend	Leigh-on-sea town centre	0.0%	1.1%	0.9%	0.0%	1.6%	29.0%	9.7%	0.8%	5.9%	1.6%	10.4%	22.4%	54.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
	Other Southend destinations	1.4%	1.9%	28.3%	2.5%	8.4%	1.8%	0.0%	0.8%	0.0%	1.6%	1.7%	0.8%	0.8%	0.7%	0.6%	0.0%	3.5%	18.6%	0.7%	0.0%	0.0%	0.9%	0.0%	1.4%
	Shoeburyness town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	4.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Southend-on-sea town centre	4.6%	3.8%	3.5%	0.0%	14.5%	16.9%	10.8%	9.5%	59.0%	43.5%	62.5%	63.5%	33.2%	0.7%	0.0%	0.8%	1.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%
	Westcliffe-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	2.2%	1.6%	1.0%	9.3%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Southend Total		6.0%	6.8%	32.6%	2.5%	24.5%	49.5%	20.5%	11.1%	70.0%	48.4%	79.9%	96.8%	89.8%	1.4%	0.6%	0.8%	4.5%	20.7%	0.7%	0.0%	0.0%	0.9%	0.0%	11.0%
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Grays main centre	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	13.7%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Lakeside main centre	3.9%	0.6%	2.6%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	45.3%	46.7%	30.8%	0.0%	0.0%	2.5%	0.0%	0.7%	30.1%	0.0%	12.4%
	Other Thurrock destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	14.8%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	South Ockendon local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Thurrock Total	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
		7.0%	0.6%	2.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	60.9%	83.8%	60.1%	0.0%	0.0%	2.5%	0.0%	0.7%	30.1%	0.0%	14.1%
Other study area zones	Zone 17	0.0%	3.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%	0.0%	0.0%	11.6%	1.6%	0.0%	32.2%	0.8%	0.0%	2.8%	30.5%	2.3%	0.0%	4.0%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Zone 19	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	68.2%	0.0%	0.0%	0.0%	1.2%	1.9%
	Zone 20	2.1%	2.5%	10.3%	0.9%	2.1%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	11.9%	29.2%	23.7%	91.3%	0.0%	0.0%	0.0%	7.5%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	43.0%	0.0%	0.0%	3.1%
	Zone 22	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	7.4%	0.0%	0.0%	0.0%	10.4%	5.9%	6.6%	4.7%	0.0%	0.0%	0.0%	0.0%	49.4%	0.0%	16.1%
	Zone 23	0.0%	0.0%	1.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	75.0%	15.2%
Other study area zones Total		2.1%	6.0%	12.6%	1.8%	3.8%	0.0%	0.0%	5.5%	0.8%	8.7%	0.0%	0.0%	0.0%	21.9%	9.3%	8.3%	50.1%	48.8%	91.9%	94.1%	74.4%	51.8%	76.2%	47.9%
Outside Study Area	Outside Study Area	8.6%	7.7%	5.0%	5.1%	8.5%	4.9%	3.2%	2.1%	0.0%	3.0%	10.5%	0.8%	0.0%	7.4%	5.3%	2.4%	5.5%	5.4%	4.9%	5.1%	24.3%	17.3%	23.8%	14.1%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q33), excluding don't knows/don't do

Table L3Bb: Restaurants and café - turnover 2016

Local authority	Destination	Basildon			Castle Point			Rochford			Southend			Thurrock			Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23			
Basildon	Basildon town centre	£9.93	£18.31	£5.21	£1.26	£4.37	£2.00	£0.28	£0.16	£0.00	£0.51	£0.00	£0.00	£0.00	£2.26	£0.21	£5.03	£1.53	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£52.06	
	Billericay town centre	£0.37	£5.45	£1.75	£19.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£1.28	£6.77	£2.45	£0.00	£0.65	£0.68	£0.00	£0.00	£0.00	£38.97	
	Landon town centre	£0.00	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	
	Other Basildon Destination	£0.36	£0.61	£0.12	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.24	
	Pitsea town centre	£0.41	£0.16	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	
Basildon Total		£11.07	£24.88	£7.19	£21.15	£4.37	£2.00	£0.28	£0.16	£0.00	£0.51	£0.00	£0.00	£0.00	£2.73	£0.21	£6.31	£8.30	£3.98	£0.00	£0.65	£0.68	£0.00	£0.00	£0.00	£94.48	
Castle Point	Canvey Island town centre	£0.00	£0.00	£0.00	£0.00	£5.47	£4.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.67	
	Hadleigh town centre	£0.36	£0.00	£0.00	£0.00	£0.53	£2.85	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.03	
	South Benfleet town centre	£0.00	£0.00	£0.00	£0.00	£2.48	£0.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.30	
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Castle Point Total		£0.36	£0.00	£0.00	£0.00	£8.48	£8.12	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£17.25	
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	
	Hockley town centre	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£3.48	£2.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.97	
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.07	£0.29	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75	
	Rayleigh town centre	£0.00	£0.00	£0.77	£0.00	£1.23	£4.02	£10.39	£9.17	£0.00	£0.83	£2.59	£0.00	£2.58	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£31.96	
Rochford Total		£0.00	£0.16	£0.77	£0.00	£1.56	£4.02	£14.21	£12.25	£2.65	£1.96	£2.59	£0.52	£2.58	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£43.64	
Southend	Leigh-on-sea town centre	£0.00	£0.35	£0.15	£0.00	£0.36	£8.99	£1.83	£0.13	£0.53	£0.10	£3.10	£7.24	£13.73	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£36.51	
	Other Southend destinations	£0.21	£0.61	£4.76	£0.60	£1.91	£0.56	£0.00	£0.13	£0.00	£0.10	£0.52	£0.26	£0.20	£0.23	£0.12	£0.00	£0.72	£3.23	£0.20	£0.00	£0.00	£3.47	£0.00	£0.00	£17.84	
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£1.29	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.82	
	Southend-on-sea town centre	£0.69	£1.19	£0.59	£0.00	£3.32	£5.25	£2.05	£1.45	£5.36	£2.69	£18.70	£20.55	£8.40	£0.23	£0.00	£0.18	£0.20	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£71.21	
	Westcliffe-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.20	£0.10	£0.29	£3.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.56	
Southend Total		£0.89	£2.15	£5.50	£0.60	£5.58	£15.36	£3.89	£1.70	£6.36	£3.00	£23.91	£31.31	£22.74	£0.45	£0.12	£0.18	£0.93	£3.59	£0.20	£0.00	£0.00	£3.47	£0.00	£0.00	£131.94	
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.65	
	Grays main centre	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.10	£2.61	£1.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.04	
	Lakeside main centre	£0.59	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£14.80	£8.92	£6.83	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£0.00	£150.66	
	Other Thurrock destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.98	£2.83	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.72	
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.64	
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.30	
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76	
Thurrock Total		£1.06	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£19.88	£16.01	£13.32	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£0.00	£169.78	
Other study area zones	Zone 17	£0.00	£0.98	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.07	£0.08	£0.00	£0.00	£0.00	£3.77	£0.31	£0.00	£6.71	£0.14	£0.00	£2.43	£31.48	£9.05	£0.00	£0.00	£55.23	
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.89	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.07	
	Zone 19	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£20.49	£0.00	£0.00	£0.00	£3.28	£0.00	£24.47	
	Zone 20	£0.31	£0.78	£1.74	£0.21	£0.47	£0.00	£0.00	£0.59	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£2.48	£5.06	£7.13	£78.83	£0.00	£0.00	£0.00	£0.00	£97.99	
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£44.39	£0.00	£0.00	£44.65		
	Zone 22	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.46	£0.00	£0.00	£0.00	£3.39	£1.13	£1.46	£0.97	£0.00	£0.00	£0.00	£0.00	£192.13	£0.00	£0.00	£199.82	
	Zone 23	£0.00	£0.00	£0.19	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.86	£0.00	£202.87	£0.00	£0.00	£204.48	
Other study area zones Total		£0.31	£1.91	£2.12	£0.42	£0.88	£0.00	£0.00	£0.85	£0.07	£0.54	£0.00	£0.00	£0.00	£7.16	£1.77	£1.83	£10.42	£8.47	£27.62	£81.26	£76.72	£201.19	£206.16	£0.00	£629.69	
Outside Study Area	Outside Study Area	£1.29	£2.45	£0.84	£1.20	£1.94	£1.54	£0.60	£0.32	£0.00	£0.18	£3.15	£0.26	£0.00	£2.42	£1.00	£0.54	£1.14	£0.94	£1.47	£4.41	£25.05	£67.23	£64.34	£0.00	£182.29	
	Grand Total	£14.98	£31.74	£16.84	£23.75	£22.80	£31.04	£18.98	£15.27	£9.08	£6.19	£29.94	£32.35	£25.32	£32.65	£19.11	£22.17	£20.80	£17.36	£30.05	£86.33	£103.13	£388.70	£270.49	£0.00	£1,269.07	

Notes

Product of Table L3Ba &

Table L4Ba: Pubs etc. - market share 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock				Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23						
Basildon	Basildon town centre	63.6%	35.2%	24.1%	0.0%	4.7%	1.1%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	1.0%	1.7%	8.1%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%					
	Billerica town centre	2.9%	26.9%	8.7%	93.6%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	28.9%	9.3%	0.0%	0.0%	0.0%	0.0%	3.2%						
	Laindon town centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%						
	Other Basildon destination	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%						
	Pitsea town centre	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%						
Basildon Total		69.5%	64.3%	32.8%	93.6%	4.7%	4.5%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	2.0%	1.7%	9.8%	28.9%	11.1%	0.0%	0.0%	0.0%	0.0%	6.1%						
Castle Point	Canvey Island town centre	2.4%	6.7%	0.0%	0.0%	59.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%						
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	1.3%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%						
	South Benfleet Town Centre	0.0%	0.0%	0.0%	0.0%	28.5%	12.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%						
	Tarports shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%						
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%						
Castle Point Total		2.4%	6.7%	0.0%	0.0%	90.1%	38.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%						
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%						
	Hockley town centre	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	33.1%	13.6%	0.0%	4.8%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%						
	Hullbridge	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%						
	Other Rochford destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	4.8%	22.7%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%						
	Rayleigh town centre	3.7%	2.8%	7.2%	0.0%	0.0%	13.2%	46.0%	63.3%	0.0%	15.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%						
Rochford Total		0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.3%	6.6%	28.7%	30.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%						
		3.7%	4.4%	7.2%	0.0%	0.0%	14.2%	80.4%	88.5%	55.9%	72.6%	2.1%	8.8%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%						
Southend	Leigh-on-Sea town centre	5.5%	0.0%	1.4%	1.1%	0.0%	28.3%	1.6%	1.0%	3.9%	1.0%	1.6%	18.0%	62.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%						
	Other Southend destinations	1.9%	0.0%	30.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	1.0%	1.6%	0.0%	3.9%	0.0%	0.0%	0.0%	29.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%						
	Shoeburyness town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%						
	Southend-on-sea town centre	0.0%	1.7%	3.3%	0.0%	1.7%	10.9%	12.8%	1.0%	31.7%	12.8%	61.7%	54.0%	26.0%	1.3%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%						
	Westcliff-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%						
Southend Total		7.3%	1.7%	35.1%	1.1%	1.7%	39.2%	14.4%	2.0%	41.5%	14.8%	73.8%	86.1%	91.9%	1.3%	0.0%	2.2%	0.0%	29.5%	0.0%	0.0%	0.0%	0.0%	9.6%						
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%						
	Grays main centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	28.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%						
	Other Thurrock destination	1.9%	0.0%	4.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	18.8%	6.4%	0.0%	0.0%	0.0%	0.0%	12.0%	1.0%	4.2%						
	South Ockendon Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%						
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	21.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%						
Thurrock Total		1.9%	0.0%	4.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	20.1%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	1.0%	6.5%					
Other study area zones	Zone 17	1.9%	12.4%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.0%	24.3%	4.7%	0.0%	46.4%	2.0%	0.0%	36.5%	1.7%	0.0%	5.3%						
	Zone 18	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.0%	0.0%	0.0%	0.0%	24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%						
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	87.5%	1.4%	0.0%	0.0%	2.4%							
	Zone 20	0.0%	0.0%	12.8%	0.0%	1.3%	0.0%	2.3%	0.0%	0.0%	8.9%	0.0%	0.9%	0.0%	3.7%	0.0%	0.0%	14.3%	31.6%	11.4%	90.4%	0.8%	0.0%	8.6%						
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.1%	0.0%	0.0%	3.7%						
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	15.3%	1.7%	6.2%	0.0%	0.0%	0.0%	57.8%	0.0%	17.0%						
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	68.6%	15.0%							
Other study area zones Total		1.9%	12.4%	18.1%	1.1%	1.3%	1.1%	2.3%	0.0%	1.3%	9.9%	1.2%	0.9%	2.1%	38.3%	20.1%	1.7%	66.9%	59.4%	99.0%	91.8%	88.2%	59.6%	68.6%	52.5%					
Outside Study Area	Outside Study Area	13.3%	10.4%	2.6%	3.3%	2.2%	2.7%	1.6%	9.5%	1.3%	2.6%	11.6%	4.2%	0.0%	21.9%	19.2%	14.0%	4.2%	0.0%	1.0%	8.2%	11.8%	28.4%	30.5%	18.6%					
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%					

Notes

Market shares derived from household survey (Q34), excluding don't knows/don't do

Table L4Bb: Pubs etc. - turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend		Thurrock		Outside											Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23			
Basildon	Basildon town centre	£4.85	£5.28	£1.82	£0.00	£0.51	£0.15	£0.00	£0.00	£0.00	£0.00	£1.52	£0.00	£0.00	£0.15	£0.16	£0.87	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£15.44	
	Billerica town centre	£0.22	£4.04	£0.65	£9.07	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£2.45	£0.73	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£17.79	
	Laindon town centre	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	
	Other Basildon destination	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	
	Pitsea town centre	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	
Basildon Total		£5.29	£9.64	£2.47	£9.07	£0.51	£0.63	£0.00	£0.00	£0.00	£0.00	£1.52	£0.00	£0.00	£0.31	£0.16	£1.05	£2.45	£0.86	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£33.96	
Castle Point	Canvey Island town centre	£0.18	£1.01	£0.00	£0.00	£6.44	£1.96	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.58	
	Hadleigh Town Centre	£0.00	£0.00	£0.00	£0.00	£0.14	£1.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.79	
	South Benfleet Town Centre	£0.00	£0.00	£0.00	£0.00	£3.11	£1.76	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.98	
	Tarpoons shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	
Castle Point Total		£0.18	£1.01	£0.00	£0.00	£9.84	£5.36	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£16.50	
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.23	
	Hockley town centre	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£2.72	£0.95	£0.00	£0.14	£0.00	£1.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.13	
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43	
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.64	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.03	
	Rayleigh town centre	£0.28	£0.42	£0.55	£0.00	£0.00	£1.84	£3.78	£4.42	£0.00	£0.42	£0.00	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£12.27	
Rochford Total		£0.00	£0.14	£0.00	£0.00	£0.00	£0.10	£0.46	£1.22	£0.85	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.91	
		£0.28	£0.67	£0.55	£0.00	£0.00	£1.99	£6.60	£6.18	£2.38	£2.04	£0.28	£1.35	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£23.00	
Southend	Leigh-on-Sea town centre	£0.42	£0.00	£0.11	£0.11	£0.00	£3.96	£0.13	£0.07	£0.16	£0.03	£0.21	£2.74	£7.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£14.96	
	Other Southend destinations	£0.14	£0.00	£2.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.03	£0.21	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.51	
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£1.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.36	
	Southend-on-sea town centre	£0.00	£0.25	£0.25	£0.00	£0.18	£1.52	£1.05	£0.07	£1.35	£0.36	£8.31	£8.23	£2.94	£0.20	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£24.96	
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.15	
Southend Total		£0.56	£0.25	£2.65	£0.11	£0.18	£5.47	£1.18	£0.14	£1.77	£0.42	£9.94	£13.12	£10.41	£0.20	£0.00	£0.24	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£48.94	
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£2.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.84	
	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.95	£2.56	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.69	
	Other Thurrock destination	£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	£1.68	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£26.21		
	South Ockendon Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.05	
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.40	
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£2.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.30	
		£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.66	£5.29	£7.70	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£41.49	
Other study area zones	Zone 17	£0.14	£1.86	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.12	£3.76	£0.42	£0.00	£3.93	£0.15	£0.00	£0.00	£15.76	£3.06	£0.00	£0.00	£29.37	
	Zone 18	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£1.93	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.62	
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£11.84	£0.53	£0.00	£0.00	£0.00	£0.00	£12.47	
	Zone 20	£0.00	£0.00	£0.97	£0.00	£0.14	£0.00	£0.19	£0.00	£0.00	£0.25	£0.00	£0.13	£0.00	£0.58	£0.00	£0.00	£1.21	£2.46	£1.55	£34.17	£0.33	£0.00	£0.00	£0.00	£41.97	
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£19.02	£0.00	£0.00	£0.00	£0.00	£19.02	
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£1.38	£0.18	£0.53	£0.00	£0.00	£0.00	£0.00	£101.30	£0.00	£105.13		
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.96	£0.00	£88.77	£91.72		
Other study area zones Total		£0.14	£1.86	£1.37	£0.11	£0.14	£0.15	£0.19	£0.00	£0.06	£0.28	£0.17	£0.13	£0.23	£5.92	£1.80	£0.18	£5.67	£4.63	£13.38	£34.69	£38.06	£104.37	£88.77	£302.30		
Outside Study Area	Outside Study Area	£1.01	£1.56	£0.19	£0.32	£0.24	£0.37	£0.13	£0.66	£0.06	£0.07	£1.56	£0.63	£0.00	£3.38	£1.72	£1.49	£0.36	£0.00	£0.14	£3.10	£5.08	£49.78	£39.42	£111.30		
	Grand Total	£7.61	£14.99	£7.55	£9.69	£10.91	£13.98	£8.21	£6.98	£4.27	£2.81	£13.48	£15.24	£11.32	£15.48	£8.97	£10.65	£8.47	£7.79	£13.52	£37.80	£43.14	£175.20	£129.43	£577.49		

Notes

Product of Table L3Ba & L2B

Table L5B: Combined A3-5 uses turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend			Thurrock		Outside														Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23							
Basildon	Basildon town centre	£14.77	£23.59	£7.03	£1.26	£4.88	£2.15	£0.28	£0.16	£0.00	£0.51	£1.52	£0.00	£0.00	£2.41	£0.37	£5.90	£1.53	£1.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£67.50	
	Billericay town centre	£0.60	£9.49	£2.41	£28.34	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£1.28	£9.22	£3.17	£0.00	£0.65	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£56.76		
	Landon town centre	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85		
	Other Basildon Destination	£0.36	£0.79	£0.12	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.42		
	Pitsea town centre	£0.63	£0.16	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.90		
Basildon Total		£16.37	£34.52	£9.67	£30.22	£4.88	£2.63	£0.28	£0.16	£0.00	£0.51	£1.52	£0.00	£0.00	£3.04	£0.37	£7.36	£10.75	£4.84	£0.00	£0.65	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£128.44		
Castle Point	Canvey Island town centre	£0.18	£1.01	£0.00	£0.00	£11.91	£6.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£19.25		
	Hadleigh town centre	£0.36	£0.00	£0.00	£0.00	£0.68	£4.50	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.82		
	South Benfleet town centre	£0.00	£0.00	£0.00	£0.00	£5.59	£2.58	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.28		
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25		
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14		
Castle Point Total		£0.55	£1.01	£0.00	£0.00	£18.32	£13.48	£0.10	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£33.75		
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.23	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.51		
	Hockley town centre	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£6.20	£3.28	£0.00	£0.14	£0.00	£1.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.10		
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80		
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.28	£0.93	£0.00	£0.26	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.78		
	Rayleigh town centre	£0.28	£0.42	£1.31	£0.00	£1.23	£5.87	£14.16	£13.59	£0.00	£1.25	£2.59	£0.00	£3.14	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£44.23		
Rochford Total	Rochford town centre	£0.00	£0.14	£0.00	£0.00	£0.33	£0.00	£0.45	£0.71	£3.52	£1.69	£0.00	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.23		
		£0.28	£0.82	£1.31	£0.00	£1.56	£6.01	£20.81	£18.42	£5.04	£4.01	£2.87	£1.87	£3.26	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£66.64		
Southend	Leigh-on-sea town centre	£0.42	£0.35	£0.25	£0.11	£0.36	£12.95	£1.96	£0.19	£0.70	£0.13	£3.32	£9.98	£20.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£51.47		
	Other Southend destinations	£0.35	£0.61	£7.05	£0.60	£1.91	£0.56	£0.00	£0.13	£0.10	£0.13	£0.73	£0.26	£0.64	£0.23	£0.12	£0.00	£0.72	£5.53	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£23.35		
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41	£0.00	£2.50	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.17		
	Southend-on-sea town centre	£0.69	£1.44	£0.84	£0.00	£3.50	£6.76	£3.11	£1.52	£6.71	£3.05	£27.01	£28.78	£11.35	£0.43	£0.00	£0.42	£0.20	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£96.17		
	Westcliffe-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.20	£0.10	£0.29	£5.15	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.71		
Southend Total		£1.45	£2.40	£8.14	£0.71	£5.77	£20.83	£5.07	£1.84	£8.13	£3.41	£33.85	£44.43	£33.15	£0.65	£0.12	£0.42	£0.93	£5.89	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£180.88		
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£4.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.49		
	Grays main centre	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.05	£5.17	£2.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£13.74		
	Lakeside main centre	£0.73	£0.20	£0.75	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£15.81	£10.61	£7.51	£0.00	£0.00	£0.76	£0.00	£0.68	£137.86	£1.24	£176.87						
	Other Thurrock destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.98	£3.88	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.77		
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10	£1.64	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.05		
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£3.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.60		
	Tilbury local centre	£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.66	£5.29	£8.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£42.25				
Thurrock Total		£1.06	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£19.88	£16.01	£13.32	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£169.78						
Other study area zones	Zone 17	£0.14	£2.83	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.13	£0.08	£0.00	£0.00	£0.12	£7.53	£0.73	£0.00	£10.64	£0.30	£0.00	£2.43	£47.24	£12.12	£0.00	£0.00	£0.00	£0.00	£0.00	£84.60		
	Zone 18	£0.00	£0.00	£0.40	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£4.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.69		
	Zone 19	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£32.32	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£36.94		
	Zone 20	£0.31	£0.78	£2.70	£0.21	£0.62	£0.00	£0.19	£0.59	£0.00	£0.25	£0.00	£0.13	£0.00	£0.58	£0.00	£0.37	£3.69	£7.52	£8.68	£113.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£139.96		
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£63.41	£0.00	£0.00	£0.00	£0.00	£0.00	£63.67			
	Zone 22	£0.00	£0.16	£0.00	£0.00	£0.00	£0.15	£0.00	£0.1																						

Table L6Ba: Cinemas and theatres - market share 2016

Local authority	Destination	Basildon			Castle Point			Rochford			Southend			Thurrock			Outside							Total	
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22		Zone 23
Basildon	Basildon town centre	6.0%	4.3%	33.5%	0.0%	3.3%	12.0%	2.2%	0.9%	0.0%	0.0%	0.0%	11.2%	2.2%	0.0%	0.0%	2.5%	2.2%	0.9%	0.0%	0.0%	0.6%	0.0%	0.0%	1.5%
	Billericay town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Laindon town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Other Basildon destination	78.8%	82.2%	53.0%	94.0%	36.3%	19.6%	62.4%	57.4%	8.3%	25.5%	3.6%	3.4%	19.0%	1.6%	0.0%	42.6%	46.8%	58.3%	6.0%	2.3%	12.8%	0.0%	0.0%	12.9%
	Pitsea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon Total		84.8%	86.6%	86.5%	94.0%	39.6%	31.6%	64.6%	58.2%	8.3%	25.5%	3.6%	14.6%	21.2%	1.6%	0.0%	45.0%	48.9%	59.2%	6.0%	2.3%	13.4%	0.0%	0.0%	14.4%
Castle Point	Canvey Island town centre	0.0%	0.0%	0.0%	0.0%	8.5%	1.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Castle Point destination	8.2%	2.1%	0.0%	0.0%	38.7%	21.1%	2.8%	7.7%	0.0%	3.6%	0.0%	3.0%	1.4%	0.8%	0.0%	3.6%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
	South Benfleet Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tarpots shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		8.2%	2.1%	0.0%	0.0%	47.2%	22.3%	2.8%	8.8%	0.0%	3.6%	0.0%	3.0%	1.4%	0.8%	0.7%	5.7%	3.6%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Rochford	Hockley town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rayleigh town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rochford town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rochford Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend	Leigh-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Southend destination	0.9%	2.1%	0.0%	0.0%	3.4%	22.7%	21.6%	14.1%	77.8%	53.6%	78.2%	66.9%	62.6%	0.0%	0.0%	1.6%	1.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%
	Southend-on-sea town centre	0.0%	0.0%	0.8%	0.0%	4.5%	3.5%	7.0%	2.5%	8.6%	0.0%	9.8%	8.0%	6.6%	2.3%	0.0%	1.6%	0.0%	4.2%	4.3%	6.5%	0.0%	0.0%	0.0%	1.6%
	Westcliff-on-Sea town centre	0.0%	0.0%	0.8%	0.0%	0.8%	4.5%	0.0%	1.7%	3.7%	5.8%	1.0%	2.4%	5.5%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Southend Total		0.9%	2.1%	1.7%	0.0%	8.7%	30.6%	28.6%	18.3%	90.0%	59.3%	88.9%	77.4%	74.6%	2.3%	0.0%	1.6%	5.2%	5.4%	4.3%	6.5%	0.0%	0.0%	0.0%	9.3%
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Grays main centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Lakeside main centre	2.1%	5.0%	3.1%	0.8%	0.8%	8.6%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	76.8%	75.6%	29.9%	3.6%	0.0%	0.0%	5.1%	29.9%	0.0%	14.5%
	South Ockendon Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock Total		2.1%	5.0%	3.1%	0.8%	0.8%	8.6%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	77.4%	79.8%	29.9%	3.6%	0.0%	0.0%	5.1%	29.9%	0.0%	14.6%
Other study area zones	Zone 17	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	20.7%	0.0%	0.0%	0.0%	0.0%	0.5%	
	Zone 20	0.0%	0.0%	2.2%	1.7%	0.0%	1.2%	1.8%	3.2%	0.0%	8.7%	0.0%	0.8%	0.0%	0.0%	0.0%	12.0%	15.2%	50.6%	75.5%	7.5%	0.0%	0.0%	6.7%	
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 22	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	14.3%	5.7%	14.1%	0.0%	0.0%	8.7%	49.4%	0.0%	17.1%	
	Zone 23	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	1.1%	2.4%	0.7%	77.3%	16.3%	
Other study area zones Total		0.0%	0.7%	2.2%	2.7%	0.0%	1.2%	1.8%	3.2%	0.0%	8.7%	0.0%	0.8%	5.8%	15.4%	6.7%	26.1%	16.1%	71.3%	76.6%	19.5%	50.1%	77.3%	40.6%	
Outside Study Area	Outside Study Area	4.0%	3.7%	6.6%	2.5%	3.6%	5.6%	2.2%	3.8%	1.7%	2.9%	7.5%	5.0%	1.9%	12.1%	4.2%	11.1%	12.5%	11.4%	18.4%	14.5%	62.0%	20.0%	22.7%	18.9%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q35), excluding don't knows/don't do

Table L6Bb: Cinemas and theatres - turnover 2016

Local authority	Destination	Basildon	Castle Point				Rochford				Southend				Thurrock				Outside							Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23		
Basildon	Basildon town centre	£0.07	£0.12	£0.50	£0.00	£0.07	£0.34	£0.04	£0.01	£0.00	£0.00	£0.00	£0.33	£0.05	£0.00	£0.00	£0.05	£0.04	£0.01	£0.00	£0.00	£0.06	£0.00	£0.00	£1.70	
	Billericay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Laindon town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Other Basildon destination	£0.98	£2.19	£0.79	£2.14	£0.74	£0.56	£1.10	£0.81	£0.07	£0.15	£0.10	£0.10	£0.43	£0.04	£0.00	£0.81	£0.94	£0.96	£0.16	£0.19	£1.24	£0.00	£0.00	£14.49	
	Pitsea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Basildon Total		£1.05	£2.31	£1.29	£2.14	£0.81	£0.90	£1.14	£0.82	£0.07	£0.15	£0.10	£0.43	£0.48	£0.04	£0.00	£0.86	£0.98	£0.97	£0.16	£0.19	£1.30	£0.00	£0.00	£16.19	
Castle Point	Canvey Island town centre	£0.00	£0.00	£0.00	£0.00	£0.17	£0.03	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35	
	Hadleigh Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Other Castle Point destination	£0.10	£0.05	£0.00	£0.00	£0.79	£0.60	£0.05	£0.11	£0.00	£0.02	£0.00	£0.09	£0.03	£0.02	£0.00	£0.00	£0.07	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.05	
	South Benfleet Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Castle Point Total		£0.10	£0.05	£0.00	£0.00	£0.96	£0.63	£0.05	£0.12	£0.00	£0.02	£0.00	£0.09	£0.03	£0.02	£0.01	£0.11	£0.07	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£2.41	
Rochford	Hockley town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Rayleigh town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Rochford town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Southend	Leigh-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Other Southend destination	£0.01	£0.05	£0.00	£0.00	£0.07	£0.64	£0.38	£0.20	£0.64	£0.31	£2.13	£1.96	£1.42	£0.00	£0.00	£0.00	£0.03	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£7.87	
	Southend-on-sea town centre	£0.00	£0.00	£0.01	£0.00	£0.09	£0.10	£0.12	£0.04	£0.07	£0.00	£0.27	£0.24	£0.15	£0.06	£0.00	£0.03	£0.00	£0.07	£0.12	£0.53	£0.00	£0.00	£0.00	£1.90	
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.01	£0.00	£0.02	£0.13	£0.00	£0.02	£0.03	£0.03	£0.03	£0.07	£0.12	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54	
Southend Total		£0.01	£0.05	£0.02	£0.00	£0.18	£0.87	£0.51	£0.26	£0.74	£0.35	£2.42	£2.27	£1.69	£0.06	£0.00	£0.03	£0.10	£0.09	£0.12	£0.53	£0.00	£0.00	£0.00	£10.31	
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	
	Lakeside main centre	£0.03	£0.13	£0.05	£0.02	£0.02	£0.24	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.17	£1.24	£0.57	£0.07	£0.00	£0.00	£0.49	£10.50	£0.00	£15.63	
	South Ockendon Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Thurrock Total		£0.03	£0.13	£0.05	£0.02	£0.02	£0.24	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.19	£1.31	£0.57	£0.07	£0.00	£0.00	£0.49	£10.50	£0.00	£15.72	
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.08	
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.56	£0.00	£0.00	£0.00	£0.00	£0.57	
	Zone 20	£0.00	£0.00	£0.03	£0.04	£0.00	£0.03	£0.03	£0.04	£0.00	£0.05	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.24	£0.25	£1.36	£6.14	£0.73	£0.00	£0.00	£8.98	
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Zone 22	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.23	£0.11	£0.28	£0.00	£0.00	£0.00	£0.85	£17.35	£0.00	£19.01	
	Zone 23	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.02	£0.00	£0.00	£0.00	£0.09	£0.23	£0.26	£24.76	£25.40	£25.40	
Other study area zones Total		£0.00	£0.02	£0.03	£0.06	£0.00	£0.03	£0.03	£0.04	£0.00	£0.05	£0.00	£0.00	£0.02	£0.16	£0.25	£0.13	£0.53	£0.26	£1.92	£6.23	£1.89	£17.61	£24.76	£54.04	
Outside Study Area	Outside Study Area	£0.05	£0.10	£0.10	£0.06	£0.07	£0.16	£0.04	£0.05	£0.01	£0.02	£0.20	£0.15	£0.04	£0.34	£0.07	£0.21	£0.25	£0.19	£0.50	£1.18	£6.01	£7.02	£7.25	£24.07	
	Grand Total	£1.24	£2.66	£1.49	£2.27	£2.04	£2.84	£1.77	£1.42	£0.82	£0.58	£2.72	£2.93	£2.27	£2.82	£1.64	£1.90	£2.01	£1.64	£2.70	£8.13	£9.70	£35.12	£32.01	£122.73	

Notes
Product of Table L3Ba & L2B

Table L7Ba: Health and fitness - market shares 2016

Local authority	Destination	Basildon				Castle Point		Rochford		Southend				Thurrock				Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23				
Basildon	Basildon town centre	48.2%	69.0%	53.0%	43.5%	15.7%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	1.9%	25.1%	14.3%	8.9%	0.0%	0.0%	1.4%	0.0%	0.0%	6.2%			
	Billerica town centre	0.0%	8.8%	0.0%	41.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.8%			
	Laindon town centre	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%			
	Other Basildon destination	0.0%	18.3%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%			
	Pitsea town centre	21.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%			
Basildon Total		70.1%	100.0%	53.0%	89.9%	15.7%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	1.9%	25.1%	47.5%	8.9%	0.0%	1.2%	1.4%	0.0%	0.0%	9.2%			
Castle Point	Canvey Island	7.2%	0.0%	0.0%	0.0%	56.1%	33.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%			
	Hadleigh	3.2%	0.0%	0.0%	0.0%	1.4%	1.5%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%			
	South Benfleet	0.0%	0.0%	0.0%	0.0%	12.3%	19.4%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%			
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			
	Thundersley	0.0%	0.0%	0.0%	0.0%	12.8%	3.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%			
Castle Point Total		10.4%	0.0%	0.0%	0.0%	82.6%	57.7%	4.8%	1.4%	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%			
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			
	Hockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%	12.8%	0.0%	22.6%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%			
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	14.4%	2.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%			
	Rayleigh	0.0%	0.0%	0.0%	1.6%	1.8%	4.8%	15.6%	36.2%	0.0%	1.5%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%			
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.7%	13.7%	32.8%	63.0%	0.0%	7.3%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%			
Rochford Total		0.0%	0.0%	0.0%	1.6%	1.8%	4.8%	84.6%	77.2%	38.2%	88.7%	0.0%	13.7%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%			
Southend	Leigh-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	3.3%	0.0%	0.0%	13.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%			
	Other Southend Destination	1.9%	0.0%	36.7%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	19.7%	0.0%	0.0%	0.0%	1.7%	40.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%			
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%			
	Southend-on-Sea town centre	17.6%	0.0%	2.6%	0.0%	0.0%	3.7%	8.3%	4.2%	35.3%	11.4%	70.9%	47.7%	26.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%			
	Westcliff-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	25.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%			
Southend Total		19.5%	0.0%	39.3%	3.7%	0.0%	13.3%	8.3%	4.2%	38.6%	11.4%	100.0%	86.3%	62.5%	0.0%	0.0%	0.0%	1.7%	40.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%			
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	44.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%			
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	39.8%	24.1%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%			
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	11.4%	26.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%			
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	42.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%			
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	3.0%			
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%			
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%			
Thurrock Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	64.3%	98.1%	71.8%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	9.1%			
Other study area zones	Zone 17	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.1%	0.0%	0.0%	42.6%	2.7%	0.0%	0.0%	42.1%	0.0%	0.0%	5.7%			
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%			
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	77.3%	1.2%	0.0%	0.0%	1.9%	3.5%			
	Zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	12.1%	91.3%	0.0%	0.0%	0.0%	8.4%			
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.5%	0.0%	0.0%	3.7%				
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	1.7%	0.0%	0.0%	4.6%	0.0%	69.1%	0.0%	16.7%			
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	69.8%	0.0%	14.9%			
Other study area zones Total		0.0%	0.0%	0.0%	1.6%	0.0%	2.4%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	35.7%	0.0%	0.0%	50.8%	35.5%	90.6%	97.2%	82.5%	69.1%	71.7%	53.2%			
Outside Study Area	Outside Study Area	0.0%	0.0%	7.7%	3.2%	0.0%	18.8%	2.3%	14.8%	20.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	14.9%	9.4%	1.6%	16.1%	18.0%	28.3%	13.4%			
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			

Notes

Market shares derived from household survey (Q36), excluding don't knows/don't do

Table L7Bb: Health and fitness - turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend			Thurrock		Outside							Total	
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Basildon	Basildon town centre	£0.75	£2.36	£1.00	£1.25	£0.37	£0.10	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.04	£0.59	£0.37	£0.19	£0.00	£0.00	£0.17	£0.00	£0.00	£7.34
	Billerica town centre	£0.00	£0.30	£0.00	£1.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£2.47
	Laindon town centre	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13
	Other Basildon destination	£0.00	£0.62	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76
	Pitsea town centre	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
Basildon Total		£1.09	£3.42	£1.00	£2.59	£0.37	£0.10	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.04	£0.59	£1.22	£0.19	£0.00	£0.12	£0.17	£0.00	£0.00	£11.04
Castle Point	Canvey Island	£0.11	£0.00	£0.00	£0.00	£1.34	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.70
	Hadleigh	£0.05	£0.00	£0.00	£0.00	£0.03	£0.05	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.29	£0.68	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.31	£0.14	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
Castle Point Total		£0.16	£0.00	£0.00	£0.00	£1.97	£2.01	£0.11	£0.03	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.52
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.23	£0.00	£0.17	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.26	£0.02	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
	Rayleigh	£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£0.36	£0.64	£0.00	£0.01	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.33
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02	£0.24	£0.32	£0.48	£0.00	£0.26	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.42
Rochford Total		£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£1.93	£1.37	£0.38	£0.68	£0.00	£0.48	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.25
Southend	Leigh-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.03	£0.00	£0.00	£0.46	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.21
	Other Southend Destination	£0.03	£0.00	£0.69	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.54	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£2.48
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58
	Southend-on-Sea town centre	£0.27	£0.00	£0.05	£0.00	£0.00	£0.13	£0.19	£0.07	£0.35	£0.09	£2.35	£1.67	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.91
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.89	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.16
Southend Total		£0.30	£0.00	£0.74	£0.11	£0.00	£0.46	£0.19	£0.07	£0.38	£0.09	£3.32	£3.02	£1.73	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£11.34
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.49
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£0.49	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.38
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54	£0.46	£0.53	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.58
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.48
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54	£2.57	£2.01	£1.70	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£14.18
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£0.00	£0.00	£1.09	£0.06	£0.00	£0.00	£5.17	£0.00	£0.00	£7.29
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.04	£0.00	£0.00	£0.00	£0.00	£0.59
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£2.74	£0.12	£0.00	£0.00	£0.69	£3.81	
	Zone 20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.43	£9.02	£0.00	£0.00	£0.00	£9.62
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.97	£0.00	£0.00	£4.97
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.04	£0.00	£0.00	£0.46	£0.00	£39.40	£0.00	£40.43
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£25.90	£25.90	
Other study area zones Total		£0.00	£0.00	£0.00	£0.05	£0.00	£0.08	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£1.42	£0.00	£0.00	£1.30	£0.77	£3.22	£9.60	£10.14	£39.40	£26.59	£92.60
Outside Study Area	Outside Study Area	£0.00	£0.00	£0.14	£0.09	£0.00	£0.65	£0.05	£0.26	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.32	£0.33	£0.15	£1.98	£10.27	£10.49	£25.04
	Grand Total	£1.56	£3.42	£1.89	£2.88	£2.39	£3.48	£2.28	£1.77	£0.99	£0.77	£3.32	£3.50	£2.77	£3.99	£2.05	£2.36	£2.56	£2.17	£3.55	£9.88	£12.29	£57.04	£37.08	£163.98

Notes

Product of Table L3Ba (50%) & L2B (50% of recreation and sports)

Table L8Ba: Family entertainment - market shares

Local authority	Destination	Basildon				Castle Point				Rochford				Southend				Thurrock				Outside							Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23					
Basildon	Basildon town centre	84.7%	73.1%	53.1%		30.6%	30.6%	24.5%		3.9%	13.5%	15.2%	5.6%	0.0%	61.3%	59.0%	66.7%	34.4%	66.1%	1.2%	1.7%	19.6%	0.0%	0.0%	17.9%				
	Billericay town centre	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%					
	Laindon town centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Other Basildon Destination	0.0%	15.3%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%					
	Pitsea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
Basildon Total		84.7%	89.3%	53.1%	82.7%	30.6%	30.6%	24.5%	26.2%	3.9%	13.5%	15.2%	5.6%	0.0%	62.2%	59.0%	66.7%	55.4%	66.1%	1.2%	1.7%	19.6%	0.0%	0.0%	19.1%				
Castle Point	Canvey Island	0.0%	0.0%	0.0%	0.0%	2.9%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%					
	Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	South Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Thundersley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
Castle Point Total		0.0%	0.0%	0.0%	0.0%	2.9%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%					
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Hockley	0.0%	0.0%	0.0%	0.0%	4.6%	3.3%	24.8%	26.7%	4.7%	30.5%	1.7%	1.5%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%					
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.8%	4.1%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%					
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%	8.7%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%					
Rochford Total		0.0%	0.0%	0.0%	0.0%	4.6%	3.3%	45.5%	40.7%	4.7%	39.2%	16.9%	1.5%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%					
Southend	Leigh-on-Sea	0.0%	0.0%	1.5%	0.0%	0.0%	7.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.4%					
	Other Southend Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Southend-on-Sea town centre	5.0%	3.4%	41.0%	6.9%	28.5%	40.3%	6.0%	23.4%	86.2%	44.7%	66.2%	89.9%	80.6%	5.6%	6.8%	15.7%	0.0%	0.0%	8.9%	4.1%	4.6%	4.2%	0.0%	12.5%				
	Westcliff-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.3%					
Southend Total		5.0%	3.4%	42.5%	6.9%	28.5%	48.1%	6.0%	24.5%	89.2%	44.7%	66.2%	92.9%	85.1%	6.5%	6.8%	15.7%	0.0%	0.0%	8.9%	5.4%	6.0%	4.2%	0.0%	13.2%				
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%					
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
Thurrock Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%					
Other Study Area Zones	Zone 17	0.0%	0.0%	0.0%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	12.4%	1.1%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.0%	1.5%				
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.4%	68.3%	4.1%	0.0%	0.0%	2.9%					
	Zone 20	6.4%	2.7%	4.4%	8.7%	3.8%	12.1%	23.9%	5.5%	0.0%	0.0%	0.0%	0.0%	2.7%	8.5%	2.0%	10.3%	39.0%	5.9%	20.3%	80.5%	1.8%	0.0%	0.0%	9.4%				
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.4%					
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	18.5%	4.2%	0.0%	0.0%	0.0%	19.3%	93.5%	0.0%	26.4%					
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	65.2%	12.8%					
Other Study Area Zones Total		6.4%	2.7%	4.4%	8.7%	24.7%	12.1%	23.9%	6.8%	0.0%	0.0%	0.0%	0.0%	2.7%	28.0%	34.2%	15.7%	39.0%	31.3%	88.6%	84.5%	34.7%	93.5%	53.4%					
Outside Study Area	Outside Study Area	3.9%	4.6%	0.0%	1.7%	8.6%	0.0%	0.0%	0.0%	2.3%	2.6%	1.7%	0.0%	0.0%	2.1%	0.0%	0.0%	5.6%	2.6%	1.2%	8.3%	39.7%	2.3%	34.8%	11.7%				
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%					

Notes

Market shares derived from household survey (Q37), excluding don't knows/don't do

Table L8Bb: Family entertainment - turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock		Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23				
Basildon	Basildon town centre	£1.32	£2.50	£1.00	£2.19	£0.73	£1.06	£0.56	£0.46	£0.04	£0.10	£0.51	£0.20	£0.00	£2.44	£1.21	£1.58	£0.88	£1.44	£0.04	£0.17	£2.41	£0.00	£0.00	£0.00	£20.84		
	Billericay town centre	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31		
	Laindon town centre	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03		
	Other Basildon Destination	£0.00	£0.52	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98		
	Pitsea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Basildon Total		£1.32	£3.05	£1.00	£2.38	£0.73	£1.06	£0.56	£0.46	£0.04	£0.10	£0.51	£0.20	£0.00	£2.48	£1.21	£1.58	£1.42	£1.44	£0.04	£0.17	£2.41	£0.00	£0.00	£0.00	£22.16		
Castle Point	Canvey Island	£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28		
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Castle Point Total		£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28		
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£0.57	£0.47	£0.05	£0.23	£0.06	£0.05	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.86		
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Rayleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£0.07	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67		
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.07	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75		
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£1.04	£0.72	£0.05	£0.30	£0.56	£0.05	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.28		
Southend	Leigh-on-Sea	£0.00	£0.00	£0.03	£0.00	£0.00	£0.27	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.53		
	Other Southend Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03		
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Southend-on-Sea town centre	£0.08	£0.12	£0.77	£0.20	£0.68	£1.40	£0.14	£0.41	£0.85	£0.34	£2.20	£3.14	£2.23	£0.22	£0.14	£0.37	£0.00	£0.00	£0.32	£0.40	£0.57	£2.39	£0.00	£16.98	£0.00		
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00		
Southend Total		£0.08	£0.12	£0.80	£0.20	£0.68	£1.67	£0.14	£0.43	£0.88	£0.34	£2.20	£3.25	£2.35	£0.26	£0.14	£0.37	£0.00	£0.00	£0.32	£0.53	£0.74	£2.39	£0.00	£17.89	£0.00		
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00		
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12		
Other Study Area Zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.25	£0.03	£0.00	£0.00	£0.00	£0.00	£1.03	£0.00	£0.00	£0.00	£2.15		
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£2.42	£0.40	£0.00	£0.00	£0.00	£0.00	£3.38	£0.00		
	Zone 20	£0.10	£0.09	£0.08	£0.25	£0.09	£0.42	£0.55	£0.10	£0.00	£0.00	£0.00	£0.00	£0.08	£0.34	£0.04	£0.24	£1.00	£0.13	£0.72	£7.95	£0.22	£0.00	£0.00	£12.39	£0.00		
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£0.00	£0.00	£0.64	£0.00		
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.38	£0.10	£0.00	£0.00	£0.00	£0.00	£2.38	£53.32	£0.00	£56.64	£0.00		
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£24.18	£24.20	£0.00		
Other Study Area Zones Total		£0.10	£0.09	£0.08	£0.25	£0.59	£0.42	£0.55	£0.12	£0.00	£0.00	£0.00	£0.00	£0.08	£1.11	£0.70	£0.37	£1.00	£0.68	£3.14	£8.35	£4.27	£53.32	£24.18	£99.41	£0.00		
Outside Study Area	Outside Study Area	£0.06	£0.16	£0.00	£0.05	£0.21	£0.00	£0.00	£0.00	£0.02	£0.02	£0.06	£0.00	£0.00	£0.08	£0.00	£0.00	£0.14	£0.06	£0.04	£0.82	£4.87	£1.33	£12.90	£20.83	£0.00		
	Grand Total	£1.56	£3.42	£1.89	£2.88	£2.39	£3.48	£2.28	£1.77	£0.99	£0.77	£3.32	£3.50	£2.77	£3.99	£2.05	£2.36	£2.56	£2.17	£3.55	£9.88	£12.29	£57.04	£37.08	£163.98	£0.00		

Notes

Product of Table L3Ba (50%) & L2B (50% of recreation and sports)

Table L9B: Recreation turnover 2016

Local authority	Destination	Basildon			Castle Point			Rochford			Southend			Thurrock			Outside							Total	
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Basildon	Basildon town centre	£2.07	£4.85	£2.00	£3.44	£1.11	£1.17	£0.56	£0.51	£0.04	£0.10	£0.51	£0.20	£0.10	£2.44	£1.25	£2.17	£1.25	£1.63	£0.04	£0.17	£2.57	£0.00	£0.00	£28.18
	Billerica town centre	£0.00	£0.30	£0.00	£1.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.12	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£2.78
	Laindon town centre	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
	Other Basildon destination	£0.00	£1.15	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.74
	Pitsea town centre	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
Basildon Total		£2.41	£6.47	£2.00	£4.96	£1.11	£1.17	£0.56	£0.51	£0.04	£0.10	£0.51	£0.20	£0.10	£2.48	£1.25	£2.17	£2.63	£1.63	£0.04	£0.29	£2.57	£0.00	£0.00	£33.20
Castle Point	Canvey Island	£0.11	£0.00	£0.00	£0.00	£1.41	£1.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.98
	Hadleigh	£0.05	£0.00	£0.00	£0.00	£0.03	£0.05	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.29	£0.68	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.31	£0.14	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
Castle Point Total		£0.16	£0.00	£0.00	£0.00	£2.04	£2.22	£0.11	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.80
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£0.94	£0.70	£0.05	£0.41	£0.06	£0.28	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.86
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.26	£0.02	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
	Rayleigh	£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£0.83	£0.71	£0.00	£0.01	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.00
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02	£0.42	£0.32	£0.55	£0.51	£0.26	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.17
Rochford Total		£0.00	£0.00	£0.00	£0.05	£0.15	£0.28	£2.97	£2.09	£0.42	£0.98	£0.56	£0.53	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.53
Southend	Leigh-on-Sea	£0.00	£0.00	£0.03	£0.00	£0.00	£0.61	£0.00	£0.02	£0.03	£0.00	£0.00	£0.46	£0.39	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£1.74
	Other Southend Destination	£0.03	£0.00	£0.69	£0.11	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.19	£0.00	£0.54	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£2.51
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58
	Southend-on-Sea town centre	£0.35	£0.12	£0.82	£0.20	£0.68	£1.53	£0.33	£0.49	£1.20	£0.43	£4.56	£4.81	£2.97	£0.22	£0.14	£0.37	£0.00	£0.00	£0.32	£0.40	£0.57	£2.39	£0.00	£22.89
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£1.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£1.52
Southend Total		£0.38	£0.12	£1.54	£0.30	£0.68	£2.14	£0.33	£0.51	£1.26	£0.43	£5.52	£6.27	£4.08	£0.26	£0.14	£0.37	£0.04	£0.88	£0.32	£0.53	£0.74	£2.39	£0.00	£29.24
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.49
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£0.49	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.38
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.54	£0.50	£0.53	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.70
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.48
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.54	£2.61	£2.01	£1.74	£0.00	£0.00	£0.00	£0.00	£0.00	£7.37	£0.00	£14.30
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.05	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.26	£0.25	£0.03	£1.09	£0.06	£0.00	£0.00	£6.20	£0.00	£0.00	£9.44
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	£5.17	£0.52	£0.00	£0.00	£0.69	£7.18	
	Zone 20	£0.10	£0.09	£0.08	£0.25	£0.09	£0.42	£0.55	£0.10	£0.00	£0.00	£0.00	£0.00	£0.08	£0.34	£0.04	£0.24	£1.17	£0.13	£1.15	£16.97	£0.22	£0.00	£0.00	£22.01
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.62	£0.00	£0.00	£5.62
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.03	£0.00	£0.00	£0.00	£0.94	£0.38	£0.10	£0.04	£0.00	£0.00	£0.46	£2.38	£92.73	£0.00	£97.07
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£50.08	£50.10	£50.10
Other study area zones Total		£0.10	£0.09	£0.08	£0.29	£0.59	£0.50	£0.55	£0.12	£0.03	£0.00	£0.00	£0.00	£0.08	£2.54	£0.70	£0.37	£2.30	£1.45	£6.36	£17.95	£14.42	£92.73	£50.77	£192.01
Outside Study Area	Outside Study Area	£0.06	£0.16	£0.14	£0.14	£0.21	£0.65	£0.05	£0.26	£0.23	£0.02	£0.06	£0.00	£0.00	£0.08	£0.00	£0.07	£0.14	£0.38	£0.38	£0.98	£6.85	£11.61	£23.40	£45.88
	Grand Total	£3.12	£6.83	£3.78	£5.75	£4.78	£6.96	£4.56	£3.54	£1.97	£1.53	£6.85	£7.00	£5.53	£7.98	£4.09	£4.73	£5.12	£4.35	£7.10	£19.76	£24.58	£114.08	£74.17	£327.96

Notes
Tables L7Bb + L8Bb

Table L10Ba: Games of chance - market share 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock				Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23						
Basildon	Basildon town centre	27.6%	46.9%	18.7%	0.0%	6.9%	4.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	30.9%	8.7%	5.1%	39.2%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%				
	Billericay town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Laindon town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Other Basildon Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Pitsea town centre	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%					
Basildon Total		34.6%	46.9%	18.7%	0.0%	6.9%	4.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	30.9%	8.7%	5.1%	39.2%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%				
Castle Point	Canvey Island	3.5%	0.0%	0.0%	0.0%	68.5%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%					
	Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	South Benfleet	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%					
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Thundersley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
Castle Point Total		3.5%	0.0%	0.0%	0.0%	72.7%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%					
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Hockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%					
	Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%					
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
Rochford Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	52.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%					
Southend	Leigh-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Other Southend Destination	0.0%	0.0%	44.1%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%					
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%					
	Southend-on-Sea town centre	48.6%	53.1%	37.2%	100.0%	20.5%	55.0%	100.0%	32.0%	94.3%	91.5%	80.9%	51.8%	83.0%	44.8%	0.0%	73.1%	0.0%	12.1%	8.9%	67.7%	0.0%	6.5%	0.0%	28.1%					
	Westcliff-on-Sea	13.2%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	6.5%	0.0%	8.5%	11.9%	43.8%	17.0%	0.0%	11.9%	0.0%	36.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%					
Southend Total		61.8%	53.1%	81.3%	100.0%	20.5%	65.8%	100.0%	38.5%	100.0%	100.0%	96.8%	100.0%	100.0%	44.8%	11.9%	73.1%	0.0%	48.2%	8.9%	67.7%	0.0%	6.5%	0.0%	32.9%					
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%					
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%					
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%					
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Thurrock Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.6%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%					
Other study area zones	Zone 17	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.6%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.5%					
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.0%	31.6%	0.0%	0.0%	0.0%	0.0%	1.4%					
	Zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	0.0%	27.8%	14.3%	0.0%	0.0%	0.0%	1.4%					
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%					
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	25.0%	15.1%	15.5%	0.0%	0.0%	0.0%	0.0%	93.5%	0.0%	29.4%					
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	49.3%	9.2%					
Other study area zones Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	25.0%	15.1%	60.8%	36.0%	59.4%	14.3%	8.8%	93.5%	49.3%	41.9%					
Outside Study Area	Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	54.4%	0.0%	0.0%	15.8%	27.8%	18.1%	91.2%	0.0%	50.7%	15.4%					
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%					

Notes

Market shares derived from household survey (Q37), excluding don't knows/don't do

Table L10Bb: Games of chance - turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend				Thurrock		Outside										Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23				
Basildon	Basildon town centre	£1.85	£5.40	£0.89	£0.00	£0.54	£0.38	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£3.07	£0.53	£0.40	£1.60	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£15.28		
	Billericay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Laindon town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Other Basildon Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Pitsea town centre	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47		
Basildon Total		£2.33	£5.40	£0.89	£0.00	£0.54	£0.38	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£3.07	£0.53	£0.40	£1.60	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£15.75		
Castle Point	Canvey Island	£0.24	£0.00	£0.00	£0.00	£5.41	£2.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.33		
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33		
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Castle Point Total		£0.24	£0.00	£0.00	£0.00	£5.74	£2.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.66		
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22		
	Rayleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.95	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.95		
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.17		
Southend	Leigh-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Other Southend Destination	£0.00	£0.00	£2.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.72		
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36		
	Southend-on-Sea town centre	£3.27	£6.13	£1.78	£4.98	£1.62	£4.93	£4.78	£1.33	£2.81	£1.47	£7.20	£5.20	£5.99	£4.45	£0.00	£5.78	£0.00	£0.52	£0.74	£14.34	£0.00	£6.44	£0.00	£83.75	£83.75		
	Westcliff-on-Sea	£0.89	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.27	£0.00	£0.14	£1.06	£4.40	£1.23	£0.00	£0.72	£0.00	£0.00	£1.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.23		
Southend Total		£4.16	£6.13	£3.90	£4.98	£1.62	£5.89	£4.78	£1.61	£2.98	£1.60	£8.62	£10.04	£7.22	£4.45	£0.72	£5.78	£0.00	£2.08	£0.74	£14.34	£0.00	£6.44	£0.00	£98.06	£98.06		
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.32		
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53		
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23		
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.07		
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04	£0.00	£0.00	£0.00	£2.02	£0.00	£0.00	£0.00	£3.06		
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£2.62	£0.00	£0.00	£0.00	£0.00	£0.00	£4.18		
	Zone 20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80	£0.00	£2.30	£3.02	£0.00	£0.00	£0.00	£0.00	£6.13		
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£92.16	£0.00	£96.37		
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£35.35	£0.00	£35.35		
Other study area zones Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.87	£1.51	£1.19	£2.47	£1.55	£4.92	£3.02	£2.02	£92.16	£35.35	£0.00	£145.08		
Outside Study Area	Outside Study Area	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.29	£0.00	£0.00	£0.68	£2.30	£3.83	£20.86	£0.00	£36.40	£67.76	£67.76		
	Grand Total	£6.72	£11.53	£4.79	£4.98	£7.90	£8.96	£4.78	£4.17	£2.98	£1.60	£8.90	£10.04	£7.22	£9.94	£6.05	£7.90	£4.07	£4.32	£8.29	£21.19	£22.88	£98.60	£71.74	£339.55	£339.55		

Notes

Product of Table L3Ba & L2B

Table L11B: Leisure summary 2016 by local authority

	Turnover 2016 (£M)					Market shares			
	A3-5	Cinema	Recreation	Games of chance	Total	A3-5	Cinema	Recreation	Games of chance
South Essex									
Turnover derived from South Essex zones	£433.44	£28.91	£70.63	£101.19	£634.17	74.8%	64.8%	78.4%	79.9%
Turnover derived from elsewhere in study area	£146.05	£15.71	£19.44	£25.52	£206.72	25.2%	35.2%	21.6%	20.1%
Leakage from South Essex zones	£110.19	£4.52	£13.30	£11.33	£139.34	21.4%	14.4%	16.9%	10.4%
Basildon									
Turnover derived from Basildon zones	£90.77	£6.79	£15.85	£8.63	£122.03	70.7%	41.9%	47.7%	54.8%
Turnover derived from elsewhere in study area	£37.67	£9.40	£17.35	£7.12	£71.55	29.3%	58.1%	52.3%	45.2%
Leakage from Basildon zones	£36.38	£0.88	£3.63	£19.40	£60.29	28.6%	11.5%	18.6%	69.2%
Castle Point									
Turnover derived from Castle Point zones	£31.80	£1.60	£4.26	£8.42	£46.08	94.2%	66.2%	88.9%	97.3%
Turnover derived from elsewhere in study area	£1.94	£0.81	£0.53	£0.24	£3.53	5.8%	33.8%	11.1%	2.7%
Leakage from Castle Point zones	£46.93	£3.28	£7.48	£8.44	£66.14	59.6%	67.3%	63.7%	50.0%
Rochford									
Turnover derived from Rochford zones	£48.28	£0.00	£6.46	£2.17	£56.91	72.4%	0.0%	75.7%	100.0%
Turnover derived from elsewhere in study area	£18.36	£0.00	£2.07	£0.00	£20.43	27.6%	0.0%	24.3%	0.0%
Leakage from Rochford zones	£23.52	£4.59	£5.15	£11.36	£44.62	32.8%	100.0%	44.4%	84.0%
Southend									
Turnover derived from Southend zones	£111.44	£6.38	£15.87	£25.88	£159.57	61.6%	61.9%	54.3%	26.4%
Turnover derived from elsewhere in study area	£69.44	£3.93	£13.36	£72.18	£158.91	38.4%	38.1%	45.7%	73.6%
Leakage from Southend zones	£16.21	£1.54	£3.30	£0.28	£21.34	12.7%	19.5%	17.2%	1.1%
Thurrock									
Turnover derived from Thurrock zones	£49.21	£4.06	£6.36	£2.07	£61.71	29.0%	25.8%	44.5%	100.0%
Turnover derived from elsewhere in study area	£120.57	£11.65	£7.94	£0.00	£140.17	71.0%	74.2%	55.5%	0.0%
Leakage from Thurrock zones	£59.81	£2.30	£10.43	£21.81	£94.36	54.9%	36.2%	62.1%	91.3%

Notes

Derived from Tables L5B, L6Bb, L9B & L10Bb

APPENDIX G IMPACT ASSESSMENT

Table 11A: Comparison diversion to Lakeside and Bluewater and impact 2026[illegible]

Table I2A: Comparison diversion to Lakeside and Bluewater and impact 2026

[illegible]

Table I3A: Comparison goods need post-impact

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£2,134	£2,389	£2,886	£3,474	£3,898	£4,354
B Market share of study area (%)	90%	90%	90%	90%	90%	90%
C Retained expenditure (£M)	£1,924	£2,154	£2,605	£3,136	£3,519	£3,931
D Inflow expenditure (£M)	£1,251	£1,430	£1,838	£2,242	£2,540	£2,843
E Total available expenditure (£M)	£3,175	£3,583	£4,443	£5,378	£6,059	£6,773
Claims on expenditure						
F Turnover of existing floorspace (£M)	£3,175	£3,489	£4,427	£4,864	£5,147	£5,446
G Turnover of commitments (£M)	£262	£289	£74	£81	£86	£91
Quantitative need						
H Expenditure capacity (£M)	-£262	-£194	-£57	£433	£827	£1,237
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	29,426	7,912	54,386	98,182	138,898
K Gross quantitative need (sqm)	-	42,037	11,303	77,695	140,259	198,426
Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£536.33	£598.72	£721.06	£865.59	£970.05	£1,083.21
B Market share of study area (%)	76%	76%	75%	75%	75%	75%
C Retained expenditure (£M)	£408.39	£455.89	£540.08	£648.34	£726.57	£811.33
D Inflow expenditure (£M)	£273.32	£310.87	£355.71	£432.62	£489.14	£547.24
E Total available expenditure (£M)	£681.72	£766.77	£895.79	£1,080.96	£1,215.72	£1,358.57
Claims on expenditure						
F Turnover of existing floorspace (£M)	£681.72	£748.99	£893.05	£981.18	£1,038.18	£1,098.48
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0	£18	£3	£100	£178	£260
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,697	377	12,539	21,087	29,195
K Gross quantitative need (sqm)		3,852	539	17,913	30,124	41,707
Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£321.65	£356.17	£427.07	£510.87	£570.69	£636.7243
B Market share of study area (%)	14%	14%	14%	14%	14%	14%
C Retained expenditure (£M)	£44.22	£48.97	£57.93	£69.30	£77.42	£86.37
D Inflow expenditure (£M)	£3.79	£4.31	£5.09	£6.18	£6.99	£7.82
E Total available expenditure (£M)	£48.01	£53.28	£63.02	£75.48	£84.41	£94.19
Claims on expenditure						
F Turnover of existing floorspace (£M)	£48.01	£52.75	£62.72	£68.91	£72.91	£77.14
G Turnover of commitments (£M)	£18.87	£20.73	£22.77	£25.02	£26.48	£28.01
Quantitative need						
H Expenditure capacity (£M)	-£19	-£20	-£22	-£18	-£15	-£11
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	3,064	3,103	2,318	1,779	1,231
K Gross quantitative need (sqm)	-	4,378	4,433	3,311	2,541	1,758

Table I3A: Comparison goods need post-impact

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£289.27	£320.69	£385.06	£461.03	£514.79	574.2531
B Market share of study area (%)	32%	32%	31%	31%	31%	31%
C Retained expenditure (£M)	£91.29	£101.21	£120.56	£144.35	£161.18	£179.80
D Inflow expenditure (£M)	£77.21	£87.79	£102.97	£106.73	£120.66	£134.99
E Total available expenditure (£M)	£168.51	£189.00	£223.53	£251.08	£281.84	£314.78
Claims on expenditure						
F Turnover of existing floorspace (£M)	£168.51	£185.14	£223.43	£245.47	£259.73	£274.82
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0	£4	£0	£6	£22	£40
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		586	15	705	2,625	4,486
K Gross quantitative need (sqm)		837	21	1,007	3,751	6,408
Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£531.53	£596.16	£721.26	£869.08	£976.02	1090.501
B Market share of study area (%)	79%	79%	78%	78%	78%	78%
C Retained expenditure (£M)	£417.86	£468.67	£562.31	£677.55	£760.92	£850.17
D Inflow expenditure (£M)	£216.56	£246.21	£284.70	£346.17	£391.33	£437.79
E Total available expenditure (£M)	£634.42	£714.88	£847.01	£1,023.72	£1,152.25	£1,287.97
Claims on expenditure						
F Turnover of existing floorspace (£M)	£634.42	£697.02	£846.59	£930.14	£984.17	£1,041.34
G Turnover of commitments (£M)	£2.45	£2.69	£2.95	£3.24	£3.43	£3.59
Quantitative need						
H Expenditure capacity (£M)	-£2.45	£15.17	-£2.54	£90.34	£164.65	£243.04
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,302	- 350	11,353	19,556	27,282
K Gross quantitative need (sqm)		3,288	- 500	16,218	27,937	38,974
Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£455.14	£517.08	£631.66	£767.26	£866.65	969.7532
B Market share of study area (%)	74%	74%	75%	75%	75%	75%
C Retained expenditure (£M)	£335	£380	£472	£573	£647	£724
D Inflow expenditure (£M)	£1,308	£1,486	£1,938	£2,355	£2,661	£2,977
E Total available expenditure (£M)	£1,643	£1,866	£2,410	£2,928	£3,308	£3,701
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,643	£1,805	£2,401	£2,638	£2,792	£2,954
G Turnover of commitments (£M)	£240	£264	£46	£50	£52	£56
Quantitative need						
H Expenditure capacity (£M)	-£240	-£203.35	-£37.58	£240.16	£464.36	£691.78
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	30,847	- 5,189	30,181	55,153	77,653
K Gross quantitative need (sqm)	-	44,067	- 7,413	43,116	78,790	110,932

Table IA3: Comparison goods need post-impact

	2021	2026	2031	2034	2037
South Essex authorities					
Baseline	-29,426	28,455	89,287	132,055	171,858
Post-impact	-29,426	-7,912	54,386	98,182	138,898
Reduction in need	0	-36,367	-34,901	-33,874	-32,960
Basildon					
Baseline	2,697	14,709	27,350	36,236	44,655
Post-impact	2,697	377	12,539	21,087	29,195
Reduction in need	0	-14,332	-14,811	-15,149	-15,460
Castle Point					
Baseline	-3,003	-2,190	-1,334	-752	-161
Post-impact	-3,064	-3,103	-2,318	-1,779	-1,231
Reduction in need	-61	-913	-984	-1,027	-1,070
Rochford					
Baseline	586	3,520	6,607	8,740	10,792
Post-impact	586	15	705	2,625	4,486
Reduction in need	0	-3,505	-5,902	-6,115	-6,306
Southend					
Baseline	2,309	13,743	25,759	34,183	42,104
Post-impact	2,302	-350	11,353	19,556	27,282
Reduction in need	-8	-14,093	-14,406	-14,627	-14,823
Thurrock					
Baseline	-30,031	2,538	36,641	60,714	82,445
Post-impact	-30,847	-5,189	30,181	55,153	77,653
Reduction in need	-816	-7,727	-6,460	-5,562	-4,792

Notes

Sqm net

Table I1B: Comparison diversion to Lakeside and Bluewater and impact 2026

		Diversion to Lakeside																										
		Basildon			Castle Point			Rochford			Southend			Thurrock			Outside											
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total	Impact		
Basildon	Basildon town centre	£1.10	£2.58	£1.06	£1.07	£1.81	£1.04	£0.19	£0.38	£0.00	£0.01	£0.01	£0.01	£0.08	£0.59	£0.09	£2.35	£0.44	£0.18	£0.03	£0.02	£0.15	£0.21	£0.03	£13.43	2.57%		
	Billericay town centre	£0.00	£0.04	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.49	1.06%		
	Laindon town centre	£0.00	£0.12	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.01	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.19	1.16%		
	Pitsea town centre	£0.04	£0.02	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	1.17%		
	Wickford town centre	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.03	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	0.93%		
	Basildon out-of-centre	£0.34	£1.24	£0.52	£0.84	£0.38	£0.37	£0.06	£0.12	£0.01	£0.02	£0.02	£0.03	£0.02	£0.17	£0.01	£0.68	£0.32	£0.32	£0.02	£0.00	£0.21	£0.47	£0.00	£6.15	2.39%		
	Other Basildon destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.55%		
Basildon total	£1.49	£4.00	£1.94	£2.23	£2.20	£1.43	£0.25	£0.51	£0.01	£0.03	£0.03	£0.03	£0.10	£0.78	£0.10	£3.07	£0.94	£0.63	£0.05	£0.02	£0.40	£0.67	£0.03	£20.92				
Castle Point	Canvey Island	£0.01	£0.01	£0.00	£0.00	£0.54	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.93	1.76%		
	Canvey Island out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	1.79%		
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.04	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	1.79%		
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.89%		
	Tarpot	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.89%		
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.44%		
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.89%	
Castle Point total	£0.01	£0.01	£0.00	£0.00	£0.62	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04			
Rochford	Rayleigh	£0.01	£0.00	£0.01	£0.01	£0.08	£0.28	£0.41	£0.32	£0.00	£0.01	£0.00	£0.01	£0.11	£0.00	£0.00	£0.00	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28	1.11%	
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.32%		
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.23%		
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	0.49%		
	Rayleigh out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.12	£0.13	£0.02	£0.04	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.36	0.68%			
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.03	£0.03	£0.02	£0.03	£0.02	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.42	£0.00	£0.60	1.69%		
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	0.52%		
Rochford total	£0.01	£0.01	£0.02	£0.01	£0.20	£0.42	£0.49	£0.43	£0.03	£0.05	£0.02	£0.01	£0.16	£0.00	£0.00	£0.00	£0.01	£0.03	£0.00	£0.00	£0.02	£0.43	£0.01	£2.33				
Southend	Southend-on-Sea town centre	£0.02	£0.04	£0.01	£0.00	£0.37	£1.63	£0.68	£0.30	£0.33	£0.19	£1.70	£0.90	£1.89	£0.01	£0.02	£0.02	£0.04	£0.04	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£8.22	1.48%	
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01	£0.06	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	0.46%		
	Leigh-on-Sea	£0.00	£0.02	£0.01	£0.00	£0.02	£0.24	£0.01	£0.01	£0.00	£0.00	£0.01	£0.02	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65	1.21%		
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	0.54%		
	Southend-on-Sea out-of-centre	£0.00	£0.01	£0.00	£0.00	£0.02	£0.04	£0.03	£0.03	£0.04	£0.04	£0.08	£0.08	£0.19	£0.02	£0.00	£0.00	£0.01	£0.00	£0.00	£0.19	£0.06	£0.01	£0.88	0.43%			
	Westcliff-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.30%		
	Other Southend-on-Sea destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.03	0.34%		
Southend total	£0.02	£0.08	£0.01	£0.00	£0.42	£1.92	£0.72	£0.35	£0.38	£0.23	£1.85	£1.06	£2.42	£0.03	£0.03	£0.03	£0.06	£0.04	£0.01	£0.00	£0.20	£0.06	£0.01	£9.94				
Thurrock	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	4.26%		
	Lakeside shopping centre	-£1.61	-£4.37	-£2.15	-£2.56	-£3.90	-£4.84	-£1.59	-£1.53	-£0.44	-£0.33	-£2.02	-£1.18	-£2.97	-£7.63	-£4.58	-£5.42	-£2.11	-£1.10	-£0.44	-£2.18	-£12.95	-£74.92	-£4.82	-£146.64			
	Lakeside retail parks	£0.05	£0.17	£0.07	£0.06	£0.39	£0.34	£0.05	£0.06	£0.00	£0.01	£0.06	£0.02	£0.16	£4.41	£2.67	£1.48	£0.14	£0.04	£0.03	£0.07	£0.75	£17.06	£0.21	£28.32	2.65%		
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.41	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43	4.50%		
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	1.42%			
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	1.65%			
	Thurrock out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.01	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	3.40%			
	Thurrock neighbourhood parades	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.01	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	1.52%			
	Other Thurrock destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.05	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	2.03%		
	Thurrock total	-£1.55	-£4.20	-£2.07	-£2.50	-£3.51	-£4.50	-£1.54	-£1.47	-£0.44	-£0.32	-£1.96	-£1.16	-£2.81	-£2.90	-£1.39	-£3.44	-£1.97	-£1.05	-£0.41	-£2.11	-£12.19	-£57.78	-£4.61	-£115.89			
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00																	

Table I2B: Comparison diversion to Lakeside and Bluewater and impact 2026

		Division to Bluewater																												
		Basildon			Castle Point			Rochford			Southend			Thurrock			Outside									Cumulative				
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total	Diversion	Impact			
Basildon	Basildon town centre	£0.82	£0.67	£0.00	£0.00	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.02	£0.80	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£3.08	£16.51	3%		
	Balleray town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0%		
	Laindon town centre	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.23	1%		
	Pitsea town centre	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.18	2%		
	Wickford town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0%		
	Basildon out-of-centre	£0.25	£0.32	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.92	£7.07	3%	
	Other Basildon destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0%	
Basildon total		£1.11	£1.03	£0.00	£0.00	£0.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.02	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.27	£4.11				
Castle Point	Canvey Island	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£1.08	2%			
	Canvey Island out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.04	2%		
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.06	2%		
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	1%	
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0%	
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	1%
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	1%
Castle Point total		£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17				
Rochford	Rayleigh	£0.01	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£1.31	1%		
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	0%	
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0%	
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0%
	Rayleigh out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.09	£0.45	1%		
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.01	£0.61	2%		
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	1%	
Rochford total		£0.01	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.06	£0.13					
Southend	Southend-on-Sea town centre	£0.01	£0.01	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£8.35	2%			
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	0%		
	Leigh-on-Sea	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.67	1%		
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0%	
	Southend-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.16	£1.03	1%		
	Westcliff-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0%	
	Other Southend-on-Sea destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	0%	
Southend total		£0.02	£0.02	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.30				
Thurrock	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.06	5%		
	Lakeside shopping centre	£0.16	£0.22	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.78	£2.35	£1.61	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.74	£1.97	£9.19	-£136.45	3%	
	Lakeside retail parks	£0.04	£0.04	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.66	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£1.96	£4.05	£32.37	9%		
	South Ockenden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.53	6%		
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.17	2%		
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.15	2%	
	Thurrock out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.46	4%	
Thurrock neighbourhood parades	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.28	2%	
Thurrock total		£0.20	£0.27	£0.00	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.14	£3.14	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.14	£3.93	£13.57			
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	2%		
	Zone 18	£0.00	£0.00	£0.00	£0.0																									

Table I3B: Comparison goods need post-impact

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£2,127	£2,378	£2,861	£3,489	£3,948	£4,490
B Market share of study area (%)	90.2%	90.2%	90.5%	90.5%	90.5%	90.5%
C Retained expenditure (£M)	£1,917	£2,144	£2,590	£3,158	£3,573	£4,064
D Inflow expenditure (£M)	£1,251	£1,430	£1,780	£2,171	£2,460	£2,753
E Total available expenditure (£M)	£3,169	£3,574	£4,370	£5,329	£6,033	£6,817
Claims on expenditure						
F Turnover of existing floorspace (£M)	£3,169	£3,482	£4,359	£4,789	£5,067	£5,361
G Turnover of commitments	£262	£289	£74	£81	£86	£91
Quantitative need						
H Expenditure capacity (£M)	-£262	-£197	-£62	£460	£880	£1,365
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	29,839	- 8,613	57,758	104,515	153,226
K Gross quantitative need (sqm)	-	42,627	- 12,305	82,511	149,308	218,894
Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£533.96	£594.55	£717.01	£876.26	£993.21	£1,129.91
B Market share of study area (%)	76.1%	76.1%	76.4%	76.4%	76.4%	76.4%
C Retained expenditure (£M)	£406.58	£452.71	£548.02	£669.74	£759.13	£863.61
D Inflow expenditure (£M)	£273.12	£310.38	£364.61	£443.64	£502.38	£564.32
E Total available expenditure (£M)	£679.69	£763.09	£912.63	£1,113.38	£1,261.51	£1,427.93
Claims on expenditure						
F Turnover of existing floorspace (£M)	£679.69	£746.77	£910.56	£1,000.41	£1,058.53	£1,120.02
G Turnover of commitments						
Quantitative need						
H Expenditure capacity (£M)	£0	£16	£2	£113	£203	£308
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,476	286	14,197	24,109	34,563
K Gross quantitative need (sqm)		3,536	408	20,281	34,441	49,376
Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£321.48	£350.03	£410.81	£490.48	£546.73	£613.47
B Market share of study area (%)	13.7%	13.7%	13.8%	13.8%	13.8%	13.8%
C Retained expenditure (£M)	£44.20	£48.12	£56.66	£67.65	£75.41	£84.62
D Inflow expenditure (£M)	£3.77	£4.29	£5.12	£6.24	£7.07	£7.95
E Total available expenditure (£M)	£47.97	£52.41	£61.78	£73.89	£82.48	£92.57
Claims on expenditure						
F Turnover of existing floorspace (£M)	£47.97	£52.70	£61.59	£67.67	£71.60	£75.76
G Turnover of commitments	£18.87	£20.73	£22.77	£25.02	£26.48	£28.01
Quantitative need						
H Expenditure capacity (£M)	-£19	-£21	-£23	-£19	-£16	-£11
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	3,189	- 3,119	2,363	1,852	1,258
K Gross quantitative need (sqm)	-	4,556	- 4,455	3,375	2,646	1,797

Table I3B: Comparison goods need post-impact

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£288.65	£324.94	£382.96	£462.73	£520.34	£587.70
B Market share of study area (%)	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%
C Retained expenditure (£M)	£91.11	£102.56	£120.88	£146.06	£164.24	£185.50
D Inflow expenditure (£M)	£77.09	£87.48	£102.66	£106.48	£120.62	£135.59
E Total available expenditure (£M)	£168.19	£190.04	£223.53	£252.54	£284.86	£321.09
Claims on expenditure						
F Turnover of existing floorspace (£M)	£168.19	£184.79	£223.53	£245.59	£259.86	£274.95
G Turnover of commitments						
Quantitative need						
H Expenditure capacity (£M)	£0	£5	£0	£7	£25	£46
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		797 -	0	873	2,970	5,179
K Gross quantitative need (sqm)		1,139 -	0	1,247	4,242	7,399
Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£528.54	£593.46	£722.61	£876.48	£988.38	£1,118.93
B Market share of study area (%)	78.6%	78.6%	78.6%	78.6%	78.6%	78.6%
C Retained expenditure (£M)	£415.49	£466.52	£568.05	£689.02	£776.98	£879.61
D Inflow expenditure (£M)	£216.24	£245.60	£285.80	£347.75	£393.95	£442.68
E Total available expenditure (£M)	£631.73	£712.12	£853.85	£1,036.77	£1,170.93	£1,322.29
Claims on expenditure						
F Turnover of existing floorspace (£M)	£631.73	£694.07	£853.85	£938.11	£992.60	£1,050.26
G Turnover of commitments	£2.45	£2.69	£2.95	£3.24	£3.43	£3.59
Quantitative need						
H Expenditure capacity (£M)	-£2.45	£15.37	-£2.95	£95.41	£174.89	£268.44
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,332 -	408	11,991	20,772	30,133
K Gross quantitative need (sqm)		3,331 -	582	17,130	29,674	43,046
Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£454.30	£515.13	£628.07	£783.53	£898.93	£1,040.18
B Market share of study area (%)	73.5%	73.5%	74.5%	74.5%	74.5%	74.5%
C Retained expenditure (£M)	£334.05	£378.78	£468.03	£583.88	£669.87	£775.13
D Inflow expenditure (£M)	£1,307.34	£1,483.27	£1,847.46	£2,244.85	£2,540.04	£2,850.12
E Total available expenditure (£M)	£1,641.39	£1,862.05	£2,315.49	£2,828.73	£3,209.91	£3,625.25
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,641.39	£1,803	£2,309	£2,537	£2,685	£2,840
G Turnover of commitments	£240.49	£264.46	£46.02	£49.58	£52.46	£55.50
Quantitative need						
H Expenditure capacity (£M)	-£240.49	-£205.77	-£39.82	£241.99	£472.90	£729.25
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	31,215 -	5,498	30,411	56,167	81,859
K Gross quantitative need (sqm)	-	44,593 -	7,854	43,444	80,239	116,942

Table IB3: Comparison goods need post-impact

	2021	2026	2031	2034	2037
South Essex authorities					
Baseline	-30,997	25,278	90,953	137,234	185,485
Post-impact	-29,839	-8,613	57,758	104,515	153,226
Reduction in need	1,158	-33,892	-33,195	-32,719	-32,259
Basildon					
Baseline	2,507	14,501	28,727	38,785	49,373
Post-impact	2,476	286	14,197	24,109	34,563
Reduction in need	-32	-14,215	-14,530	-14,676	-14,809
Castle Point					
Baseline	-4,263	-3,609	-2,772	-2,214	-1,573
Post-impact	-3,189	-3,119	-2,363	-1,852	-1,258
Reduction in need	1,073	490	409	361	315
Rochford					
Baseline	809	3,438	6,735	9,045	11,457
Post-impact	797	0	873	2,970	5,179
Reduction in need	-12	-3,438	-5,862	-6,076	-6,278
Southend					
Baseline	2,408	14,753	28,563	38,508	49,297
Post-impact	2,332	-408	11,991	20,772	30,133
Reduction in need	-77	-15,161	-16,573	-17,736	-19,165
Thurrock					
Baseline	-30,200	1,935	38,448	64,238	89,965
Post-impact	-31,215	-5,498	30,411	56,167	81,859
Reduction in need	-1,016	-7,432	-8,037	-8,071	-8,105

Notes

Sqm net

APPENDIX H FOSSETTS FARM CAPACITY SENSITIVITY

Appendix H: Fossetts Farm comparison capacity sensitivity

Fossetts Farm proposal (17/00733/FULM)

A Comparison net sales area (sqm)	19,903
B Turnover in 2022 (2013 prices)	£100.10
C Turnover in 2026 (2013 prices)	£106.24
D Turnover in 2026 (2015 prices)	£104.65

Main case

South Essex authorities

Available expenditure	2016	2021	2026	2031	2034	2037
Total expenditure (£M)	£2,127	£2,378	£2,861	£3,489	£3,948	£4,490
Market share of study area (%)	90%	90%	90%	90%	90%	90%
Retained expenditure (£M)	£1,917	£2,144	£2,580	£3,146	£3,559	£4,048
Inflow expenditure (£M)	£1,251	£1,430	£1,755	£2,141	£2,426	£2,715
Total available expenditure (£M)	£3,169	£3,574	£4,335	£5,287	£5,984	£6,763

Claims on expenditure

Turnover of existing floorspace (£M)	£3,168.97	£3,482	£3,825	£4,203	£4,447	£4,705
Turnover of commitments (£M)	£269	£296	£327	£360	£382	£405
Turnover of Fossetts Farm (£M)			£105	£113	£121	£127

Quantitative need

Expenditure capacity (£M)	-£269	-£204	£78	£611	£1,034	£1,525
Assumed sales density (£ per sqm net)	6,000	6,592	7,243	7,957	8,420	8,909
Net quantitative need (sqm)	- 44,792	- 30,997	10,829	76,785	122,809	171,229
Gross quantitative need (sqm)	- 63,989	- 44,281	15,470	109,693	175,442	244,613

Southend

Available expenditure	2016	2021	2026	2031	2034	2037
Total expenditure (£M)	£529	£593	£723	£876	£988	£1,119
Market share of study area (%)	79%	79%	79%	79%	79%	79%
Retained expenditure (£M)	£415	£467	£568	£689	£777	£880
Inflow expenditure (£M)	£216	£246	£300	£366	£415	£466
Total available expenditure (£M)	£632	£712	£868	£1,055	£1,192	£1,346

Claims on expenditure

Turnover of existing floorspace (£M)	£632	£694	£763	£838	£886	£938
Turnover of commitments (£M)	£2	£3	£3	£3	£3	£3
Turnover of Fossetts Farm (£M)			£105	£113	£121	£127

Quantitative need

Expenditure capacity (£M)	-£2	£16	-£2	£102	£181	£277
Assumed sales density (£ per sqm net)	6,000	6,464	6,963	7,501	7,844	8,202
Net quantitative need (sqm)	- 408	2,408	- 276	13,534	23,025	33,814
Gross quantitative need (sqm)	- 582	3,440	- 394	19,335	32,892	48,306

Notes

Based on the housing-led scenario

All £M and 2015 prices unless specified

A Southend United Football Club Relocation to Fossetts Farm Retail Assessment (Burnett Planning) - April 2017

B Southend United Football Club Relocation to Fossetts Farm Retail Assessment (Burnett Planning) - April 2017

C 1.5% per annum sales efficiency applied

D Converted to 2015 price base using ERPBN 14 Appendix 4

Lakeside sensitivity

South Essex authorities

Available expenditure	2016	2021	2026	2031	2034	2037
Total expenditure (£M)	£2,127	£2,378	£2,861	£3,489	£3,948	£4,490
Market share of study area (%)	90%	90%	91%	91%	91%	91%
Retained expenditure (£M)	£1,917	£2,144	£2,590	£3,158	£3,573	£4,064
Inflow expenditure (£M)	£1,251	£1,430	£1,780	£2,171	£2,460	£2,753
Total available expenditure (£M)	£3,169	£3,574	£4,370	£5,329	£6,033	£6,817

Claims on expenditure

Turnover of existing floorspace (£M)	£3,168.97	£3,482	£4,359	£4,789	£5,067	£5,361
Turnover of commitments (£M)	£262	£289	£74	£81	£86	£91
Turnover of Fossetts Farm (£M)			£105	£113	£121	£127

Quantitative need

Expenditure capacity (£M)	-£262	-£197	-£167	£347	£759	£1,238
Assumed sales density (£ per sqm net)	6,000	6,592	7,243	7,957	8,420	8,909
Net quantitative need (sqm)	- 43,634	- 29,839	- 23,063	43,590	90,090	138,970
Gross quantitative need (sqm)	- 62,335	- 42,627	- 32,947	62,271	128,701	198,529

Southend

Available expenditure	2016	2021	2026	2031	2034	2037
Total expenditure (£M)	£529	£593	£723	£876	£988	£1,119
Market share of study area (%)	79%	79%	79%	79%	79%	79%
Retained expenditure (£M)	£415	£467	£568	£689	£777	£880
Inflow expenditure (£M)	£216	£246	£286	£348	£394	£443
Total available expenditure (£M)	£632	£712	£854	£1,037	£1,171	£1,322

Claims on expenditure

Turnover of existing floorspace (£M)	£632	£694	£854	£938	£993	£1,050
Turnover of commitments (£M)	£2	£3	£3	£3	£3	£4
Turnover of Fossetts Farm (£M)			£105	£113	£121	£127

Quantitative need

Expenditure capacity (£M)	-£2	£15	-£108	-£17	£53	£141
Assumed sales density (£ per sqm net)	6,000	6,592	7,243	7,957	8,420	8,909
Net quantitative need (sqm)	- 408	-	- 14,857	- 2,177	6,347	15,877
Gross quantitative need (sqm)	- 582	0	- 21,224	- 3,110	9,067	22,681

Basildon Borough Council
Castle Point Borough Council
Rochford District Council
Southend-on-Sea Borough Council
Thurrock Council

South Essex Retail Study
Volume 3: Household survey

Peter Brett Associates

November 2017

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q01 Where did your household last undertake a main food and grocery purchase?														
Aldi, Collier Row Road, Romford, RM5 2AT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	0
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.3%	8	6.4%	2	3.9%	3	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, High Road, Basildon, SS13 3AB	0.1%	3	5.5%	2	0.5%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Gravesend, DA11 9LY	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Grays , RM17 5YB	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Aldi, Market Place, Romford, RM1 3AB	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Marlborough Road, Romford, RM7 8AD	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	11	2.7%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	4	4.8%	3
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Broadway, Wickford, SS11 7A	0.7%	16	0.0%	0	1.6%	1	18.3%	5	3.7%	1	0.0%	0	0.0%	0
Asda, Crook Leg, Bexleyheath, DA6 8EQ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.7%	17	13.6%	5	9.8%	7	0.9%	0	3.3%	1	1.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.8%	19	3.5%	1	16.1%	11	6.0%	2	7.9%	3	0.8%	0	1.2%	1
Asda, High Street, Strood, ME2 4TR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Swanley, BR8 7UN														
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	2.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	1.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Asda, Prospect Place, Dartford, DA1 1BU	0.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.9%	21	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.7%	16	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.0%	0	13.1%	4
Asda, Short Blue Place, Barking, IG11 8FJ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Asda, Thames Way, Gravesend, DA11 0DQ	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Broadway, Bexleyheath, DA6 7BN	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	1.0%	23	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duke Street, Chelmsford, CM1 1JA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Faircross Parade, Barking, IG11 8UW	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford , CM2 9LG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Co-op, Green Lane, Dagenham, RM8 1UU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, CM15	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
9PD																										
Co-op, High Road, Benfleet, SS7 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Great Wakering, SS3 0EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.1%	2	0.0%	0	0.0%	0	3.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road,Great Tarpots, South Benfleet, SS7 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	10.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.6%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.1%	1
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.1%	3	0.0%	0	1.6%	1	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Maldon, CM9 5PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Rayleigh, SS6 7QA														
Iceland, High Street, Wickford, SS12 9AZ	0.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Way , Corringham, SS17 7NA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Broadway, Loughton, IG10 3ST	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4 0.7%
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Foots Cray High Street, Sidcup, DA14 5HJ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	0.1%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0 2.5% 1.9% 1 1.9% 1
Lidl, London Road, Hadleigh, SS7 2DE	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1 8.1%	5 0.0%	0 0.0%
Lidl, Manor Road, Basildon, SS15 6PA	0.3%	6	0.0%	0	7.2%	5	0.0%	0	3.6%	1	0.0%	0	0.0%	0 0.0%
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	6	6.6%	2	0.7%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0 0.0%
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4 3.0% 1 0.0%
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3 0.0%	0 0.0%	0 0.0%
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0 0.0%
M&S Simply Food, Eastwood Road, Rayleigh,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1 4.3%	1 1.4%	0 0.0%

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
SS6 7JQ														
M&S Simply Food, High Street, Epping, CM16 4BP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Maldon, CM9 5PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Epping, CM16 4BP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Braintree Road , Witham, CM8 2BY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	2.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Road, Loughton, IG10 1RB	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith, DA8 2AH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jenner Close, Sidcup, DA14 6BF	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Knight Road, Rochester, ME2 2AA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.6%	14	0.5%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	10	5.7%	3
Morrisons, London Road, Grays , RM17 5XZ	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	15.4%	9

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	6	13.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	9	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.5%	0	1.7%	0	1.2%	0	5.7%	1	0.6%	0	8.7%	6
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cluny Square, Southend-on-Sea, SS2 4AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.4%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.8%	1	4.4%	3	10.1%	3	1.7%	0	0.0%	0	5.8%	1	0.6%	0	0.0%	0
Sainsbury's Local, Farnham Road, Harold Hill, RM3 8DX	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	1
Sainsbury's Local, Spa Road, Hockley , SS5 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,, Cranbrook Road, Ilford, IG2 6HE	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, , Loughton, IG10 4PE	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Claps Gate Lane, Beckton, E6 6JF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon,	0.8%	20	14.5%	6	1.1%	1	12.6%	4	9.2%	3	1.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
SS13 1SA														
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.4%	10	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.5%	11	0.0%	0	0.7%	0	0.0%	0	0.0%	0	13.1%	6	7.3%	4
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	2.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's, Priory Market Place, Dartford, DA1 2HL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Roden Street, Ilford, IG1 2AA	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Dartford, DA1 4HW	1.7%	38	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.6%	3
Sainsbury's, Tanners Lane, Barkingside, IC6 1QE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	1.0%	22	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays , RM16 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred, Grays , RM16 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2.0%	3.2%	2
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Street , Stanford le Hope, SS17 0HR	0.0%	1	0.0%	0	0.0%	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Sidcup, DA15 7DB	0.7%	17	0.0%	0	0.0%	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0.6%	5.2%	3
Tesco Extra, Bryant Avenue, Harold Wood, RM3 0LL	0.9%	21	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, New Road, Gravesend, DA11 0AF	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	2.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco, Cygnet View, Grays, RM20 1WN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	4.6%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Edgington Way, Sidcup, DA14 5BN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Elm Park Avenue, Hornchurch, RM12 4SB	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Green Lane, Ilford, IG1 1XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	1.4%	32	32.2%	12	11.0%	8	2.5%	1	1.5%	0	7.7%	3	0.8%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Road, Little Heath, RM6 4HY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Epping, CM16 4BA	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highbridge Road, Barking, IG11 7BS	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	1.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	2.7%	2
Tesco, Main Road, Romford, RM1 3BT	0.8%	18	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	1.3%	30	2.0%	1	25.5%	18	1.4%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Manford Way, Chigwell, IG7 4DN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	1.0%	22	6.7%	3	5.7%	4	26.0%	7	9.3%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.6%	2	7.9%	2	3.5%	1	16.3%	3	29.9%	3	2.9%	2	13.5%	9
Tesco, Princes Road, Chelmsford, CM2 9XW	0.8%	19	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Purbeck Court, Great Baddow, Chelmsford,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
CM2 8YX														
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	0
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.8%	18	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.6%	1	1.0%	1
Waitrose, High Street, Billericay, CM12 9BY	0.7%	16	0.0%	0	1.1%	1	0.0%	0	21.0%	7	0.0%	0	0.0%	0
Waitrose, High Street, Sidcup, DA14 6EN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Longfield, DA3 7QA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	3.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Melbourne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bentalls Complex, Colchester Road, Heybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	8.8%	203	0.7%	0	5.0%	4	3.0%	1	7.2%	2	3.7%	2	8.3%	5	6.3%	2	11.8%	3	8.7%	2	4.6%	0	1.7%	1	2.8%	2
(Don't know / can't remember)	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.2%	1	0.6%	0	1.3%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	0
(Don't do this type of shopping)	0.2%	5	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.6%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?														
<i>Those who gave a location at Q01</i>														
Aldi, Collier Row Road, Romford, RM5 2AT	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
Aldi, Friary Place, Strood, ME2 4TP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.6%	13	6.3%	2	7.4%	5	2.0%	1	0.6%	0	0.0%	0	1.4%	0
Aldi, High Road, Basildon, SS13 3AB	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Aldi, London Road, Gravesend, DA11 9LY	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Grays , RM17 5YB	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	5
Aldi, Market Place, Romford, RM1 3AB	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Marlborough Road, Romford, RM7 8AD	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	5	5.2%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Broadway, Wickford, SS11 7A	0.7%	15	0.0%	0	1.7%	1	20.4%	6	6.4%	2	0.0%	0	0.8%	0
Asda, Crook Leg, Bexleyheath, DA6 8EQ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.7%	16	20.8%	8	4.0%	3	1.4%	0	7.2%	2	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.6%	14	2.6%	1	10.9%	7	3.6%	1	7.5%	2	1.4%	1	1.2%	0

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Asda, High Street, Strood, ME2 4TR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Asda, Prospect Place, Dartford, DA1 1BU	0.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.6%	14	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.0%	0	0.0%	0
Asda, Short Blue Place, Barking, IG11 8FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Broadway, Bexleyheath, DA6 7BN	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.8%	17	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cross Road, Maldon, CM9 5ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dene Holm Road, Gravesend, DA11 8LG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op, High Road, Benfleet, SS7 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, High Road, North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Weald, CM16 6BY																									
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Great Wakering, SS3 0EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Stanford le Hope, SS17 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Wickford, SS12 9AT	0.1%	3	0.0%	0	0.0%	0	3.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hutton Road, Shenfield, CM15 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Lodge Lane, Grays, RM17 5RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, London Road,Great Tarpots, South Benfleet, SS7 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Roche Close, Rochford, SS4 1PX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.6%	0	0.0%	0	0.0%
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Co-op, Spa Road, Hockley, SS5 4BE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.5%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Stock Road, Billericay, CM12 0RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Shoeburyness, SS3 9DT																										
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Farmfoods, High Road, Pitsea, SS13 3BY	0.1%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Waterson Vale, Chelmsford , CM2 9PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Heathway, Dagenham, RM10 8QS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Maldon, CM9 5PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.0%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Iceland, Market Place, Basildon, SS14 1DD	0.0%	1	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Romford, RM1 3AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Way , Corringham, SS17 7NA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Broadway, Loughton, IG10 3ST	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.6%	0	6.4%	1	7.3%	4	0.8%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.3%	0	0.0%	0	1.2%	0	4.3%	0	3.3%	2	0.6%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
5PY														
Lidl, High Street North, East Ham, E6 2JA	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	12.0%	7
Lidl, Manor Road, Basildon, SS15 6PA	0.5%	11	0.0%	0	14.8%	10	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	4	6.4%	2	1.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	15.3%	5
Lidl, Waterson Vale, Chelmsford, CM2 9DG	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Arterial Road, Grays, RM16 3BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.6%	2
M&S Simply Food, High Street, Epping, CM16 4BP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Maldon, CM9 5PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	3	0.5%	0	1.2%	1	0.5%	0	1.7%	1	1.7%	1	0.0%	0
Marks & Spencer, High Street, Loughton, IG10 4LF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, intu Lakeside Shopping Centre, Grays, RM20 2ZQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Square, Basildon, SS14 1DZ														
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	2.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Road, Loughton, IG10 1RB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith, DA8 2AH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jenner Close, Sidcup, DA14 6BF	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Knight Road, Rochester, ME2 2AA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	2.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.6%	13	2.6%	1	0.0%	0	0.0%	0	0.0%	0	19.2%	8	6.2%	3
Morrisons, London Road, Grays , RM17 5XZ	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	8.0%	5
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	8	8.3%	5
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	8	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.3%	0
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Craven Avenue, Canvey Island, SS8 ODJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Woodgrange Drive, Southend-on-Sea, SS1 2SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Local, Blyth House, Southchurch Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Southend-on-Sea, SS1 2AY																										
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.9%	2	8.9%	3	3.1%	1	0.6%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Local, Farnham Road, Harold Hill, RM3 8DX	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.8%	2
Sainsbury's Local, Spa Road, Hockley , SS5 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,, Cranbrook Road, Ilford, IG2 6HE	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, , Loughton, IG10 4PE	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broadway, Bexleyheath, DA6 7DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Claps Gate Lane, Beckton, E6 6JF	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.8%	18	11.0%	4	1.8%	1	14.7%	4	9.6%	3	1.0%	0	0.0%	0	0.7%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.6%	14	0.0%	0	0.7%	0	0.0%	0	0.0%	0	15.3%	7	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.8%	0	1.9%	0	9.0%	6	14.7%	9
Sainsbury's, Priory Market	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Place, Dartford, DA1 2HL																										
Sainsbury's, Stadium Way, Dartford, DA1 4HW	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.2%	2	7.0%	2	10.5%	3	0.0%	0	1.7%	0	0.0%	0	0.8%	0
Sainsbury's, Tanners Lane, Barkingside, IC6 1QE	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.4%	9	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays , RM16 6PS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Derry Avenue , South Ockendon, RM15 5GH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maldon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Road, Danbury, CM3 4QW														
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Sidcup, DA15 7DB	0.2%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Extra, Bryant Avenue, Harold Wood, RM3 0LL	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, RM5 3NL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, New Road, Gravesend, DA11 0AF	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	1.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	4.9%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Edgington Way, Sidcup, DA14 5BN	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	1.6%	37	28.0%	11	20.9%	14	3.4%	1	0.0%	0	11.5%	5	3.2%	2
Tesco, High Street, Epping, CM16 4BA	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highbridge Road,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Barking, IG11 7BS														
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	2.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco, Main Road, Romford, RM1 3BT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.9%	21	0.0%	0	21.4%	15	0.7%	0	7.2%	2	0.0%	0	0.0%	0
Tesco, Manford Way, Chigwell, IG7 4DN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.9%	20	8.3%	3	3.0%	2	23.3%	7	16.8%	5	0.8%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	1.2%	28	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.7%	2	7.3%	7
Tesco, Princes Road, Chelmsford, CM2 9XW	0.7%	16	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Tesco, Purbeck Court, Great Baddow, Chelmsford, CM2 8YX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	1.0%	23	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.6%	1	4.8%	1	4.8%	1	8.1%	2	14.4%	1	18.1%	11	6.4%	4
Waitrose, High Street, Billericay, CM12 9BY	0.6%	13	0.0%	0	0.0%	0	2.7%	1	18.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Sidcup, DA14 6EN	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Longfield, DA3 7QA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welcome, Portsea Road, Tilbury, RM18 8AX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.2%	4	1.5%	1	0.6%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	4.1%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Melbourne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.0%	0	0.0%	0	0.0%	0
Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Other - outside area	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bentalls Complex, Colchester Road, Heybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.1%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greyhound Retail Park, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.8%	1	2.0%	1
Marks & Spencer, High Street, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.1%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	9.3%	210	0.7%	0	4.7%	3	3.4%	1	6.9%	2	1.4%	1	8.4%	5	7.2%	2	9.9%	3	8.2%	2	4.0%	0	1.7%	1	2.1%	1
(Don't know / can't remember)	2.0%	44	1.6%	1	1.0%	1	0.7%	0	1.0%	0	0.0%	0	1.8%	1	2.4%	1	0.0%	0	0.0%	0	1.9%	0	6.6%	4	5.2%	3
Weighted base:	2255			38		68		29		32		43		56		30		25		19		10		62		65
Sample:	2269			100		98		100		99		97		97		98		98		99		100		101		97

Weighted:

South Essex Retail Study for Peter Brett Associates

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q03 What form of transport do you use to visit your main food shopping destination?																										
<i>Those who gave a location and not those who shop online at Q01</i>																										
Car - Driver	71.0%	1457	62.1%	23	77.6%	50	85.1%	24	87.6%	26	69.0%	28	63.4%	33	81.7%	23	84.3%	19	64.1%	11	77.8%	7	67.3%	41	57.3%	36
Car - Passenger	13.1%	270	16.8%	6	12.6%	8	2.8%	1	4.2%	1	18.0%	7	13.0%	7	9.8%	3	11.6%	3	18.7%	3	16.4%	2	8.9%	5	19.0%	12
Bus	2.8%	58	4.8%	2	1.8%	1	3.9%	1	1.3%	0	2.3%	1	4.9%	2	1.4%	0	0.6%	0	8.9%	2	0.7%	0	8.5%	5	3.6%	2
Cycle	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	1
Disabled vehicle (e.g. mobility scooter)	0.2%	4	0.9%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.3%	1	0.0%	0
Taxi	0.5%	10	2.0%	1	1.1%	1	0.0%	0	1.3%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	0	1.3%	0	1.3%	1	0.0%	0
Train	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.5%	216	12.2%	5	3.9%	3	6.2%	2	5.0%	2	10.0%	4	8.0%	4	6.4%	2	1.8%	0	5.5%	1	3.8%	0	10.2%	6	17.9%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	30	1.2%	0	3.0%	2	1.4%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.6%	0	0.7%	0	0.0%	0	2.4%	1	1.2%	1
Weighted base:	2052			38		64		28		30		41		51		28		22		18		9		61		63
Sample:	2138			99		93		96		92		92		94		92		91		94		93		99		93
Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones? [MR]																										
<i>Those who gave a location and not those who shop online at Q01</i>																										
Yes - other food shops	5.8%	120	4.0%	1	7.6%	5	3.2%	1	15.9%	5	7.0%	3	0.0%	0	1.4%	0	3.0%	1	2.1%	0	9.6%	1	2.0%	1	4.6%	3
Yes - other non food shops (clothing, footwear, electrical etc)	12.8%	262	9.3%	3	13.6%	9	7.2%	2	24.2%	7	8.9%	4	4.4%	2	9.6%	3	7.9%	2	4.7%	1	6.6%	1	11.0%	7	11.9%	7
Yes - pubs, restaurants or cafes	2.5%	51	0.5%	0	0.6%	0	0.9%	0	0.0%	0	5.3%	2	6.2%	3	2.6%	1	2.4%	1	1.4%	0	2.9%	0	1.3%	1	1.2%	1
Yes - financial service (i.e. bank, building society)	2.8%	57	0.7%	0	1.7%	1	1.7%	0	4.1%	1	4.7%	2	6.9%	4	1.9%	1	1.4%	0	1.4%	0	0.7%	0	2.4%	1	1.2%	1
Yes - other service (e.g. hairdresser, travel agent, estate agent)	0.5%	11	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	0	2.2%	1	0.7%	0	0.0%	0	0.7%	0	1.8%	0	0.7%	0	0.6%	0
Yes - leisure activity	1.4%	29	2.9%	1	0.8%	0	0.7%	0	0.0%	0	2.1%	1	3.0%	2	0.0%	0	0.0%	0	2.3%	0	6.9%	1	2.6%	2	2.4%	2
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	74.1%	1520	81.4%	31	82.7%	53	86.1%	24	67.4%	20	72.6%	30	79.4%	41	85.8%	24	86.9%	19	88.3%	16	75.8%	7	73.9%	45	77.9%	49
(Don't know / varies)	4.9%	101	2.6%	1	0.8%	0	3.9%	1	4.1%	1	2.5%	1	2.7%	1	1.8%	0	0.0%	0	2.0%	0	0.7%	0	9.3%	6	2.9%	2
Weighted base:	2052			38		64		28		30		41		51		28		22		18		9		61		63
Sample:	2138			99		93		96		92		92		94		92		91		94		93		99		93

Weighted:

July 2016

South Essex Retail Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Mean score [£]:														
Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?														
Those who gave a location at Q01														
£1 - 10	0.2%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	1
£11 - 20	2.6%	59	2.2%	1	0.0%	0	2.0%	1	2.0%	1	1.4%	1	2.8%	2
£21 - 30	5.6%	125	8.1%	3	2.1%	1	4.0%	1	7.2%	2	3.9%	2	5.7%	11
£31 - 40	5.9%	134	4.0%	2	6.7%	5	2.7%	1	5.2%	2	10.6%	5	12.1%	7
£41 - 50	10.3%	232	12.3%	5	18.3%	12	8.9%	3	9.2%	3	4.4%	2	8.2%	7
£51 - 60	5.5%	125	4.3%	2	3.1%	2	7.0%	2	6.5%	2	17.3%	7	4.2%	3
£61 - 70	6.3%	143	5.8%	2	5.1%	3	12.7%	4	7.9%	3	5.7%	2	7.7%	6
£71 - 80	8.1%	183	5.9%	2	6.6%	4	5.8%	2	21.7%	7	19.3%	8	9.9%	5
£81 - 90	4.6%	104	3.3%	1	7.3%	5	9.4%	3	1.7%	1	0.6%	0	8.4%	1
£91 - 100	13.5%	304	16.5%	6	9.9%	7	13.8%	4	12.0%	4	9.8%	4	17.9%	5
£101 - 150	18.1%	408	16.2%	6	27.6%	19	12.1%	3	14.6%	5	9.7%	4	7.6%	5
£151 - 200	4.0%	91	4.6%	2	3.9%	3	6.8%	2	2.9%	1	4.2%	2	2.3%	2
£201+	0.3%	6	0.0%	0	0.6%	0	2.0%	1	0.0%	0	1.1%	0	0.0%	0
(Don't know / varies)	13.4%	303	14.5%	5	7.9%	5	11.0%	3	9.1%	3	10.3%	4	10.8%	10
(Refused)	1.5%	34	2.4%	1	0.9%	1	1.2%	0	0.0%	0	1.2%	1	2.5%	0
Mean:	86.68	82.28	93.25	90.63	81.41	78.92	77.69	85.20	95.14	77.72	87.35	76.98	66.46	
Weighted base:	2255	38	68	29	32	43	56	30	25	19	10	62	65	
Sample:	2269	100	98	100	99	97	97	98	98	99	100	101	97	
Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Less often = 0.1														
Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?														
Those who gave a location at Q01														
Everyday	1.5%	35	2.0%	1	2.2%	2	0.5%	0	0.0%	0	0.0%	0	5.3%	0
5 - 6 times a week	0.8%	17	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.7%	3
3 - 4 times a week	2.2%	49	4.7%	2	2.9%	2	1.6%	0	3.6%	1	0.6%	0	1.1%	2
Twice a week	8.7%	196	6.1%	2	4.2%	3	0.7%	0	4.1%	1	8.3%	4	6.8%	8
Once a week	69.0%	1557	68.6%	26	81.7%	55	75.5%	22	78.2%	25	67.6%	29	70.2%	38
Once every two weeks	8.7%	196	11.5%	4	2.1%	1	9.7%	3	7.7%	3	15.1%	6	2.9%	4
Once a month	4.9%	111	1.8%	1	6.3%	4	5.2%	1	1.4%	0	4.1%	2	8.5%	7
Less often	0.8%	19	4.9%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	0
(Don't know / varies)	3.3%	74	0.0%	0	0.4%	0	6.8%	2	4.2%	1	2.6%	1	4.3%	1
Mean:	1.19	1.21	1.20	1.00	1.08	1.04	1.37	1.10	0.99	1.20	1.06	1.07	1.38	
Weighted base:	2255	38	68	29	32	43	56	30	25	19	10	62	65	
Sample:	2269	100	98	100	99	97	97	98	98	99	100	101	97	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)														
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Friary Place, Strood, ME2 4TP	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.2%	4	7.4%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Road, Basildon, SS13 3AB	0.1%	2	0.5%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Gravesend, DA11 9LY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Grays , RM17 5YB	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford, RM1 3AB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.3%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	4.1%	2
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Broadway, Wickford, SS11 7A	0.3%	8	0.7%	0	0.0%	0	10.2%	3	0.8%	0	0.0%	0	0.6%	0
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	8	6.7%	3	7.1%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.3%	7	3.1%	1	6.8%	5	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mercury Gardens, Romford, RM8 1BB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.2%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	1	14.7%	4	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Asda, Short Blue Place, Barking, IG11 8FJ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Broadway, Bexleyheath, DA6 7BN	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Church Lane, Doddingtonhurst, CM15 0NG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Becontree Avenue, Dagenham, RM8 2UD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Blendon Road, Bexley, DA5 3HP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Street, Writtle, CM1 3DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Calcutta Road, Tilbury, RM18 7QU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Canterbury Parade,South Road, South Ockendon, RM15 6NH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Thundersley, Benfleet, SS7 4EN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cross Road, Maldon, CM9 5ED	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dene Holm Road, Gravesend, DA11 8LG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duke Street, Chelmsford, CM1 1JA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6ET	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gardener Avenue, Corringham, SS17 7SE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford , CM2 9LG	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	0
Co-op, Halfway Street, Sidcup, DA15 8DJ	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawley Road, Dartford, DA1 1NP	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Benfleet, SS7 5HA	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.4%	3	0.0%	0
Co-op, High Road, North Weald, CM16 6BY	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, High Street, Aveley, RM15 4BB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Great Wakering, SS3 0EQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.2%	4	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Chelmsford, CM1 2BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.1%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leigh Road, Leigh-on-Sea, SS9 1BZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Co-op, Lodge Lane, Grays, RM17 5RZ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Westcliff-on-Sea, SS0 9LG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road,Great Tarpots, South Benfleet, SS7 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Long Road, Canvey Island, SS8 0JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Danbury, CM3 4NQ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Hawkwell, SS5 4EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Co-op, Melbourne Parade, Melbourne Avenue, Chelmsford, CM1 2DW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.3%	6	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Eastwood, SS9 5PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southend Road, Grays, RM17 5NH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	4
Co-op, Spreadeagle Place, Ingatestone, CM4 9EA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, London Road, Wickford, SS10 0AP	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanford House, Princess Margaret Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
East Tilbury, RM18 8YP														
Co-op, Station Road, Harold Wood, RM3 0BP	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Steynton Avenue, Bexley, DA5 3HP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Torquay Road, Springfield, CM1 6NF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trent Road, Chelmsford, CM1 2LQ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turpin Avenue, Collier Row, RM5 2PU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Road, Shoeburyness, SS3 9DT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Co-op, Woodland Avenue, Brentwood, CM13 1HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ongar Road, Brentwood, CM15 9JN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Osier Drive, Basildon, SS15 4HP	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Road, Pitsea, SS13 3BY	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Mall , Grays , RM17 6QE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.7%	2
Iceland, High Street, Billericay, CM12 9AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Maldon, CM9 5PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Iceland, High Street, Wickford, SS12 9AZ	0.1%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Basildon, SS14 1DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rectory Road, Hadleigh, Benfleet, SS7 2ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Iceland, St Johns Way , Corringham, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St John's Way, Stanford le Hope, SS17 7NA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.9%	0
Lidl, Manor Road, Basildon, SS15 6PA	0.2%	5	0.5%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	2	5.0%	2	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.5%	0
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Londis, Fir Trees, Abridge,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
RM4 1DG																										
Londis, London Road, Westcliff-on-Sea, SS0 7JG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Londis, Warley Hill, Warley, CM14 5HR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, West Road, Westcliff-on-Sea, SS0 9AY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	1	9.8%	3	4.6%	1	0.0%	0	6.8%	1	0.0%	0	0.0%	0
M&S Simply Food, High Street, Maldon, CM9 5PN	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.1%	2	0.0%	0	0.0%	0	0.7%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Epping, CM16 4BP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Loughton, IG10 4LF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.1%	1	0.6%	0
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Ongar Road, Brentwood, CM15 9DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Road, Loughton, IG10 1RB	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Erith, DA8 2AH														
Morrisons, Jenner Close, Sidcup, DA14 6BF	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.5%	11	0.0%	0	3.9%	3	0.0%	0	0.0%	0	14.7%	6	3.1%	2
Morrisons, London Road, Grays , RM17 5XZ	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	14.0%	8
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	10.5%	6
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park, Upminster, RM14 2HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Hatch Road, Pilgrims Hatch, CM15 9QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Rayleigh Road, Eastwood, Leigh-on-sea , SS9 5HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Third Avenue , Canvey Island, SS8 9SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Nisa, Whitmore Way , Basildon, SS14 2HB	0.1%	3	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Grange Road, Billericay, CM11 2RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Premier, Southchurch Road, Southend-on-Sea, SS1 2NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Avenue Road, Bexleyheath, DA7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
4EQ																										
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	9.8%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hamlet Court Road, Westcliff-on-Sea, SS0 7ES	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's Local, Spa Road, Hockley , SS5 4PH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.8%	0	0.0%	0	0.0%	0
Sainsbury's Local,, High Road, Ilford, IG1 1LL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, , Loughton, IG10 4PE	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.3%	7	4.7%	2	3.7%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	1.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.3%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	9.0%	4	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road , Leigh-on-sea, SS9 2AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.3%	0	1.1%	1	4.2%	3
Sainsbury's, Priory Market	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Place, Dartford, DA1 2HL														
Sainsbury's, Stadium Way, Dartford, DA1 4HW	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgewater Drive, Southend-on-Sea, SS0 0DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Chipping Row, South Woodham Ferrers, CM3 5XU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Leigh Road, Southend-on-Sea, SS9 1BS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Warwick Parade, South Woodham Ferrers, CM3 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wrotham Road, Meopham, DA13 0RQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays , RM16 6PS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dartford Road, Dartford, DA1 3EN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Derry Avenue , South Ockendon,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
RM15 5GH														
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred, Grays , RM16 6YA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravesend Road, Rochester, ME2 3PW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Street , Stanford le Hope, SS17 0HR	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way , Wickford, SS12 9NR	0.1%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Tesco Metro, Collier Row Lane, Collier Row, RM5 3NL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, New Road, Gravesend, DA11 0AF	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Ilford, IG2 6LE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Front Lane, Upminster, RM14 1XL	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	7	13.3%	5	2.2%	2	0.7%	0	0.0%	0	1.1%	0	0.0%	0
Tesco, High Road, Chadwell Heath, RM6 6PR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Epping, CM16 4BA	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.6%	14	4.9%	2	14.2%	10	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco, Perry Street, Gravesend, DA12 5RT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.0%	1
Tesco, Princes Road, Chelmsford, CM2 9XW	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Purbeck Court, Great	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Baddow, Chelmsford, CM2 8YX														
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southend Road, Grays, RM17 5NJ	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	8.3%	2
Waitrose, High Street, Billericay, CM12 9BY	0.3%	8	0.0%	0	0.5%	0	0.0%	0	19.9%	7	0.0%	0	0.0%	0
Waitrose, High Street, Sidcup, DA14 6EN	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Longfield, DA3 7QA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welcome, Portsea Road, Tilbury, RM18 8AX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.1%	3	4.1%	2	1.5%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	4	0.6%	0
Central London / West End	0.3%	8	0.0%	0	2.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Dartford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.9%	1
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
London - Other	2.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	5.4%	1
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Romford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0
South Ockendon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.0%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Other - zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Other - zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Other - zone 11	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Other - zone 14	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bentalls Complex, Colchester Road, Heybridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Ashingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Hutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Southminster	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.2%	5	0.0%	0	1.6%	1	0.0%	0	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Welling	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.1%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.3%	145	8.0%	3	4.3%	3	0.0%	0	4.7%	2	1.2%	1	2.6%	1	5.8%	2	5.5%	1	0.0%	0	0.0%	0	6.6%	4	2.4%	2
(Don't do this type of shopping)	30.3%	697	28.3%	11	35.4%	25	54.6%	16	31.1%	10	29.4%	13	29.7%	17	35.2%	11	14.7%	4	35.5%	7	29.3%	3	30.4%	19	36.9%	25
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q08 And where did you go for top-up food shopping the time before that?														
<i>Those who gave a location at Q07</i>														
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Aldi, Friary Place, Strood, ME2 4TP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.2%	3	9.3%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Aldi, High Road, Basildon, SS13 3AB	0.1%	2	1.9%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Aldi, London Road, Grays , RM17 5YB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Aldi, Marlborough Road, Romford, RM7 8AD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.3%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	5.4%	2	4.9%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Aldi, The Broadway, Wickford, SS11 7A	0.3%	4	1.1%	0	0.0%	0	5.8%	1	1.2%	0	0.0%	0	0.7%	0
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	6	7.4%	2	6.5%	3	6.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.5%	7	4.0%	1	13.5%	6	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mercury Gardens, Romford, RM8 1BB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1
Asda, Queen elizabeth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Square , Chelmsford, CM3 5SY																										
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.3%	5	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.9%	0	4.6%	1	15.1%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Broadway, Bexleyheath, DA6 7BN	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walebone Lane, Chadwell Heath, RM8 1BB	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Church Lane, Doddingtonhurst, CM15 0NG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Street, Writtle, CM1 3DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Calcutta Road, Tilbury, RM18 7QU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Canterbury Parade,South Road, South Ockendon, RM15 6NH	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Thundersley, Benfleet, SS7 4EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Thundersley, SS7 4EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cross Road, Maldon, CM9 5ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duke Street, Chelmsford, CM1 1JA	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Co-op, Faircross Parade, Barking, IG11 8UW	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Hullbridge, SS5 6ET														
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gardener Avenue, Corringham, SS17 7SE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford , CM2 9LG	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.7%	0
Co-op, Halfway Street, Sidcup, DA15 8DJ	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawley Road, Dartford, DA1 1NP	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road , South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Co-op, High Road, Benfleet, SS7 5HA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Co-op, High Road, North Weald, CM16 6BY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Aveley, RM15 4BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Great Wakering, SS3 0EQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	2
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.3%	5	0.0%	0	0.0%	0	18.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Chelmsford, CM1 2BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leigh Road, Leigh-on-Sea, SS9 1BZ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Co-op, Lodge Lane, Grays,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
RM17 5RZ														
Co-op, London Road, Leigh-on-Sea, SS9 3JE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Westcliff-on-Sea, SS0 9LG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road,Great Tarpots, South Benfleet, SS7 5UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0
Co-op, Long Road, Canvey Island, SS8 0JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Co-op, Main Road, Danbury, CM3 4NQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Hawkwell, SS5 4EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Co-op, Melbourne Parade, Melbourne Avenue, Chelmsford, CM1 2DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Eastwood, SS9 5PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	3
Co-op, Spreadeagle Place, Ingatestone, CM4 9EA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, London Road, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanford House, Princess Margaret Road, East Tilbury, RM18 8YP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Co-op, Station Road, Harold Wood, RM3 0BP	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Longfield, DA3 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Steynton Avenue, Bexley, DA5 3HP	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	0.1%	2	0.0%	0	0.0%	0	0.0%	5.4%	1	0.0%	0	0.0%	0	0.0%
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Torquay Road, Springfield, CM1 6NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trent Road, Chelmsford, CM1 2LQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turpin Avenue, Collier Row, RM5 2PU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Road, Shoeburyness, SS3 9DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-op, Woodland Avenue, Brentwood, CM13 1HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ongar Road, Brentwood, CM15 9JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Osier Drive, Basildon, SS15 4HP	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, The Broadway , Grays , RM17 6EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Farmfoods, High Road, Pitsea, SS13 3BY	0.1%	1	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Mall , Grays , RM17 6QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.1%	1	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	6.7%	1	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Maldon, CM9 5PN														
Iceland, High Street, Rayleigh, SS6 7QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.1%	2	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Basildon, SS14 1DD	0.1%	1	2.6%	1	0.9%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rectory Road, Hadleigh, Benfleet, SS7 2ND	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Way , Corringham, SS17 7NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Foots Cray High Street, Sidcup, DA14 5HJ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	0.5%	7	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.6%	1
Lidl, Longbridge Road, Dagenham, RM8 2DB	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manor Road, Basildon, SS15 6PA	0.6%	9	0.9%	0	19.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	3	6.5%	2	1.8%	1	1.5%	0	0.0%	0	0.9%	0	0.0%	0
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Londis, London Road, Westcliff-on-Sea, SS0 7JG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mungo Park Road, Rainham, RM13 7PP	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, West Road, Westcliff-on-Sea, SS0 9AY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.6%	1
M&S Simply Food, High Street, Maldon, CM9 5PN	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.1%	2	1.4%	0	0.9%	0	1.2%	0	3.3%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Epping, CM16 4BP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Loughton, IG10 4LF	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.1%	0
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Ongar Road, Brentwood, CM15 9DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Copperfield Road, Chelmsford, CM1	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
4UX														
Morrisons, High Road, Loughton, IG10 1RB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith, DA8 2AH	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jenner Close, Sidcup, DA14 6BF	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Knight Road, Rochester, ME2 2AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.8%	11	0.0%	0	6.5%	3	0.0%	0	0.0%	0	25.1%	8	2.6%	1
Morrisons, London Road, Grays , RM17 5XZ	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	18.1%	7
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	4.2%	2
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Craven Avenue, Canvey Island, SS8 ODJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park, Upminster, RM14 2HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Hatch Road, Pilgrims Hatch, CM15 9QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Jotmans Lane , Benfleet, SS7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Nisa, Rayleigh Road, Eastwood, Leigh-on-sea , SS9 5HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Third Avenue , Canvey Island, SS8 9SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Nisa, Whitmore Way ,	0.1%	2	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Basildon, SS14 2HB														
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Southchurch Road, Southend-on-Sea, SS1 2NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Avenue Road, Bexleyheath, DA7 4EQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	4
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hamlet Court Road, Westcliff-on-Sea, SS0 7ES	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Spa Road, Hockley , SS5 4PH	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	7.9%	2
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Sainsbury's Local,, High Road, Ilford, IG1 1LL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, , Loughton, IG10 4PE	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broadway, Bexleyheath, DA6 7DF	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.3%	5	4.2%	1	6.1%	3	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Sainsbury's, King George	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Avenue, Ilford, IG2 7SH	0.7%	10	3.2%	1	1.2%	0	0.0%	0	0.0%	0	9.6%	3	16.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road , Leigh-on-sea, SS9 2AB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.7%	1	4.7%	2
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.1%	1	2.2%	0	1.5%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Spar, Bridgewater Drive, Southend-on-Sea, SS0 0DH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Chipping Row, South Woodham Ferrers, CM3 5XU	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Leigh Road, Southend-on-Sea, SS9 1BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Warwick Parade, South Woodham Ferrers, CM3 5JT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wrotham Road, Meopham, DA13 0RQ	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays , RM16 6PS	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.5%	1
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1																										

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4DP														
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dartford Road, Dartford, DA1 3EN	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Derry Avenue , South Ockendon, RM15 5GH	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred, Grays , RM16 6YA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravesend Road, Rochester, ME2 3PW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.2%
Tesco Express, Kings Street , Stanford le Hope, SS17 0HR	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way , Wickford, SS12 9NR	0.1%	2	0.0%	0	0.0%	0	12.1%	2	1.2%	0	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	2	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.9%	2
Tesco Metro, Collier Row Lane, Collier Row, RM5	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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3NL														
Tesco Metro, New Road, Gravesend, DA11 0AF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Ilford, IG2 6LE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Front Lane, Upminster, RM14 1XL	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.7%	9	22.8%	5	4.3%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Tesco, High Road, Chadwell Heath, RM6 6PR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Epping, CM16 4BA	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15	0.7%	10	7.7%	2	18.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
6TJ														
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	2	1.1%	0	0.0%	0	10.2%	1	1.5%	0	0.0%	0	0.0%	0
Tesco, Perry Street, Gravesend, DA12 5RT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.3%	4	0.0%	0	1.3%	1	1.5%	0	0.0%	0	0.0%	0	1.1%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Purbeck Court, Great Baddow, Chelmsford, CM2 8YX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southend Road, Grays, RM17 5NJ	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.8%	11	0.0%	0	0.9%	0	0.0%	0	33.7%	7	0.0%	0	0.0%	0
Waitrose, High Street, Sidcup, DA14 6EN	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welcome, Portsea Road, Tilbury, RM18 8AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.3%	5	8.9%	2	5.2%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.2%	3	0.0%	0	0.9%	0	0.0%	0	9.7%	2	0.0%	0	0.0%	0
Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Brentwood	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.8%	12	0.0%	0	2.7%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
London - Other	3.7%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Romford	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	10.0%	4	0.0%	0
South Ockendon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	6
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Other - zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Other - zone 11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Other - zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.2%	0
Other - zone 14	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Other - zone 23	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bentalls Complex, Colchester Road, Heybridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Southminster	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.4%	5	0.0%	0	2.7%	1	0.0%	0	16.1%	3	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	3.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Welling	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.1%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
(Don't know / can't remember)	4.7%	68	2.5%	1	2.5%	1	4.5%	1	2.7%	1	2.3%	1	2.9%	1
Weighted base:	1461		24		42		13		21		30		39	
Sample:	1501		65		57		52		68		65		64	

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Mean score [£]:																										
Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?																										
Those who gave a location at Q07																										
£1 - 10	24.5%	358	36.5%	9	19.2%	8	18.2%	2	25.7%	5	40.0%	12	17.3%	7	32.0%	6	25.1%	5	25.4%	3	44.2%	3	28.1%	11	27.1%	11
£11 - 20	29.7%	433	26.1%	6	33.1%	14	35.8%	5	29.1%	6	36.8%	11	37.3%	15	25.3%	5	25.5%	5	38.7%	5	22.4%	2	29.2%	11	37.2%	15
£21 - 30	13.5%	197	12.1%	3	29.7%	12	21.0%	3	18.3%	4	8.7%	3	14.2%	6	13.0%	2	24.4%	5	11.6%	1	6.1%	0	21.7%	8	16.6%	7
£31 - 40	9.2%	135	1.1%	0	3.9%	2	11.1%	1	4.7%	1	3.4%	1	16.4%	6	2.2%	0	5.1%	1	5.0%	1	0.9%	0	3.1%	1	2.4%	1
£41 - 50	4.3%	62	9.4%	2	3.6%	2	1.5%	0	8.0%	2	1.6%	0	1.5%	1	2.5%	0	4.8%	1	3.2%	0	11.6%	1	3.0%	1	1.2%	0
£51 - 60	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.3%	0	0.0%	0	3.5%	1
£61 - 70	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.8%	0	0.0%	0	1.1%	0	0.0%	0	1.2%	0
£71 - 80	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - 90	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - 100	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - 150	0.1%	2	0.0%	0	3.4%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	196	12.4%	3	6.4%	3	10.8%	1	10.2%	2	6.3%	2	9.7%	4	18.1%	3	12.5%	3	14.5%	2	8.4%	1	10.6%	4	10.8%	4
(Refused)	2.1%	31	1.6%	0	0.7%	0	1.5%	0	1.7%	0	0.9%	0	3.6%	1	3.1%	1	0.8%	0	1.6%	0	2.0%	0	4.4%	2	0.0%	0
Mean:	22.51		19.31		25.67		20.65		24.18		17.06		21.32		19.96		21.14		18.84		18.97		19.26		18.34	
Weighted base:	1461		24		42		13		21		30		39		18		20		13		7		39		41	
Sample:	1501		65		57		52		68		65		64		65		77		60		69		65		62	
Q10 Does your household also spend money on food and groceries in small shops? (i.e., not supermarkets)																										
Yes	30.2%	696	23.2%	9	23.5%	16	42.2%	12	38.2%	12	27.4%	12	33.8%	19	37.9%	11	43.2%	11	23.4%	5	36.5%	4	35.1%	22	29.3%	20
No	69.8%	1607	76.8%	29	76.5%	53	57.8%	17	61.8%	20	72.6%	32	66.2%	38	62.1%	19	56.8%	15	76.6%	15	63.5%	6	64.9%	40	70.7%	47
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q11 Where are these small shops located?																										
<i>Those who use small shops at Q10</i>																										
Barking	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	7.1%	49	54.1%	5	44.5%	7	28.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	3.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	2.2%	15	0.0%	0	0.0%	0	0.0%	0	90.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.8%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	2.3%	16	8.7%	1	19.8%	3	0.0%	0	0.0%	0	74.4%	9	16.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	4.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	4.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Hockley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	2	15.9%	2	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	3.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.6%	5	0.0%	0	27.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	3.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	27.5%	5	0.0%	0	2.0%	0	7.8%	0	0.0%	0	0.0%	0	14.4%	3
London - Other	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	1.8%	12	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	2.2%	16	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.4%	2	28.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	2.4%	17	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	80.8%	9	57.9%	6	0.0%	0	7.5%	0	0.0%	0	0.0%	0
Rochford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	43.2%	2	52.3%	2	0.0%	0	2.5%	0
Romford	4.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	3	20.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	3.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	2.1%	0	3.3%	0	9.3%	0	3.9%	0	65.5%	14	25.7%	5

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Stanford-le-Hope	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tilbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.0%	10
Wickford	2.0%	14	8.7%	1	0.0%	0	57.7%	7	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	3.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	0	0.0%	0	0.0%	0
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.1%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	3.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	1	0.0%	0	0.0%	0
Great Wakering	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	2	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	4	2.0%	0
Southminster	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0
(Don't know / can't remember)	5.5%	38	0.0%	0	0.0%	0	4.8%	1	5.8%	1	0.0%	0	17.8%	3	0.0%	0	2.0%	0	0.0%	0	5.2%	0	4.8%	1	4.4%	1
Weighted base:		696		9		16		12		12		12		19		11		11		5		4		22		20
Sample:		770		19		24		38		37		28		32		38		35		28		35		32		36

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Mean score [£]:																										
Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?																										
Those who use small shops at Q10																										
£1 - 10	37.1%	258	85.5%	8	56.2%	9	71.7%	9	55.7%	7	58.8%	7	35.0%	7	39.8%	5	36.4%	4	28.0%	1	61.6%	2	22.5%	5	53.1%	10
£11 - 20	21.2%	148	3.0%	0	7.0%	1	10.1%	1	19.1%	2	28.4%	3	42.3%	8	38.9%	4	25.8%	3	19.2%	1	21.8%	1	24.8%	5	6.4%	1
£21 - 30	7.8%	54	0.0%	0	19.2%	3	3.3%	0	8.5%	1	2.2%	0	4.7%	1	5.1%	1	1.6%	0	12.7%	1	2.9%	0	10.7%	2	8.9%	2
£31 - 40	2.3%	16	2.3%	0	2.3%	0	6.5%	1	0.0%	0	0.0%	0	1.8%	0	0.0%	0	2.0%	0	2.7%	0	1.7%	0	0.0%	0	2.0%	0
£41 - 50	1.9%	13	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.7%	0	0.0%	0	0.0%	0	9.8%	2
£51 - 60	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - 70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - 80	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
£81 - 90	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - 100	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - 150	0.4%	3	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	25.8%	179	9.2%	1	10.4%	2	7.1%	1	13.9%	2	7.9%	1	13.0%	3	13.1%	2	30.6%	3	29.5%	1	10.3%	0	39.1%	8	19.8%	4
(Refused)	2.7%	19	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	3.2%	1	3.1%	0	0.0%	0	2.7%	0	1.7%	0	3.0%	1	0.0%	0
Mean:	16.07		8.37		18.02		12.28		12.78		13.66		13.49		13.75		14.34		19.37		9.52		14.36		15.79	
Weighted base:	696		9		16		12		12		12		19		11		11		5		4		22		20	
Sample:	770		19		24		38		37		28		32		38		35		28		35		32		36	
Mean score [%]:																										
Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the Internet?																										
0	74.8%	1723	92.2%	35	81.1%	56	64.1%	18	72.3%	24	85.1%	37	81.5%	47	83.3%	25	75.3%	19	73.9%	14	75.9%	7	72.2%	45	85.6%	57
1- 10%	3.2%	74	2.5%	1	4.8%	3	0.9%	0	2.7%	1	7.0%	3	3.3%	2	3.6%	1	2.6%	1	11.7%	2	10.0%	1	2.1%	1	4.2%	3
11 - 20%	1.4%	31	0.0%	0	1.1%	1	0.9%	0	4.5%	1	3.5%	2	0.0%	0	0.0%	0	2.0%	1	1.8%	0	0.0%	0	5.8%	4	0.0%	0
21 - 30%	1.1%	25	0.0%	0	0.0%	0	1.2%	0	2.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	0	2.4%	0	0.0%	0	0.7%	0
31 - 40%	0.2%	4	0.7%	0	1.6%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
41 - 50%	2.5%	57	0.7%	0	4.1%	3	0.0%	0	6.7%	2	0.0%	0	3.4%	2	0.0%	0	2.0%	1	0.0%	0	1.6%	0	1.1%	1	2.1%	1
51 - 60%	1.8%	42	0.0%	0	2.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0
61 - 70%	1.0%	23	0.0%	0	0.0%	0	2.0%	1	1.5%	0	0.0%	0	0.0%	0	1.3%	0	4.9%	1	0.0%	0	3.7%	0	1.1%	1	0.0%	0
71 - 80%	3.8%	87	0.0%	0	1.6%	1	4.0%	1	2.5%	1	0.8%	0	6.0%	3	4.9%	1	2.9%	1	9.1%	2	0.0%	0	0.8%	1	0.0%	0
81 - 90%	2.6%	59	0.7%	0	2.4%	2	0.7%	0	0.0%	0	1.3%	1	3.0%	2	3.2%	1	2.7%	1	0.0%	0	2.7%	0	2.4%	1	2.2%	1
91 - 100%	3.2%	74	0.5%	0	0.5%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.6%	0	1.6%	0	0.8%	0	1.0%	0	0.6%	0	0.6%	0
(Don't know / varies)	2.5%	58	2.7%	1	0.5%	0	17.6%	5	4.4%	1	0.8%	0	2.0%	1	2.1%	1	2.9%	1	0.0%	0	1.4%	0	7.3%	4	2.9%	2
(Refused)	2.0%	46	0.0%	0	0.0%	0	5.5%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1	1.2%	0	1.3%	0	6.6%	4	0.0%	0
Mean:	12.88		2.03		8.63		9.43		11.65		2.70		9.83		9.66		12.18		10.13		7.99		6.73		5.01	
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?																										
Basildon (incl. Eastgate Shopping Centre)	6.1%	140	59.3%	22	51.7%	36	27.6%	8	33.1%	11	43.7%	19	19.0%	11	5.6%	2	21.1%	5	1.0%	0	0.0%	0	0.0%	0	0.6%	0
Bexleyheath	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.1%	3	0.0%	0	1.6%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.5%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Brentwood	0.9%	21	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Bromley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	5	2.0%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.9%	21	0.0%	0	0.7%	0	2.0%	1	3.7%	1	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.9%	160	0.0%	0	1.6%	1	4.9%	1	9.5%	3	2.2%	1	1.4%	1	6.2%	2	12.5%	3	1.2%	0	7.7%	1	0.0%	0	0.0%	0
Colchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.7%	16	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
London - Other	0.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.3%	7	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.7%	2	8.8%	3	7.2%	2	0.6%	0	0.6%	0	0.0%	0	0.0%	0
Rochford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.4%	0	0.0%	0	0.0%	0
Romford	10.0%	231	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	6.2%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	24.5%	14	36.1%	11	8.2%	2	52.6%	10	44.4%	4	59.0%	36	58.1%	39
Stratford (incl. Westfield Stratford)	2.2%	50	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.0%	1	0.8%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Swanley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.3%	6	0.0%	0	0.0%	0	11.4%	3	0.0%	0	0.0%	0	0.0%	0
Woodford	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	10.2%	235	2.0%	1	1.3%	1	0.7%	0	2.6%	1	0.6%	0	2.1%	1
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.2%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	6.0%	3	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	2.3%	54	3.0%	1	3.9%	3	2.6%	1	0.0%	0	0.8%	0	0.0%	0
Lakeside Shopping Centre (NOT retail park)	21.1%	486	6.3%	2	8.8%	6	19.9%	6	14.7%	5	16.2%	7	16.0%	9
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	9	1.4%	1	1.6%	1	5.0%	1	4.1%	1	0.6%	0	0.8%	0
Meadows Shopping Centre, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	2	0.5%	0	1.6%	1	0.5%	0	2.8%	1	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Asda, Heron Retail Park,	0.1%	3	1.4%	1	2.6%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Miles Grey Road, Basildon, SS14 3AF														
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Abroad Eltham	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Enfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	0.3%	7	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park;	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
and, Springvale Retail Park)																										
Shoeburyness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.0%	22	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.8%	0	2.3%	1	0.5%	0	1.4%	0	0.6%	0	2.6%	2	0.6%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	9.1%	209	12.2%	5	9.7%	7	11.7%	3	16.9%	6	5.3%	2	10.8%	6	8.4%	3	14.9%	4	18.8%	4	11.4%	1	16.5%	10	12.8%	9
Home catalogue	0.8%	18	1.8%	1	1.8%	1	1.1%	0	2.4%	1	1.2%	1	0.6%	0	0.6%	0	1.5%	0	1.9%	0	1.3%	0	1.3%	1	3.3%	2
TV / Interactive shopping	0.2%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don't know / can't remember)	1.5%	34	4.0%	2	4.5%	3	2.0%	1	0.0%	0	6.6%	3	1.4%	1	3.9%	1	2.3%	1	0.8%	0	1.7%	0	1.2%	1	0.6%	0
(Don't do this type of shopping)	1.7%	39	0.0%	0	6.0%	4	3.1%	1	1.2%	0	1.2%	1	5.2%	3	2.3%	1	3.5%	1	1.2%	0	0.0%	0	3.5%	2	0.0%	0
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Once every two months = 0.125, 3 or 4 times a year = 0.067, Twice a year = 0.038, Once a year = 0.019, Less often = 0.01

Q15 How often do you visit (LOCATION MENTIONED AT Q14) for clothes or shoes shopping?

Those who gave a location at Q14

Everyday	0.1%	3	2.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.2%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.9%	19	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	1.8%	40	1.8%	1	2.3%	1	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	11.2%	249	13.2%	5	14.7%	9	13.1%	4	11.8%	4	3.6%	1	9.7%	5	6.4%	2	3.5%	1	8.1%	2	7.4%	1	2.2%	1	1.3%	1
Once every two weeks	8.9%	198	15.3%	6	7.3%	5	6.6%	2	6.8%	2	7.5%	3	6.0%	3	7.1%	2	9.5%	2	10.9%	2	0.8%	0	11.2%	7	9.5%	6
Once a month	25.9%	578	27.1%	10	28.9%	18	31.0%	8	29.0%	9	26.5%	11	40.6%	22	12.9%	4	25.3%	6	26.6%	5	22.4%	2	8.5%	5	21.8%	14
Once every two months	12.7%	283	7.0%	3	15.1%	9	18.8%	5	10.6%	3	11.7%	5	12.5%	7	12.9%	4	23.3%	6	14.3%	3	23.6%	2	8.5%	5	14.7%	10
3 or 4 times a year	15.9%	355	12.3%	4	13.4%	8	11.8%	3	21.7%	7	21.9%	9	8.0%	4	28.7%	8	14.8%	4	14.1%	3	12.8%	1	11.4%	7	19.4%	13
Twice a year	7.4%	165	5.2%	2	4.7%	3	3.2%	1	6.1%	2	10.9%	4	8.4%	5	7.4%	2	16.0%	4	6.5%	1	17.2%	2	15.1%	9	13.0%	9
Once a year	2.8%	63	2.1%	1	0.0%	0	2.8%	1	2.1%	1	2.4%	1	3.0%	2	1.4%	0	2.4%	1	3.0%	1	9.3%	1	7.3%	4	10.7%	7
Less often	2.7%	60	1.8%	1	1.1%	1	2.6%	1	0.0%	0	1.3%	1	2.1%	1	2.0%	1	0.0%	0	5.6%	1	3.7%	0	8.0%	5	0.6%	0
(Don't know / varies)	9.5%	212	12.1%	4	10.9%	7	10.2%	3	10.6%	3	14.4%	6	6.3%	3	20.5%	6	4.5%	1	10.1%	2	2.8%	0	27.7%	16	9.1%	6
Mean:	0.39			0.56		0.47		0.32		0.38		0.22		0.40		0.26		0.22		0.29		0.19		0.17		0.18
Weighted base:	2230			36		62		27		32		40		54		28		24		19		10		59		66
Sample:	2177			96		93		94		98		90		92		93		91		97		98		96		99

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)?																										
<i>Not those who shop via Internet / catalogue / TV shopping at Q14</i>																										
Car - Driver	67.9%	1357	53.4%	17	74.0%	39	79.1%	19	80.3%	21	62.9%	23	64.0%	30	76.5%	20	84.4%	17	61.3%	9	69.1%	6	57.2%	27	51.2%	28
Car - Passenger	7.9%	158	8.5%	3	6.2%	3	2.2%	1	5.5%	1	18.5%	7	4.1%	2	5.4%	1	7.4%	1	8.4%	1	8.3%	1	8.1%	4	12.6%	7
Bus	10.3%	206	18.8%	6	4.4%	2	9.2%	2	5.6%	1	12.8%	5	16.1%	8	10.2%	3	4.1%	1	26.3%	4	11.3%	1	13.2%	6	15.0%	8
Cycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Disabled Vehicle (e.g. mobility scooter)	0.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.3%	5	2.0%	1	1.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	0	0.0%	0
Train	5.2%	103	1.7%	1	0.7%	0	2.5%	1	4.7%	1	5.1%	2	10.4%	5	3.2%	1	2.7%	1	0.0%	0	10.5%	1	4.2%	2	2.6%	1
Walk	6.8%	136	12.0%	4	11.9%	6	7.1%	2	3.9%	1	0.0%	0	1.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	16.5%	8	17.0%	9
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.7%	0
(Don't know / varies)	1.1%	21	2.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.0%	0	1.4%	0	0.0%	0	0.7%	0	0.0%	0	0.9%	0
Weighted base:	1997		31		53		24		26		37		47		26		20		15		8		47		56	
Sample:	1927		87		81		83		80		80		84		84		77		79		83		85		87	

South Essex Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12
Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?																									
<i>Those who gave a location at Q14</i>																									
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	5.6%	126	56.1%	20	35.1%	22	33.4%	9	32.5%	11	35.9%	14	14.5%	8	11.7%	3	20.8%	5	0.0%	0	5.1%	0	0.0%	0	0.0%
Bexleyheath	3.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.0%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	0.1%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	2.1%	0	0.8%	0	0.7%	0	0.7%
Brentwood	0.8%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bromley	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canary Wharf	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	2.6%	57	2.1%	1	2.0%	1	2.9%	1	3.6%	1	0.0%	0	0.6%	0	3.1%	1	0.7%	0	0.0%	0	0.0%	0	2.2%	1	0.6%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.5%	145	0.0%	0	0.8%	0	14.4%	4	8.7%	3	1.7%	1	5.5%	3	4.9%	1	2.7%	1	2.4%	0	2.8%	0	0.0%	0	1.5%
Colchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	2.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Harlow	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.7%	0	0.6%
London - Other	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	2.5%	1	0.0%
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	2	1.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.5%	11	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.6%	2	15.3%	4	9.9%	2	0.0%	0	7.6%	1	0.0%	0	0.6%
Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.4%	0	0.0%	0	0.0%
Romford	10.9%	242	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	5.6%	124	2.7%	1	0.5%	0	0.0%	0	0.0%	0	12.5%	5	24.3%	13	32.3%	9	19.1%	5	49.8%	10	39.3%	4	44.5%	26	50.9%
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	1.8%	40	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.1%	1	1.6%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Swanley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1
Wickford	0.2%	4	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0
Woodford	0.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	9.2%	206	0.0%	0	0.0%	0	0.7%	0	6.2%	2	0.0%	0	3.3%	2
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	2.7%	59	4.5%	2	0.0%	0	2.2%	1	0.8%	0	9.0%	4	3.8%	2
Lakeside Shopping Centre (NOT retail park)	17.2%	384	11.4%	4	32.2%	20	16.3%	4	18.2%	6	24.7%	10	21.6%	12
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	10	1.5%	1	4.7%	3	2.0%	1	7.7%	2	1.3%	1	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Way, Rayleigh																										
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	1	0.7%	0	0.5%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.4%	0	1.8%	1	1.3%	1
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.1%	2	0.9%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	1	0.7%	0	0.6%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.5%	0	0.0%	0	0.0%	0
Abroad Chatham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.7%	0	3.3%	2
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	0.2%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12		
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.2%	27	5.1%	2	4.4%	3	0.0%	0	2.2%	1	0.0%	0	0.9%	0	0.0%	1
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	12.3%	275	8.3%	3	8.6%	5	12.4%	3	9.4%	3	4.0%	2	8.7%	5	6.9%	10
Home catalogue	0.8%	17	1.1%	0	1.6%	1	1.1%	0	2.4%	1	0.6%	0	1.3%	1	0.7%	3
TV / Interactive shopping	0.2%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.0%	67	0.7%	0	1.2%	1	0.6%	0	2.7%	1	0.6%	0	3.8%	2	0.7%	4
Weighted base:	2230		36	62	27	32	40	54	28	24	19	10	59	66		
Sample:	2177		96	93	94	98	90	92	93	91	97	98	96	99		

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?																										
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.5%	57	23.3%	9	24.0%	17	23.3%	7	11.4%	4	5.9%	3	3.7%	2	2.5%	1	8.8%	2	1.0%	0	0.0%	0	0.8%	1	2.7%	2
Bexleyheath	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.1%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.3%	7	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Central London / West End	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.5%	35	0.5%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.3%	0	1.3%	0	0.0%	0	0.0%	0
Chingford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Corringham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Hornchurch	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.1%	1	0.0%	0	1.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
London - Other	1.5%	35	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Pitsea	0.1%	2	2.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.6%	14	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	5.1%	3	13.3%	4	15.2%	4	1.0%	0	0.6%	0	0.8%	1	0.0%	0
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.5%	0	8.9%	2	3.8%	0	2.1%	1	0.0%	0
Romford	2.9%	67	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.3%	52	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.8%	1	10.7%	3	3.9%	1	20.3%	4	15.1%	1	36.4%	22	18.2%	12
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Upminster	1.8%	42	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Waltham Abbey	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.2%	1	3.4%	2
Wickford	0.3%	7	1.4%	1	0.0%	0	10.8%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	0	11.7%	2	20.5%	2	1.3%	1	4.5%	3
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.7%	1	0.0%	0	0.0%	0	0.9%	1
B&Q, Heron Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	2.0%	46	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.6%	0	2.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Heath Retail Park	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.9%	1
Homebase, 1 Baynes Place, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 706-720 High Road, Seven Kings, Ilford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.9%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	1.9%	44	0.0%	0	2.7%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Imperial Retail Park, Gravesend	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	1.7%	40	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	9.9%	227	7.2%	3	14.0%	10	3.6%	1	1.5%	0	17.5%	8	19.7%	11
Lakeside Shopping Centre (NOT retail park)	0.9%	20	0.0%	0	3.2%	2	0.0%	0	1.2%	0	2.9%	1	6.0%	3
London Road Retail Park, London Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	1
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	10	7.6%	3	0.5%	0	4.2%	1	1.1%	0	0.0%	0	1.0%	1
Pipps Hill Retail Park, Miles Gray Road, Basildon	1.0%	24	2.8%	1	9.4%	7	5.2%	1	14.6%	5	8.4%	4	1.4%	1
Princes Gate Retail Park, Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Centre, Edinburgh Way, Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	9	0.5%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	3.5%	2
Wickes, 1 Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Wickes, 850 High Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Chadwell Heath														
Wickes, Hertford Road, Barking	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Galleon Boulevard, Dartford, DA2 6QL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipp's Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Extra, Bryant Avenue, Romford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Waltham Cross	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Other - outside area	0.5%	12	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other - zone 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - zone 17	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	12.0%	277	3.4%	1	14.2%	10	10.5%	3	6.0%	2	5.5%	2	6.1%	4	4.3%	1	13.0%	3	2.4%	0	8.4%	1	3.4%	2	5.2%	3
Home catalogue	0.2%	5	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.3%	1
TV / Interactive shopping	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	14.5%	334	21.1%	8	5.8%	4	3.0%	1	8.2%	3	14.3%	6	16.5%	10	8.0%	2	8.8%	2	10.3%	2	5.6%	1	6.6%	4	5.9%	4
(Don't do this type of shopping)	21.8%	502	28.7%	11	16.5%	11	32.9%	9	36.5%	12	18.8%	8	26.2%	15	38.6%	12	31.2%	8	24.6%	5	12.8%	1	26.0%	16	38.3%	26
Weighted base:		2303		38		69		29		33		44		57		30		26		20		10		62		67
Sample:		2303		100		100		100		100		100		100		101		100		100		100		101		100

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12
Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?																									
<i>Those who gave a location at Q14</i>																									
Barking	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	3.4%	49	45.4%	9	17.7%	10	27.9%	5	17.6%	3	24.6%	7	5.1%	2	7.0%	1	14.3%	2	1.6%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.5%	7	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.2%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	5.8%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Central London / West End	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.2%	0	0.9%	0	4.5%	1	0.8%	0	0.0%	0	0.0%
Colchester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	2.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.2%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Hornchurch	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.1%	1	0.0%	0	1.3%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.2%	0	3.3%	1	0.0%	0	0.8%	0	0.0%	0	1.7%
London - Other	2.0%	30	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	1	2.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.8%	12	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.8%	1	6.3%	2	19.8%	3	10.9%	2	2.8%	0	3.1%	0	1.0%	0	3.0%
Rochford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	2	0.0%	0	9.9%	1	3.1%	0	1.6%	1	0.0%
Romford	4.2%	61	0.0%	0	0.0%	0	4.0%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	3.2%	47	1.8%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	3.4%	1	17.2%	3	9.0%	1	26.9%	3	11.9%	1	49.7%	21	26.7%
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	2.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Waltham Abbey	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.5%	7	0.0%	0	0.0%	0	19.2%	4	0.0%	0	0.0%	0	0.0%	0
Witham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Arterial Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	8.7%	1
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pippys Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.9%	72	4.0%	1	2.1%	1	0.0%	0	5.4%	1	2.4%	1	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Cricketers Retail Park, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Heath Retail Park	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Homebase, 1 Baynes Place, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.1%	1	0.0%	0	0.0%	0	1.4%	0	4.0%	1	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	2.5%	37	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.4%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	16.3%	239	16.5%	3	24.0%	13	5.7%	1	9.5%	2	24.5%	7	31.3%	10
Lakeside Shopping Centre (NOT retail park)	1.4%	20	1.4%	0	2.1%	1	0.0%	0	2.4%	0	3.5%	1	9.5%	3
London Road Retail Park, London Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.7%	1
Mayflower Retail Park, Gardiners Link, Basildon	0.8%	11	8.0%	2	4.0%	2	8.8%	2	5.8%	1	1.6%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	1.0%	14	5.6%	1	7.1%	4	6.0%	1	12.3%	2	2.4%	1	1.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.2%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	5.0%	2
Wickes, 1 Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Galleon Boulevard, Dartford, DA2 6QL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Southchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.5%	7	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.9%	13	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Other - zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Internet / delivered	16.7%	245	4.5%	1	18.8%	10	13.0%	2	14.8%	3	13.4%	4	16.9%	6
Home catalogue	0.5%	7	1.1%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
TV / Interactive shopping	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.0%	103	6.7%	1	12.8%	7	6.8%	1	9.2%	2	3.8%	1	4.2%	1
Weighted base:	1466		19		54		18		18		29		33	
Sample:	1367		54		71		59		52		55		54	

South Essex Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12
Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?																									
Basildon (incl. Eastgate Shopping Centre)	1.4%	32	10.6%	4	19.6%	14	25.9%	7	4.2%	1	4.7%	2	0.8%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	11.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	1.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%
London - Other	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	2	0.5%	0	0.7%	0	0.0%	0	0.6%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.8%	19	4.1%	2	0.7%	0	0.0%	0	0.0%	0	8.8%	4	7.2%	4	14.7%	4	7.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%
Rochford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2	5.1%	0	1.9%	1	0.0%
Romford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidcup	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4	3.4%	1	2.4%	0	1.4%	0	13.3%	8	4.6%
Stanford-le-Hope	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Wickford	0.0%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
B&Q, 1 Dearsley Road, Enfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
B&Q, 2 Springfield Drive, Ilford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.1%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	5.1%	117	0.0%	0	0.5%	0	0.0%	0	0.0%	0	3.2%	1	7.7%	4
B&Q, Heron Way, West Thurrock	4.0%	92	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.6%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	3.9%	90	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Imperial Business Estate, Clifton Marine Parade, Gravesend	4.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, PIPPS Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	3.3%	76	28.7%	11	30.6%	21	23.5%	7	44.2%	14	9.2%	4	4.3%	2
B&Q, Prospect Place Retail Park, Westgate Road, Dartford	2.8%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Roneo Corner, Hornchurch Road, Hornchurch	5.4%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Station Road, off Lower Road, Belvedere	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford	6.6%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Homebase, 1 Baynes Place, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 23-25 Stadium Way, Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Homebase, 444 High Road, Leytonstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 706-720 High Road, Seven Kings, Ilford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.9%	20	5.7%	2	12.1%	8	9.2%	3	2.5%	1	0.0%	0	0.0%	0
Homebase, Baynes Place, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road, Harlow	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Southend-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Homebase, London Road, Vange, Basildon	0.6%	15	5.7%	2	6.0%	4	2.0%	1	0.0%	0	0.8%	0	2.3%	1
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.3%	7	6.0%	2	0.5%	0	6.9%	2	3.2%	1	0.6%	0	0.0%	0
Homebase, Princes Road, Dartford	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	1.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	18.5%	11
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping	5.5%	127	0.7%	0	1.3%	1	0.0%	0	1.3%	0	6.0%	3	6.4%	4

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)																										
Lakeside Shopping Centre (NOT retail park)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.3%	7	0.5%	0	5.2%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.4%	8	4.1%	2	3.7%	3	1.4%	0	7.5%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 1 Rat Lane, Rayleigh	0.3%	8	0.0%	0	0.0%	0	2.7%	1	2.2%	1	1.6%	1	2.2%	1	5.7%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 50 Overy Street, Dartford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 850 High Road, Chadwell Heath	0.5%	11	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Brook Street, Brentwood	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	1.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Harlow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	0.6%	13	1.4%	1	3.9%	3	4.4%	1	0.0%	0	0.6%	0	8.8%	5	1.6%	0	2.5%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Wickes, Ravenside Retail Park, Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Stuart Road, Gravesend	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycke Hill, Maldon	0.7%	16	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Barking Road, Barking, IG11 7BS	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
4DQ														
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	1.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Other - zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.3%	52	0.7%	0	0.5%	0	1.2%	0	0.0%	0	7.0%	3	1.9%	1
Home catalogue	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.3%	144	9.4%	4	1.0%	1	0.7%	0	1.9%	1	4.9%	2	1.4%	1
(Don't do this type of shopping)	17.1%	395	19.9%	8	9.9%	7	16.7%	5	24.3%	8	21.3%	9	18.1%	10
Weighted base:	2303		38		69		29		33		44		57	
Sample:	2303		100		100		100		100		100		101	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12
Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?																									
<i>Those who gave a location at Q20</i>																									
Basildon (incl. Eastgate Shopping Centre)	1.8%	32	18.2%	5	15.7%	10	27.0%	6	4.8%	1	3.4%	1	7.2%	3	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4	10.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Colchester	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	1.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	4.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%
Hornchurch	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London - Other	2.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	7.8%	4	19.6%	4	6.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	11.0%	2	13.6%	1	2.2%	1	0.0%
Romford	1.3%	23	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidcup	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.7%	1	7.7%	2	5.6%	1	4.9%	1	3.4%	0	25.4%	13	8.8%
Stanford-le-Hope	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Wickford	0.1%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park, Rochford Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Southend-on-Sea Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
B&Q, 2 Springfield Drive, Ilford	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	5.4%	94	2.9%	1	0.6%	0	1.5%	0	0.0%	0	4.8%	2	8.9%	4	12.6%	3	22.7%	4	72.7%	11	59.0%	5	54.2%	28	40.3%	20
B&Q, Heron Way, West Thurrock	4.1%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	3.4%	60	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Imperial Business Estate, Clifton Marine Parade, Gravesend	3.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	3.6%	64	35.0%	9	33.1%	20	19.0%	5	43.7%	11	2.1%	1	7.0%	3	1.2%	0	2.4%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
B&Q, Prospect Place Retail Park, Westgate Road, Dartford	1.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Roneo Corner, Hornchurch Road, Hornchurch	5.3%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Station Road, off Lower Road, Belvedere	2.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford	6.9%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Units A&B Leyton Mills, Marshall Road, Leyton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.0%	18	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 1 Baynes Place, Chelmsford	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 23-25 Stadium Way, Benfleet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Homebase, 2c Fulbourne Road, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 706-720 High Road, Seven Kings, Ilford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	1.2%	22	12.8%	3	9.3%	6	18.7%	4	6.7%	2	0.0%	0	0.0%	0
Homebase, Baynes Place, Chelmsford	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	1.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road, Harlow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Street, Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Southend-on-Sea	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Homebase, London Road, Vange, Basildon	0.8%	15	7.0%	2	6.0%	4	2.5%	1	0.0%	0	3.1%	1	2.9%	1
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.7%	13	6.4%	2	2.3%	1	7.9%	2	14.4%	3	1.3%	0	0.0%	0
Homebase, Princes Road, Dartford	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	1.7%	30	1.3%	0	1.8%	1	0.7%	0	0.0%	0	10.6%	3	19.3%	9
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)																										
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	7.6%	135	0.8%	0	1.4%	1	0.0%	0	0.8%	0	7.3%	2	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (NOT retail park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.3%	6	0.8%	0	1.4%	1	1.7%	0	5.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.8%	13	5.7%	2	11.6%	7	0.0%	0	10.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 1 Rat Lane, Rayleigh	0.3%	6	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.1%	1	0.7%	0	6.0%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 309 High Street, Orpington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 50 Overy Street, Dartford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 850 High Road, Chadwell Heath	0.7%	12	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 94 Kings Highway, Plumstead	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Brook Street, Brentwood	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Cuton Hall Lane, Chelmsford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	3.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Madford Retail Park, Frazer Road, Erith	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	1.2%	20	1.0%	0	4.4%	3	7.9%	2	0.0%	0	0.8%	0	13.2%	6	5.0%	1	4.4%	1	0.0%	0	0.7%	0	0.0%	0	0.8%	0
Wickes, Ravenside Retail Park, Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Stuart Road, Gravesend	1.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycke Hill, Maldon	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Dagenham, RM9 6SJ																										
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipp's Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	1.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	2.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.0%	35	3.8%	1	0.6%	0	1.5%	0	0.0%	0	2.7%	1	3.2%	1	6.1%	1	1.0%	0	1.3%	0	7.5%	1	0.0%	0	9.9%	5
Home catalogue	0.0%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	80	2.9%	1	5.5%	3	1.3%	0	2.1%	1	8.1%	3	2.7%	1	2.7%	1	1.7%	0	0.8%	0	1.5%	0	2.5%	1	6.0%	3
Weighted base:	1763		27		62		24		24		32		46		21		18		16		8		52		50	
Sample:	1714		71		80		80		72		63		74		68		71		78		79		86		71	

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
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South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?																										
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.2%	52	26.4%	10	18.6%	13	25.7%	7	1.3%	0	20.3%	9	3.9%	2	4.3%	1	3.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Bexleyheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.8%	42	0.0%	0	0.0%	0	0.9%	0	1.5%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
London - Other	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	2.2%	1	6.6%	2	4.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Rochford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	5.4%	1	0.6%	0	3.7%	0	0.0%	0	0.0%	0
Romford	2.7%	62	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.4%	33	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	12.4%	4	2.6%	1	15.6%	3	14.1%	1	23.2%	14	7.4%	5
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	1
Wickford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park,	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	0	6.9%	1	10.0%	1	1.1%	1	0.6%	0

by Zone (Part 1, Weighted)
Weighted:

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for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Rochford Road, Southend-on-Sea														
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.6%	0	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.9%	113	2.0%	1	0.5%	0	0.7%	0	1.3%	0	0.6%	0	1.2%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cork Tree Retail Park, Chingford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, London	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Retail Park, West Thurrock														
Imperial Retail Park, Gravesend	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	10.8%	248	3.4%	1	3.0%	2	5.5%	2	2.5%	1	8.6%	4	1.7%	1
Lakeside Shopping Centre (NOT retail park)	0.8%	18	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	0	3.2%	2
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1
Mayflower Retail Park, Gardiners Link, Basildon	0.6%	14	13.0%	5	4.5%	3	1.2%	0	2.2%	1	0.8%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.2%	50	3.7%	1	21.9%	15	5.8%	2	28.4%	9	9.0%	4	6.5%	4
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.5%	1
Wickes, Hertford Road, Barking	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.1%	1	1.4%	1	1.0%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Beckton, Claps Gate Lane, LONDON, E6 6JF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	7	5.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.9%	2	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco, Heathway, Dagenham, RM10 8QS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	1	0.7%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.3%	7	0.7%	0	0.5%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	2.1%	0	0.8%	1	0.6%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.6%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	1.9%	1	0.0%	0	4.7%	1	7.8%	1	7.4%	5	2.9%	2
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Romford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fossetts Way	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	1.3%	1
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.9%	21	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	18.8%	433	10.3%	4	16.9%	12	15.7%	5	23.6%	8	22.2%	10	27.2%	16	23.1%	7	21.0%	5	22.5%	4	23.4%	2	24.5%	15	26.6%	18
Home catalogue	0.9%	20	1.9%	1	2.2%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
TV / Interactive shopping	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.2%	212	5.5%	2	4.3%	3	5.4%	2	1.6%	1	2.6%	1	5.1%	3	2.7%	1	8.1%	2	4.7%	1	3.8%	0	2.5%	2	9.3%	6
(Don't do this type of shopping)	20.0%	461	23.2%	9	21.1%	15	27.6%	8	32.1%	11	16.1%	7	27.4%	16	31.7%	10	28.9%	7	25.6%	5	12.0%	1	16.4%	10	20.0%	13
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12
Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?																									
<i>Those who gave a location at Q22</i>																									
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	2.8%	46	31.8%	9	15.6%	8	35.7%	7	4.6%	1	22.0%	8	3.7%	1	6.0%	1	4.3%	1	0.0%	0	0.0%	0	0.8%	0	0.0%
Billericay	0.1%	1	0.0%	0	0.0%	0	0.8%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.7%	28	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%	0	1.8%	0	2.1%	0	0.9%	0	0.0%	0	0.8%	0	0.0%
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornchurch	2.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
London - Other	2.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	4.8%	2	15.6%	3	3.3%	1	0.9%	0	0.0%	0	0.0%	0	3.0%
Rochford	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	0	8.6%	1	1.6%	0	3.6%	0	0.0%	0	0.0%
Romford	3.0%	49	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.3%	37	1.3%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.9%	1	18.9%	4	3.1%	0	19.8%	3	13.7%	1	30.8%	15	12.9%
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Westcliff-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	0	0.0%	0	1.8%	1
Wickford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	9.9%	1	9.9%	1	1.3%	1	1.6%	1
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	3.0%	1
B&Q, Tangent Link, Harold Hill, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	6.3%	102	0.0%	0	0.0%	0	1.0%	0	3.7%	1	0.7%	0	0.9%	0	2.5%	0	1.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, London	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	0	0.0%	0	1.3%	1	0.0%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet,	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Decathlon, TK Maxx, Asda Living)																										
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	14.9%	243	9.6%	3	7.2%	4	14.3%	3	2.6%	1	17.7%	6	4.6%	2	1.2%	0	4.3%	1	0.0%	0	2.2%	0	0.0%	0	1.0%	0
Lakeside Shopping Centre (NOT retail park)	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.9%	1	2.5%	0	4.2%	1	11.2%	2	8.7%	1	13.0%	6	20.6%	10
Mayflower Retail Park, Gardiners Link, Basildon	0.7%	11	17.0%	5	5.1%	3	2.7%	1	2.9%	1	0.9%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.8%	46	9.5%	3	24.0%	12	14.0%	3	32.2%	7	12.6%	4	8.6%	3	2.6%	1	6.8%	1	0.0%	0	1.0%	0	0.0%	0	7.4%	3
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Centre, Edinburgh Way, Harlow	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	0	3.2%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Beckton, Claps Gate Lane, LONDON, E6 6JF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.4%	7	5.8%	2	1.0%	0	1.0%	0	0.0%	0	0.7%	0	2.6%	1
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	1	1.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.4%	7	0.0%	0	0.7%	0	9.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.1%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.1%	1	0.8%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Romford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fossetts Way	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Greenhithe	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park;	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
and, Springvale Retail Park)																										
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.0%	17	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 8	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	26.6%	433	12.5%	3	26.7%	14	15.7%	3	37.5%	8	21.0%	7	43.3%	17	31.9%	6	37.1%	6	38.4%	5	28.1%	2	30.6%	15	32.0%	15
Home catalogue	1.2%	20	1.7%	0	3.6%	2	0.0%	0	1.6%	0	1.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
TV / Interactive shopping	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.5%	58	2.2%	1	7.2%	4	1.8%	0	8.7%	2	2.9%	1	5.0%	2	4.7%	1	3.4%	1	5.7%	1	7.4%	1	3.9%	2	4.3%	2
Weighted base:	1630		27		52		19		22		35		39		20		16		14		8		50		47	
Sample:	1583		71		69		58		66		75		66		65		60		63		80		82		68	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12
Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?																									
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	1.6%	37	23.0%	9	13.6%	9	17.5%	5	0.8%	0	11.8%	5	1.6%	1	1.7%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.3%	7	0.7%	0	0.7%	0	0.0%	0	0.0%	0	7.8%	3	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.3%	30	0.0%	0	0.0%	0	0.9%	0	1.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chingford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.1%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.1%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.8%	1	1.2%	1	0.0%	0	0.7%	0	0.8%	0	0.6%	0	0.0%	0	0.6%
Harlow	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornchurch	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
London - Other	0.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	1	1.1%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.6%	14	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.3%	2	7.0%	4	14.8%	4	4.8%	1	0.0%	0	2.7%	0	0.0%	0	1.1%
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	4.9%	0	0.0%	0	0.0%
Romford	1.9%	44	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.7%	40	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	0	0.8%	0	17.3%	5	4.6%	1	15.3%	3	7.3%	1	23.5%	15	9.8%
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thundersley	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Westcliff-on-Sea	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.9%	0	1.3%	1	7.9%	5
Wickford	0.1%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.2%	1	8.9%	1	2.9%	2	0.9%	1
Arterial Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	7.0%	1	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	1.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	3.3%	76	2.0%	1	0.0%	0	1.2%	0	4.2%	1	1.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.3%	0	0.6%	0	0.0%	0	0.0%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Homebase, London Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park,	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Gravesend														
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	10.2%	235	4.6%	2	3.0%	2	6.1%	2	0.8%	0	4.2%	2	2.1%	1
Lakeside Shopping Centre (NOT retail park)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	1
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	9	9.1%	3	0.5%	0	2.1%	1	1.6%	1	1.3%	1	0.0%	0
Meadows Shopping Centre, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.1%	48	9.3%	4	20.8%	14	6.7%	2	22.2%	7	10.2%	4	5.5%	3
Riverside Retail Park, Victoria Road, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Queensgate Centre, Edinburgh Way, Harlow (Laura Ashley, Hobbycraft, Currys, Bensons, Decathlon, Mothercare, Wren Kitchens)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	9	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.1%	1	7.0%	4
Wickes, Rat Lane, Rayleigh	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merrieland's Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	1.3%	0	0.0%	0	2.1%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	5.3%	3	1.7%
Basildon OOC (including Pipp's Hill Retail Park and Heron Retail Park)	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnham-on-Crouch Eastern Avenue Retail Park, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eltham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fossetts Way	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	0	2.7%	0	0.0%	0	0.7%
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bryant Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Romford														
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	24.8%	572	13.6%	5	29.8%	21	22.4%	6	33.7%	11	25.5%	11	29.2%	17
Home catalogue	1.0%	23	1.6%	1	2.2%	2	0.5%	0	1.1%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.1%	163	13.2%	5	2.1%	1	1.2%	0	2.9%	1	4.7%	2	4.1%	2
(Don't do this type of shopping)	19.6%	450	21.3%	8	20.4%	14	32.2%	9	25.5%	8	17.7%	8	30.0%	17
Weighted base:	2303		38		69		29		33		44		57	
Sample:	2303		100		100		100		100		100		100	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12
Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?																									
<i>Those who gave a location at Q24</i>																									
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	2.1%	36	42.1%	10	17.6%	9	17.8%	3	3.5%	1	10.3%	3	2.4%	1	1.4%	0	2.4%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Bexleyheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.6%	9	0.0%	0	0.0%	0	1.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.4%	7	1.0%	0	0.9%	0	0.0%	0	0.0%	0	10.9%	4	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.9%	31	0.0%	0	0.0%	0	1.4%	0	1.5%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.0%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Harlow	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornchurch	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
London - Other	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.0%	1	1.7%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	1.0%	16	1.4%	0	0.0%	0	1.0%	0	0.0%	0	6.6%	2	10.7%	4	17.9%	4	8.2%	1	0.0%	0	3.1%	0	0.0%	0	1.7%
Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	2.9%	0	0.0%	0	0.0%
Romford	2.2%	37	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	23.8%	6	5.7%	1	19.7%	3	8.3%	1	29.9%	15	16.7%
Stratford (incl. Westfield Stratford)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12										
Westcliff-on-Sea	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	3.4%	0	1.6%	1	9.9%	4
Wickford	0.1%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.8%	1	10.2%	1	2.6%	1	1.1%	0
Arterial Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.8%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	2.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	5.7%	96	0.0%	0	0.0%	0	1.9%	0	6.9%	2	1.5%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.7%	0	2.3%	1	0.0%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Homebase, London Road, Vange, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Chelmsford														
Imperial Retail Park, Gravesend	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	11.8%	200	7.0%	2	6.0%	3	10.0%	2	2.1%	0	11.1%	4	4.1%	2
Lakeside Shopping Centre (NOT retail park)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	0
London Road Retail Park, London Road, Southend-on-Sea	1.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.4%	1
Mayflower Retail Park, Gardiners Link, Basildon	0.5%	9	14.0%	3	2.8%	2	4.2%	1	4.3%	1	1.7%	1	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.5%	43	14.0%	3	16.6%	9	10.1%	2	31.7%	7	11.0%	4	7.4%	3
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Queensgate Centre, Edinburgh Way, Harlow (Laura Ashley, Hobbycraft, Currys, Bensons, Decathlon, Mothercare, Wren Kitchens)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.5%	8	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.8%	1	10.6%	4
Wickes, Rat Lane, Rayleigh	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Rayleigh , SS6 9RN														
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heathway, Dagenham, RM10 8QS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipp's Hill Retail Park and Heron Retail Park)	0.0%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch Eastern Avenue Retail Park, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fossetts Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	1.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	31.7%	536	14.8%	4	36.8%	20	41.6%	8	30.9%	7	23.6%	8	42.5%	16
Home catalogue	1.2%	21	2.4%	1	2.8%	2	0.8%	0	1.5%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.5%	60	0.8%	0	9.3%	5	4.0%	1	12.1%	3	0.8%	0	2.6%	1
Weighted base:	1689		25		54		19		23		34		38	
Sample:	1667		66		73		70		71		75		67	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?														
Barking	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.8%	64	41.8%	16	36.0%	25	18.8%	5	16.6%	5	8.3%	4	6.5%	0
Bexleyheath	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	1.3%	30	0.0%	0	1.6%	1	0.0%	0	66.6%	22	0.0%	0	0.0%	0
Brentwood	2.6%	60	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Bromley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.1%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Canvey Island	1.4%	33	2.0%	1	0.7%	0	0.0%	0	0.0%	0	44.7%	20	20.8%	12
Central London / West End	0.6%	14	0.0%	0	1.1%	1	0.0%	0	1.5%	0	0.0%	0	0.8%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	5.2%	121	0.0%	0	1.6%	1	0.7%	0	0.8%	0	0.0%	0	1.2%	0
Chingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Corringham	0.5%	12	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	1.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	10	0.6%	0
Harlow	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Chelmer	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	4
Hornchurch	2.4%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.5%	11	0.0%	0	15.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	5	0.0%	0
London - Other	1.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Loughton	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.3%	6	12.3%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.5%	34	0.0%	0	0.0%	0	0.9%	0	0.0%	0	6.7%	4	51.4%	16
Rochford	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Romford	7.6%	174	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	2.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre)	3.8%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	7.5%	2

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
and The Victoris Shopping Centre)														
Stanford-le-Hope	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tilbury	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14.3%
Wickford	1.1%	25	0.7%	0	0.0%	0	51.3%	15	1.2%	0	0.0%	0	0.0%	0
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	3.5%	80	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Gallions Reach Shopping Park, London	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.9%
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lakeside Shopping Centre (NOT retail park)	7.1%	164	0.7%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	1	9.2%	5
London Road Retail Park, London Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Mayflower Retail Park, Gardiners Link, Basildon	0.2%	5	0.0%	0	3.2%	2	2.0%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	6	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	4	2.6%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	3	2.9%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.8%	1	1.9%	0	4.6%	3	0.9%	1
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 OPT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	0
Sainsbury's, Brentwood, William Hunter Way, Brentwood, CM14 4WQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Sainsbury's, Crayford, Stadium Way, Dartford, DA1 4HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.1%	3	1.1%	0	2.3%	2	0.7%	0	1.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dartford, Priory Market Place, Dartford, DA1 2HL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Debden, Torrington Drive, Loughton, IG10 3SZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	6.2%	4
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	2.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	8	3.9%	1	2.7%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Road, Little	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Heath, RM6 4HY														
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	2	0.0%	0	2.7%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.3%	6	3.9%	1	1.3%	1	11.4%	3	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Burnham-on-Crouch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	0
Chatham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Extra, Bryant Avenue, Romford	0.1%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0
Thorpe Bay	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Thurrock OOC (Lakeside retail park and Junction	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
retail park, Thurrock)																										
Waltham Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other - zone 13	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other - zone 14	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 15	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	5.3%	123	1.7%	1	3.5%	2	1.6%	0	0.0%	0	1.6%	1	1.5%	1	4.0%	1	9.4%	2	5.7%	1	0.8%	0	11.4%	7	0.7%	0
Home catalogue	0.6%	14	1.6%	1	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	2.9%	1	0.5%	0	0.6%	0	1.0%	0	0.0%	0	1.9%	1
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.4%	100	11.5%	4	8.4%	6	0.0%	0	0.0%	0	0.6%	0	2.9%	2	0.8%	0	1.2%	0	2.7%	1	0.0%	0	0.0%	0	1.6%	1
(Don't do this type of shopping)	12.7%	292	13.3%	5	7.1%	5	10.6%	3	4.2%	1	10.7%	5	7.8%	4	13.9%	4	11.3%	3	7.7%	2	1.3%	0	13.0%	8	9.9%	7
Weighted base:		2303		38		69		29		33		44		57		30		26		20		10		62		67
Sample:		2303		100		100		100		100		100		100		101		100		100		100		101		100

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?																										
<i>Those who gave a location at Q26</i>																										
Barking	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	3.2%	61	53.0%	15	36.8%	22	25.7%	7	18.8%	6	8.8%	3	10.4%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Bexleyheath	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	1.4%	27	0.0%	0	1.9%	1	0.0%	0	60.3%	19	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	3.0%	57	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Bromley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.7%	17	21.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.6%	31	0.0%	0	3.2%	2	0.0%	0	1.6%	0	1.8%	1	0.0%	0	1.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.8%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.2%	118	0.0%	0	1.9%	1	5.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.5%	10	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	3.4%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	1.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	19.6%	10	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Chelmer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	4	6.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	2.7%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.5%	10	0.0%	0	16.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	1.0%	19	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	3.3%	2
London - Other	2.9%	56	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.3%	5	14.3%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.4%	3	59.2%	15	56.4%	13	0.0%	0	8.8%	1	0.0%	0	0.0%	0
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	17.7%	3	26.9%	3	0.0%	0	0.6%	0
Romford	8.3%	159	0.9%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	2.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The	5.2%	100	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.2%	1	6.2%	3	8.9%	2	4.1%	1	35.1%	6	18.3%	2	65.3%	35	59.6%	35

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Royals Sopping Centre and The Victoris Shopping Centre)														
Stanford-le-Hope	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tilbury	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	1.2%	23	0.0%	0	0.0%	0	46.0%	12	1.2%	0	0.0%	0	0.0%	0
Witham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.5%	87	0.0%	0	0.6%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, London	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	0.6%	12	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	0
Lakeside Shopping Centre (NOT retail park)	6.7%	128	0.9%	0	1.7%	1	0.0%	0	1.4%	0	3.3%	1	9.5%	5
London Road Retail Park, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Southend-on-Sea																										
Mayflower Retail Park, Gardiners Link, Basildon	0.2%	5	0.9%	0	2.6%	2	0.6%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	2	0.9%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	3	0.7%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	5	2.1%	1	5.8%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merrieldands Crescent, Dagenham, RM9 6SJ	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	1.1%	0	4.4%	2	1.1%	1
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Brentwood, William Hunter Way, Brentwood, CM14 4WQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Crayford, Stadium Way, Dartford, DA1 4HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon,	0.2%	4	4.1%	1	2.8%	2	0.8%	0	1.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
SS13 1SA														
Sainsbury's, Dartford, Priory Market Place, Dartford, DA1 2HL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Debden, Torrington Drive, Loughton, IG10 3SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	1.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.5%	9	9.3%	3	3.9%	2	0.0%	0	0.0%	0	6.1%	2	0.0%	0
Tesco, High Road, Little Heath, RM6 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	3	0.0%	0	3.9%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.4%	7	5.2%	1	0.8%	0	15.0%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.5%	0	0.0%	0	1.8%	0	3.2%	0	0.0%	0	1.3%	1
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.4%	0	2.9%	2	1.1%	1
Waitrose, High Street, Billericay, CM12 9BY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	29.9%	3	0.0%	0	0.0%	0
Burnham-on-Crouch	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	2	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	8.8%	5	0.0%	0
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	8.1%	4	0.0%	0
Thurrock OOC (Lakeside retail park and Junction	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
retail park, Thurrock)														
Other - outside area	1.4%	26	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.3%
Other - zone 14	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 15	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	5.2%	99	1.8%	1	5.8%	3	0.8%	0	4.0%	2	1.7%	1	5.5%	1
Home catalogue	0.8%	15	2.2%	1	0.5%	0	0.0%	0	0.7%	0	0.7%	0	2.0%	1
TV / Interactive shopping	0.4%	8	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.7%	0	0.0%	0
(Don't know / can't remember)	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	0	1.9%	1
Weighted base:	1910		28	59	26	31	39	51	26	22	17	10	54	59
Sample:	1978		84	86	88	96	90	84	88	82	88	98	92	85

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12
Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																									
Basildon (incl. Eastgate Shopping Centre)	2.0%	46	23.8%	9	17.6%	12	17.2%	5	18.1%	6	6.0%	3	4.0%	2	0.8%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Canvey Island	0.1%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.8%	64	0.0%	0	0.0%	0	0.9%	0	3.0%	1	0.0%	0	0.0%	0	0.6%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornchurch	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	1	0.0%	0	2.0%	1	0.8%	0	1.0%	0	0.0%	0	0.9%
London - Other	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Loughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.6%	13	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.6%	0	2.6%	1	13.3%	4	15.8%	4	2.1%	0	3.4%	0	0.0%	0	0.6%
Rochford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.3%	0	1.7%	0	1.7%	1	0.0%
Romford	3.0%	69	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidcup	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.5%	59	0.0%	0	1.6%	1	0.5%	0	0.0%	0	2.1%	1	13.0%	7	4.3%	1	3.0%	1	17.4%	3	7.6%	1	26.5%	16	30.2%
Stratford (incl. Westfield Stratford)	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thundersley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Tiptree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walthamstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	0	1.0%	0	0.0%	0	0.0%	0	1.9%
Wickford	0.1%	1	0.0%	0	0.5%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park,	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	2.3%	1	20.3%	4	24.9%	2	4.7%	3	10.1%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Rochford Road, Southend-on-Sea														
Bluewater Shopping Centre	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	7.8%	179	2.5%	1	0.7%	0	1.6%	0	1.7%	1	5.4%	2	4.0%	2
Lakeside Shopping Centre (NOT retail park)	3.7%	85	4.9%	2	1.1%	1	5.6%	2	1.5%	0	2.6%	1	0.6%	0
London Road Retail Park, London Road, Southend-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.6%	14	2.1%	1	7.2%	5	9.3%	3	5.7%	2	0.8%	0	1.4%	1
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.3%	8	2.7%	1	3.1%	2	3.4%	1	2.5%	1	0.0%	0	0.0%	0
Princes Gate Retail Park, Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.8%	0
Westgate Retail Park, Westgate Park, Basildon (Dreams, Argos, Laura	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Ashley, Hobbycraft, JD Sports)														
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.0%	0	0.7%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Abroad	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate;	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Nugent Shopping Park; and, Springvale Retail Park)														
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.4%	10	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Other - zone 23	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	9.6%	222	0.0%	0	24.0%	17	6.0%	2	23.4%	8	12.9%	6	11.9%	7
Home catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	54	3.6%	1	2.7%	2	1.6%	0	0.8%	0	1.3%	1	2.5%	1
(Don't do this type of shopping)	47.7%	1099	57.4%	22	40.1%	28	47.8%	14	40.8%	13	59.5%	26	54.7%	31
Weighted base:	2303		38		69		29		33		44		57	
Sample:	2303		100		100		100		100		100		100	

South Essex Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																										
Those who gave a location at Q28																										
Basildon (incl. Eastgate Shopping Centre)	3.8%	43	47.4%	7	27.8%	11	34.1%	5	33.2%	6	18.7%	3	9.4%	2	17.4%	2	10.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Bexleyheath	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.8%	32	5.2%	1	0.0%	0	1.1%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.6%	53	0.0%	0	0.0%	0	1.8%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	12.2%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.4%	4	1.8%	0	0.0%	0	4.0%	1	0.0%	0	1.5%	0	8.4%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.1%	0
London - Other	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.9%	10	7.0%	1	0.0%	0	2.9%	0	3.8%	1	1.5%	0	4.6%	1	12.0%	2	17.2%	2	0.0%	0	2.0%	0	0.0%	0	1.1%	0
Rochford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	4.3%	0	2.0%	0	3.6%	1	0.0%	0
Romford	3.5%	40	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southeast-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.8%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	28.6%	7	13.8%	2	17.4%	3	32.8%	3	19.1%	1	51.6%	15	52.6%	19
Stratford (incl. Westfield Stratford)	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.0%	0	0.0%	0	0.0%	0	2.5%	1
Wickford	0.1%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Airport Retail Park, Rochford Road, Southend-on-Sea	1.6%	19	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	2.8%	0	30.1%	3	47.8%	2	4.1%	1	11.3%	4
Bluewater Shopping Centre	2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	13.0%	149	7.7%	1	1.2%	0	3.1%	0	4.3%	1	5.7%	1	5.2%	1	0.0%	0	4.8%	1	0.0%	0	1.5%	0	16.2%	5	0.0%	0
Lakeside Shopping Centre (NOT retail park)	8.0%	92	12.6%	2	1.0%	0	9.8%	1	1.3%	0	5.0%	1	2.8%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	1.2%	14	8.9%	1	11.3%	4	13.0%	2	5.1%	1	1.9%	0	3.2%	1	3.9%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.6%	7	1.8%	0	5.7%	2	6.5%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	1.4%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	14.1%	3	0.0%	0	8.2%	1	2.7%	0	4.7%	0	0.0%	0	0.0%	0
Westgate Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Westgate Park, Basildon (Dreams, Argos, Laura Ashley, Hobbycraft, JD Sports)														
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.4%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Abroad	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Burnham-on-Crouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Greenhithe	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	2.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Other - outside area	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	22.8%	262	0.0%	0	27.4%	11	17.2%	2	35.7%	7	35.4%	6	11.9%	3	28.7%	4	11.2%	2	17.6%	2	18.3%	1	16.5%	5	22.5%	8
Home catalogue	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
(Don't know / can't remember)	1.7%	20	3.2%	0	17.5%	7	0.0%	0	0.0%	0	1.5%	0	4.1%	1	0.0%	0	1.0%	0	1.5%	0	1.2%	0	1.7%	1	5.2%	2
Weighted base:		1149		15		40		14		19		17		25		13		14		10		5		29		35
Sample:		949		31		48		43		54		30		35		41		44		39		44		45		41

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?																										
Barkingside	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	1.9%	43	31.0%	12	15.8%	11	7.6%	2	4.0%	1	8.5%	4	3.7%	2	1.3%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.2%	4	0.0%	0	1.6%	1	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.3%	75	0.0%	0	0.0%	0	0.9%	0	3.9%	1	0.0%	0	0.6%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Colchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.9%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Hornchurch	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Loughton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.2%	1	14.4%	4	7.5%	2	0.0%	0	1.3%	0	0.0%	0	0.6%	0
Rochford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Romford	4.1%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.8%	64	0.9%	0	0.7%	0	0.0%	0	0.0%	0	2.5%	1	6.3%	4	10.8%	3	2.7%	1	20.0%	4	22.9%	2	34.9%	22	24.6%	16
Stratford (incl. Westfield)	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Stratford)														
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.8%
Wickford	0.4%	8	0.5%	0	0.0%	0	20.9%	6	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	3.6%	83	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	1.8%	41	0.0%	0	0.7%	0	0.7%	0	1.0%	0	1.2%	1	1.0%	1
Lakeside Shopping Centre (NOT retail park)	4.6%	106	3.4%	1	0.5%	0	2.0%	1	1.7%	1	8.3%	4	3.8%	2
Mayflower Retail Park, Gardiners Link, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.6%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	2	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mercury Gardens, Romford, RM8 1BB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Asda, Thames Way, Gravesend, DA11 0DQ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Broadway, Bexleyheath, DA6 7BN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	1	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	1.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco, London Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0

by Zone (Part 1, Weighted)
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Benfleet, SS7 5TH														
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.5%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Extra, Bryant Avenue, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	40.5%	933	13.6%	5	58.0%	40	32.4%	9	51.9%	17	34.8%	15	34.1%	20
Home catalogue	0.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	0
(Don't know / can't remember)	2.5%	57	2.1%	1	0.5%	0	1.6%	0	1.3%	0	1.9%	1	3.7%	2
(Don't do this type of shopping)	21.8%	501	37.5%	14	17.0%	12	31.8%	9	26.3%	9	28.7%	12	32.7%	19
Weighted base:	2303		38		69		29		33		44		57	
Sample:	2303		100		100		100		100		100		101	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12
Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?																									
<i>Those who gave a location at Q30</i>																									
Barking	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	2.9%	51	51.5%	12	24.5%	14	19.0%	4	13.0%	3	22.2%	7	5.2%	2	2.8%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.2%	3	0.0%	0	2.5%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bromley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	2.3%	41	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.5%	79	0.0%	0	2.0%	1	1.4%	0	3.9%	1	0.9%	0	0.9%	0	0.0%	0	7.4%	1	1.0%	0	0.0%	0	0.0%	0	1.1%
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornchurch	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.3%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.9%	1	
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London - Other	1.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Loughton	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.5%	9	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	22.6%	4	4.7%	1	0.0%	0	2.5%	0	0.9%	0	
Rochford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.8%	0	5.8%	0	1.4%	1	0.0%
Romford	4.5%	79	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping	3.9%	67	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	12.8%	5	17.2%	3	5.5%	1	31.8%	4	21.4%	2	51.0%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Centre)														
Stanford-le-Hope	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.6%
Wickford	0.4%	8	0.9%	0	0.0%	0	24.0%	5	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Bluewater Shopping Centre	4.3%	76	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.7%	1	0.9%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Gallows Corner Retail Park, Romford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	1.3%	22	0.9%	0	0.9%	0	2.1%	0	0.0%	0	0.0%	0	1.6%	1
Lakeside Shopping Centre (NOT retail park)	11.0%	193	6.0%	1	5.4%	3	3.1%	1	3.4%	1	18.4%	6	7.6%	3
Mayflower Retail Park, Gardiners Link, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	3	1.1%	0	0.7%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Asda, Galleon Boulevard, Dartford, DA2 6QL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	2	2.6%	1	1.3%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mercury Gardens, Romford, RM8 1BB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.6%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.9%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco , Cygnet View,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Lakeside, West Thurrock , Grays , RM20 1TX														
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	1	0.0%	0	1.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	2	2.9%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Abroad	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.9%	0
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Tesco Extra, Bryant Avenue, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Waltham Cross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.0%	17	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.7%	0
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Other - zone 18	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	45.2%	789	23.8%	5	52.1%	30	44.6%	9	64.9%	15	37.4%	11	51.5%	19	40.5%	8	59.3%	11	57.3%	7	51.1%	4	30.8%	14	32.9%	15
Home catalogue	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
TV / Interactive shopping	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	30	0.0%	0	1.6%	1	3.1%	1	0.8%	0	2.4%	1	2.7%	1	1.0%	0	0.7%	0	1.3%	0	0.8%	0	4.7%	2	4.9%	2
Weighted base:		1745		23		57		19		24		30		37		19		19		12		7		45		45
Sample:		1531		67		77		67		66		57		61		68		65		54		71		66		62

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q32 What is your nearest large town centre?																										
Barking	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	10.5%	242	98.8%	37	95.9%	67	67.9%	19	51.8%	17	80.8%	35	38.7%	22	8.9%	3	19.8%	5	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Beckton	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	4.8%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.7%	16	0.0%	0	0.0%	0	0.0%	0	39.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	3.2%	73	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	1.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	11.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	8.5%	196	0.0%	0	1.6%	1	0.0%	0	6.1%	2	0.0%	0	0.0%	0	5.0%	2	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	3.3%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	6.1%	141	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	5.4%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	2.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	3.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	2.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	1	1.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	0
Laindon	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	1.2%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.5%	3	29.9%	9	38.3%	10	1.9%	0	4.2%	0	0.0%	0	0.6%	0
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	9.2%	2	3.5%	0	0.0%	0	0.0%	0
Romford	18.6%	429	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	10.4%	240	0.0%	0	0.0%	0	0.5%	0	0.0%	0	9.5%	4	39.3%	23	50.6%	15	33.2%	8	87.5%	17	89.9%	9	98.8%	61	98.1%	65

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Stanford-le-Hope	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	1.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Wickford	0.7%	16	0.0%	0	1.6%	1	28.6%	8	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	1	2.5%	1	0.5%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

Weighted:

South Essex Retail Study for Peter Brett Associates

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q32AWhat things do you think could be improved about that town centre? [MR]																										
Those who mentioned a centre at Q32																										
More parking	5.8%	132	2.5%	1	4.0%	3	3.0%	1	8.0%	3	4.4%	2	6.4%	4	10.3%	3	7.8%	2	12.3%	2	8.3%	1	4.1%	2	5.8%	4
More secure parking	0.5%	11	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Cheaper / free parking	6.8%	153	4.2%	2	5.6%	4	4.1%	1	4.7%	2	3.8%	2	9.0%	5	13.6%	4	6.5%	2	14.2%	3	5.8%	1	7.3%	4	9.6%	6
More accessible car parking	3.4%	76	0.5%	0	1.1%	1	1.8%	1	1.7%	1	1.0%	0	1.8%	1	2.8%	1	1.8%	0	3.3%	1	0.6%	0	3.0%	2	2.7%	2
More frequent bus services to the centre	0.4%	10	2.7%	1	0.0%	0	1.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	0	0.0%	0	3.3%	2
More reliable / comfortable bus services	0.3%	7	0.0%	0	0.5%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5
New / relocated bus stops	0.0%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More frequent train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	0.4%	8	0.0%	0	0.0%	0	1.1%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1
Improved access for wheelchair and pushchair users	1.9%	43	2.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / removal of litter	3.3%	76	2.5%	1	0.7%	0	3.4%	1	0.0%	0	0.8%	0	6.2%	3	1.9%	1	0.7%	0	1.3%	0	4.0%	0	2.1%	1	2.0%	1
More shelter from wind / rain	1.9%	44	1.4%	1	0.7%	0	0.0%	0	2.9%	1	1.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	7.1%	159	15.5%	6	9.3%	6	17.5%	5	3.6%	1	3.2%	1	6.1%	3	6.5%	2	1.9%	0	5.5%	1	1.9%	0	11.9%	7	8.4%	6
Improved security measures / more CCTV / more police	0.7%	16	0.0%	0	1.6%	1	0.0%	0	0.8%	0	1.6%	1	1.5%	1	0.0%	0	0.7%	0	1.3%	0	3.2%	0	0.6%	0	0.0%	0
More control on alcohol / drinkers / drug users	1.4%	32	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	1.1%	0	0.6%	0	0.8%	0	0.6%	0	0.0%	0
More control on other anti-social behaviour	1.0%	22	0.0%	0	0.0%	0	0.9%	0	1.0%	0	7.0%	3	2.9%	2	6.0%	2	0.5%	0	1.4%	0	4.2%	0	3.0%	2	0.7%	0
Better street furniture / floral displays	0.9%	21	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.5%	1
More green spaces / areas	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
More national multiple (high street chain) retailers	7.6%	171	8.5%	3	8.3%	6	6.0%	2	4.9%	2	4.6%	2	6.0%	3	14.3%	4	7.5%	2	14.7%	3	10.8%	1	10.0%	6	9.1%	6
Bigger / better supermarket	1.5%	35	2.2%	1	2.2%	2	2.5%	1	1.9%	1	0.0%	0	0.6%	0	2.8%	1	1.1%	0	0.6%	0	0.6%	0	0.0%	0	1.5%	1
More independent shops	10.5%	238	11.6%	4	7.7%	5	15.1%	4	11.2%	4	13.8%	6	5.3%	3	12.1%	4	7.2%	2	7.8%	2	11.4%	1	16.6%	10	12.3%	8
Better choice of shops in general	21.5%	487	37.4%	14	23.5%	16	33.4%	10	19.9%	7	18.1%	8	24.0%	14	30.0%	9	20.0%	5	24.8%	5	22.9%	2	39.4%	24	21.9%	15
Better quality of shops	12.3%	277	15.6%	6	11.5%	8	17.5%	5	1.6%	1	3.7%	2	6.3%	4	7.1%	2	3.7%	1	8.1%	2	7.0%	1	28.1%	17	16.0%	11
Improvement to the market	1.4%	32	2.7%	1	2.0%	1	2.6%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.7%	1	0.0%	0
More / better pubs / night-life	0.4%	10	1.2%	0	5.5%	4	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	1.4%	31	2.2%	1	5.9%	4	6.2%	2	1.3%	0	0.6%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0	0.6%	0	1.7%	1	1.0%	1
Fewer bars / nightclubs	0.6%	13	0.5%	0	0.5%	0	0.9%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
More / better leisure facilities	0.5%	10	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.9%	1
More family oriented facilities	0.2%	5	0.0%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure children's play areas	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	2.1%	1
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expand the town centre's colleges / expand university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better opening hours	0.2%	4	1.2%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public facilities - seating, toilets etc.	0.3%	7	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.6%	0	1.0%	1
Cheaper public transport	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Easier to get to	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	0	2.6%	1	0.8%	0	0.0%	0	6.5%	4	0.0%	0
Fewer cafés / restaurants / coffee shops / takeaways	0.9%	20	0.0%	0	0.0%	0	5.9%	2	1.5%	0	0.0%	0	1.4%	1	0.7%	0	0.5%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Fewer charity shops	0.7%	17	0.5%	0	0.5%	0	3.1%	1	0.8%	0	0.0%	0	0.8%	0	0.7%	0	0.5%	0	0.6%	0	0.0%	0	1.1%	1	1.1%	1
Fewer cheap / low quality / pound shops	0.5%	11	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Fewer empty shops	1.2%	27	6.1%	2	7.2%	5	0.0%	0	1.3%	0	0.6%	0	3.4%	2	0.0%	0	0.0%	0	2.4%	0	5.4%	1	1.7%	1	2.9%	2
Less traffic / congestion / too busy	1.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.7%	0	1.7%	0	3.7%	0	2.4%	1	8.3%	6
More services	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	2.1%	0	0.0%	0	0.0%	0
Nicer atmosphere	0.2%	5	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1
(Don't know)	12.2%	275	7.8%	3	16.7%	12	15.5%	4	10.0%	3	3.7%	2	8.9%	5	8.6%	3	17.3%	4	7.5%	1	11.0%	1	5.2%	3	4.8%	3
(None mentioned)	32.5%	733	28.1%	11	18.2%	13	12.5%	4	41.4%	14	49.8%	22	33.5%	19	23.7%	7	43.1%	11	25.7%	5	35.1%	3	22.3%	14	31.1%	21
Weighted base:	2260			38		69		29		33		43		56		30		25		19		10		61		67
Sample:	2266			100		100		100		100		99		98		98		99		99		100		100		100

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q33 In which town, village or out-of-town location does your household spend most money on restaurants & cafes?																										
Barking	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	3.6%	84	43.3%	16	50.9%	35	24.6%	7	4.5%	1	14.6%	6	4.8%	3	1.1%	0	0.7%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0
Bexleyheath	2.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	2.1%	49	1.6%	1	15.2%	11	8.3%	2	69.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.2%	97	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Brentwood	2.9%	66	0.0%	0	2.7%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Canvey Island	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	8	10.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	4.5%	103	4.9%	2	1.3%	1	1.4%	0	4.3%	1	4.3%	2	1.6%	1	1.6%	0	0.7%	0	0.0%	0	0.6%	0	1.7%	1	0.6%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	5.3%	122	1.4%	1	2.2%	2	8.2%	2	0.8%	0	1.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Epping	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.5%	12	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.2%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.3%	7	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	4	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	5.1%	117	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	9.0%	208	2.6%	1	0.5%	0	2.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Laindon	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	2.2%	51	0.0%	0	1.0%	1	0.7%	0	0.0%	0	1.2%	1	21.7%	12	6.9%	2	0.5%	0	4.7%	1	1.3%	0	7.0%	4	16.0%	11
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	3.4%	79	0.7%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	4.1%	3	0.0%	0
Loughton	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	1.0%	23	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	1.8%	1	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.7%	39	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.1%	2	9.7%	6	39.0%	12	39.2%	10	0.0%	0	10.5%	1	5.8%	4	0.0%	0
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.3%	0	1.1%	0	20.2%	4	10.6%	1	0.0%	0	0.6%	0
Romford	3.7%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Sidcup	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.4%	101	3.0%	1	3.3%	2	2.8%	1	0.0%	0	11.1%	5	12.6%	7	7.7%	2	6.2%	2	47.0%	9	33.9%	3	42.0%	26	45.4%	30
Stanford-le-Hope	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.8%	0	1.3%	0	0.6%	0	6.6%	4
Wickford	1.0%	24	0.9%	0	1.7%	1	22.5%	6	2.2%	1	6.4%	3	1.4%	1	0.0%	0	0.5%	0	0.0%	0	1.3%	0	1.2%	1	0.0%	0
Woodford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	0.1%	3	1.6%	1	1.7%	1	0.5%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	2.9%	2	0.6%	0
Southminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	2.4%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.0%	24	0.0%	0	5.5%	4	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other - zone 10	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.6%	0
Other - zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other - zone 14	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.1%	162	5.2%	2	3.6%	3	7.5%	2	5.0%	2	11.5%	5	7.3%	4	11.9%	4	21.1%	5	6.0%	1	5.9%	1	6.8%	4	7.9%	5
(Don't do this activity)	20.1%	464	29.4%	11	8.1%	6	12.8%	4	9.6%	3	12.3%	5	17.9%	10	16.8%	5	13.6%	3	14.5%	3	16.1%	2	25.9%	16	20.5%	14
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12			
Q34 In which town, village or out-of-town location does your household spend most money on pubs / bars / nightclubs / music venues?																												
Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	1.5%	34	23.6%	9	20.6%	14	11.6%	3	0.0%	0	2.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0
Bexleyheath	1.8%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	1.7%	40	1.1%	0	15.7%	11	4.2%	1	63.5%	21	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	2.6%	60	0.7%	0	1.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.8%	19	0.9%	0	3.9%	3	0.0%	0	0.0%	0	26.5%	12	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	5.1%	117	4.9%	2	0.5%	0	0.0%	0	1.5%	0	1.0%	0	0.8%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	1.1%	1	2.7%	2	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.3%	98	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.6%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	1.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.5%	11	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	5	7.5%	2	0.0%	0	3.1%	0	0.0%	0	5.2%	3	0.0%	0
Hornchurch	4.4%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.5%	12	0.7%	0	0.0%	0	2.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	1.6%	36	2.0%	1	0.0%	0	0.7%	0	0.8%	0	0.0%	0	16.1%	9	0.8%	0	0.5%	0	1.8%	0	0.6%	0	0.8%	1	11.8%	8	0.0%	0
London - Other	2.0%	45	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.6%	0	4.3%	3	0.0%	0	0.0%	0
Loughton	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.1%	25	1.4%	1	1.6%	1	3.5%	1	0.0%	0	0.0%	0	7.5%	4	23.2%	7	34.7%	9	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.6%	1	13.5%	3	19.4%	2	0.0%	0	0.6%	0	0.0%	0
Romford	2.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	6	7.2%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.2%	5	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The	2.7%	62	0.0%	0	1.0%	1	1.6%	0	0.0%	0	0.8%	0	6.2%	4	6.5%	2	0.5%	0	15.0%	3	8.3%	1	31.7%	20	35.3%	24	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Royals Sopping Centre and The Victoris Shopping Centre)																										
Stanford-le-Hope	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	6
Wickford	0.4%	9	0.7%	0	0.0%	0	14.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	2	0.0%	0	1.1%	1	0.0%	0
Hullbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	4.6%	3	0.0%	0
Southminster	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stambridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.7%	0	3.2%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	1.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	2.2%	50	0.0%	0	5.5%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other - zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	11.5%	1	0.0%	0	0.0%	0
Other - zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.8%	1	0.0%	0
Other - zone 12	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Other - zone 14	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.2%	5	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 18	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other - zone 21	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 22	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.4%	124	2.9%	1	4.1%	3	1.4%	0	4.4%	1	2.7%	1	7.2%	4	3.7%	1	4.2%	1	9.9%	2	5.7%	1	3.5%	2	4.0%	3
(Don't do this activity)	41.3%	951	60.1%	23	37.5%	26	50.3%	14	27.8%	9	52.4%	23	35.9%	21	45.8%	14	41.0%	10	42.9%	8	29.8%	3	45.0%	28	30.6%	20
Weighted base:		2303		38		69		29		33		44		57		30		26		20		10		62		67
Sample:		2303		100		100		100		100		100		100		101		100		100		100		101		100

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q35 Where does your household spend most money on the cinema / theatre?																										
Cineworld Bexleyheath, 28-70 Broadway, Bexleyheath	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld Ilford , Clements Road, Ilford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld Rochester, Valley Leisure Park, Chariot Way, Rochester	1.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Southbury Leisure Park, 208 Southbury Rd, Enfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Festival Leisure Park, Basildon	8.8%	202	45.8%	17	64.9%	45	34.9%	10	73.0%	24	25.5%	11	12.3%	7	41.4%	13	36.2%	9	5.2%	1	16.9%	2	2.3%	1	2.4%	2
Movie Starr, Eastern Esplanade, Canvey Island	1.2%	29	4.8%	2	1.6%	1	0.0%	0	0.0%	0	27.1%	12	13.2%	8	1.9%	1	4.9%	1	0.0%	0	2.4%	0	0.0%	0	2.1%	1
Odeon Meadows shopping centre, Kings Head Walk, Moulsham Street, Chelmsford	3.6%	84	0.0%	0	0.0%	0	1.4%	0	0.6%	0	0.0%	0	0.8%	0	1.2%	0	2.0%	1	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Odeon South Woodford, 60-64 High Road, South Woodford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Lee Valley Leisure Complex, Pickett's Lock Lane, London	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon,The Broadway, London Road, Southend-on-Sea	4.9%	113	0.5%	0	1.6%	1	0.0%	0	0.0%	0	2.4%	1	14.2%	8	14.3%	4	8.9%	2	48.6%	10	35.5%	3	49.0%	30	48.2%	32
Premiere Cinemas, Mercury Mall, Mercury Gardens, Romford	1.8%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rio Cinema, Station Road, Burnham-on-Crouch	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Barking, Jenkins Lane, Barking	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Bluewater Shopping Centre, Bluewater Parkway, Greenhithe	5.1%	117	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue Dagenham, East Thames Plaza Leisure Park, Cook Road, Dagenham	2.6%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue intu Lakeside Shopping Centre, Thurrock	9.3%	213	0.5%	0	3.9%	3	0.0%	0	0.6%	0	0.0%	0	5.4%	3	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Vue Romford, 1-15, The Brewery, Romford	4.8%	110	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue Westfield Stratford City, 2 Stratford Place, London	0.9%	21	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Basildon (incl. Eastgate Shopping Centre)	1.0%	24	3.5%	1	3.4%	2	22.0%	6	0.0%	0	2.3%	1	7.5%	4	1.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5
Bexleyheath	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.4%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.8%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	5.3%	122	1.1%	0	1.3%	1	1.4%	0	1.2%	0	2.5%	1	1.6%	1	1.5%	0	1.4%	0	0.0%	0	1.9%	0	3.5%	2	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.7%	15	0.7%	0	0.0%	0	2.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	2.8%	66	1.2%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.5%	0	1.0%	0	0.0%	0	0.6%	0	1.5%	1
Romford	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.1%	25	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.1%	1	2.2%	1	4.7%	1	1.6%	0	5.4%	1	0.0%	0	6.2%	4	5.8%	4
Stratford (incl. Westfield Stratford)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	2.8%	2	0.0%	0	1.1%	0	2.3%	0	3.8%	0	0.6%	0	1.7%	1
Other - outside area	0.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other - zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't know / varies)	2.8%	64	2.3%	1	4.5%	3	4.8%	1	0.6%	0	0.8%	0	3.9%	2	0.8%	0	4.1%	1	0.0%	0	1.7%	0	1.2%	1	1.6%	1
(Don't do this activity)	29.1%	670	39.5%	15	16.6%	12	29.4%	8	21.8%	7	29.1%	13	33.3%	19	32.9%	10	32.8%	8	37.5%	7	32.1%	3	35.1%	22	26.4%	18
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q36 In which town, village or out-of-town location does your household spend most money on health & fitness?														
Barking	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.1%	49	13.5%	5	29.7%	21	14.1%	4	20.5%	7	6.6%	3	1.2%	1
Bexleyheath	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.6%	14	0.0%	0	3.8%	3	0.0%	0	19.7%	6	0.0%	0	0.0%	0
Brentwood	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Canary Wharf	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.7%	0
Canvey Island	0.8%	19	2.0%	1	0.0%	0	0.0%	0	0.0%	0	23.6%	10	13.5%	8
Central London / West End	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.2%	1
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.7%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	1	0.9%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.5%	0
Hockley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	4.8%	1
Hornchurch	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Loughton	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	0	2.0%	1
Rochford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	5
Romford	1.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Sidcup	2.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	2
South Benfleet	0.3%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	2	7.9%	5	26.8%	3
South Ockendon	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping	1.4%	32	4.9%	2	0.0%	0	0.7%	0	0.0%	0	1.5%	1	2.9%	1

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Centre)																										
Stanford-le-Hope	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	1.6%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.1%	5
Wickford	0.4%	8	0.5%	0	0.0%	0	9.8%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	0.3%	6	0.0%	0	7.8%	5	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0
Other - zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Other - zone 12	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	22	0.0%	0	1.3%	1	0.5%	0	0.0%	0	0.0%	0	2.1%	1	0.8%	0	1.5%	0	0.0%	0	3.1%	0	1.2%	1	2.1%	1
(Don't do this activity)	64.8%	1492	72.0%	27	55.7%	39	72.8%	21	52.9%	17	58.0%	25	57.1%	33	64.1%	19	61.2%	16	68.9%	13	54.5%	5	68.3%	42	70.2%	47
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q37 In which town, village or out-of-town location does your household spend most money on bingo / casinos?																										
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.5%	12	4.3%	2	6.0%	4	0.7%	0	0.0%	0	1.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Bexleyheath	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.3%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.9%	67	7.5%	3	6.8%	5	1.4%	0	5.4%	2	2.9%	1	7.7%	4	16.9%	5	3.3%	1	13.0%	3	22.3%	2	16.3%	10	6.8%	5
Stratford (incl. Westfield Stratford)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.4%	10	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	0	0.0%	0	2.1%	0	2.4%	1	5.7%	4
Wickford	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	19	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	1	0.6%	0	0.5%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0
(Don't do this activity)	88.9%	2047	84.1%	32	87.2%	61	96.3%	28	94.6%	31	85.0%	37	84.9%	49	82.5%	25	89.1%	23	86.2%	17	75.6%	7	72.8%	45	86.9%	58
Weighted base:		2303		38		69		29		33		44		57		30		26		20		10		62		67
Sample:		2303		100		100		100		100		100		100		101		100		100		100		101		100

South Essex Retail Study
for Peter Brett Associates

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
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South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q38 In which town, village or out-of-town location does your household spend most money on family entertainment or recreation? (i.e. ten pin bowling, ice skating, childrens play centes, trips to the seaside etc.)																										
Basildon (incl. Eastgate Shopping Centre)	6.0%	138	34.3%	13	43.5%	30	24.6%	7	32.8%	11	7.9%	3	9.2%	5	7.6%	2	12.9%	3	1.0%	0	6.6%	1	5.8%	4	2.1%	1
Bexleyheath	2.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.2%	28	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.2%	73	2.6%	1	1.6%	1	2.0%	1	3.7%	1	1.0%	0	3.6%	2	7.5%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	1	0.7%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	4.0%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	7.7%	2	13.1%	3	1.2%	0	14.9%	1	0.6%	0	0.6%	0
intu Lakeside Shopping Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	4.2%	0	5.8%	4	0.0%	0
Romford	4.8%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.2%	97	2.0%	1	2.1%	1	19.0%	5	3.0%	1	7.3%	3	12.1%	7	1.9%	1	11.5%	3	23.1%	5	21.8%	2	25.3%	16	34.5%	23
Stratford (incl. Westfield Stratford)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Woodford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	0.3%	8	0.0%	0	9.1%	6	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.6%	36	0.9%	0	0.5%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	0	0.0%	0	0.0%	0
Other - zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	59	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.3%	2	2.4%	1	1.6%	0	1.0%	0	0.6%	0	8.3%	5	3.9%	3
(Don't do this activity)	63.8%	1470	59.5%	23	40.5%	28	53.7%	15	56.2%	18	74.2%	32	66.6%	38	66.4%	20	49.4%	13	72.2%	14	50.6%	5	53.5%	33	57.7%	39

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67		
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100		
GEN Gender of respondent:																											
Male	35.8%	824	44.8%	17	37.0%	26	37.2%	11	28.8%	9	30.1%	13	35.1%	20	32.2%	10	35.2%	9	27.6%	5	36.5%	4	39.1%	24	45.1%	30	
Female	64.2%	1479	55.2%	21	63.0%	44	62.8%	18	71.2%	23	69.9%	30	64.9%	37	67.8%	21	64.8%	17	72.4%	14	63.5%	6	60.9%	38	54.9%	37	
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67		
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100		
AGE Could I ask how old you are please?																											
18 to 24	7.8%	180	9.8%	4	7.8%	5	4.9%	1	0.0%	0	5.4%	2	16.3%	9	5.8%	2	9.7%	2	0.0%	0	11.5%	1	0.0%	0	15.6%	10	
25 to 34	15.0%	344	9.8%	4	15.7%	11	9.9%	3	10.8%	4	21.6%	9	5.4%	3	11.6%	4	14.6%	4	17.0%	3	5.8%	1	17.5%	11	5.2%	3	
35 to 44	20.5%	472	26.4%	10	35.6%	25	30.6%	9	24.4%	8	6.7%	3	13.4%	8	7.2%	2	20.0%	5	11.7%	2	16.7%	2	9.6%	6	19.3%	13	
45 to 54	18.5%	427	14.4%	5	21.4%	15	17.3%	5	33.8%	11	9.8%	4	17.4%	10	19.5%	6	16.9%	4	14.2%	3	16.1%	2	12.2%	8	16.0%	11	
55 to 64	16.9%	390	12.5%	5	11.4%	8	13.5%	4	12.7%	4	20.6%	9	13.8%	8	19.1%	6	12.4%	3	19.6%	4	13.7%	1	20.1%	12	14.2%	9	
65 +	17.6%	404	25.0%	9	6.5%	5	21.8%	6	16.0%	5	32.7%	14	29.3%	17	30.8%	9	22.5%	6	30.6%	6	36.3%	4	35.9%	22	27.6%	18	
(Refused)	3.7%	86	2.0%	1	1.6%	1	2.0%	1	2.2%	1	3.3%	1	4.4%	3	5.9%	2	3.9%	1	6.9%	1	0.0%	0	4.7%	3	2.1%	1	
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67		
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100		
WOR Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																											
Working full time	63.9%	1471	63.2%	24	75.6%	52	61.8%	18	65.3%	21	43.8%	19	41.6%	24	47.2%	14	63.2%	16	43.2%	8	61.2%	6	32.2%	20	58.6%	39	
Working part time	5.7%	130	0.0%	0	11.8%	8	6.6%	2	5.2%	2	12.0%	5	11.6%	7	14.2%	4	3.5%	1	7.9%	2	3.8%	0	15.2%	9	5.4%	4	
Unemployed	4.1%	95	5.6%	2	0.5%	0	0.9%	0	1.7%	1	6.4%	3	2.2%	1	0.0%	0	0.0%	0	3.1%	1	2.4%	0	6.9%	4	4.5%	3	
Retired	21.3%	489	28.5%	11	8.7%	6	30.1%	9	24.1%	8	36.1%	16	32.3%	19	35.7%	11	29.1%	7	39.4%	8	31.2%	3	43.4%	27	29.3%	20	
A housewife	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Refused)	4.8%	112	2.7%	1	3.2%	2	0.7%	0	2.6%	1	1.7%	1	11.3%	6	3.0%	1	4.3%	1	6.3%	1	0.6%	0	2.3%	1	2.2%	1	
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67		
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100		
CAR How many cars does your household own or have the use of?																											
None	11.6%	268	16.7%	6	4.8%	3	5.5%	2	7.2%	2	11.1%	5	9.4%	5	6.2%	2	7.9%	2	18.0%	4	6.8%	1	21.0%	13	15.7%	10	
One	39.4%	907	56.2%	21	43.9%	30	40.4%	12	38.6%	13	48.5%	21	30.5%	18	43.1%	13	35.6%	9	39.3%	8	36.8%	4	34.2%	21	43.6%	29	
Two	29.3%	674	21.7%	8	29.6%	21	36.7%	11	34.9%	11	31.0%	14	38.3%	22	32.1%	10	28.4%	7	23.6%	5	37.1%	4	36.8%	23	26.2%	18	
Three or more	15.0%	345	3.4%	1	18.2%	13	16.9%	5	17.4%	6	8.3%	4	17.9%	10	14.4%	4	17.8%	5	11.9%	2	18.6%	2	5.0%	3	8.1%	5	
(Refused)	4.7%	109	2.0%	1	3.5%	2	0.5%	0	1.8%	1	1.1%	0	3.9%	2	4.2%	1	10.4%	3	7.1%	1	0.6%	0	3.0%	2	6.4%	4	
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67		
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100		

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
QUOTA Zone:																										
Zone 1	1.6%	38	100.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	3.0%	69	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	1.2%	29	0.0%	0	0.0%	0	100.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	1.4%	33	0.0%	0	0.0%	0	0.0%	0	100.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	2.5%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	0.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	20	0.0%	0	0.0%	0	0.0%	0
Zone 10	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	10	0.0%	0	0.0%	0
Zone 11	2.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	62	0.0%	0
Zone 12	2.9%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	67
Zone 13	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	2.9%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	1.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16	2.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19	2.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20	6.1%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21	6.6%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22	33.0%	759	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 23	20.3%	468	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2303	38		69		29		33		44		57		30		26		20		10		62		67		
Sample:	2303	100		100		100		100		100		100		101		100		100		100		101		100		

South Essex Retail Study
for Peter Brett Associates

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
PC	Postcode sector:																									
BR8 8		0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM0 7		0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM0 8		0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1 2		0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1 3		0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1 4		0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1 6		0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1 7		0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM11 1		0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM11 2		0.6%	13	0.0%	0	0.0%	0	0.0%	0	39.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM12 0		0.6%	14	0.0%	0	0.0%	0	0.0%	0	41.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM12 9		0.3%	6	0.0%	0	0.0%	0	0.0%	0	18.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM13 1		0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM13 2		0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM13 3		0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM14 4		1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM14 5		0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM15 0		0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM15 8		0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM15 9		0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM16 4		0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM16 5		0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM16 6		0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM16 7		0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM2 0		0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM2 6		0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM2 7		0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM2 8		0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM2 9		1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3 4		0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3 5		0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3 6		0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3 7		0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3 8		0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM4 0		0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM4 9		0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM5 0		0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM5 9		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM9 4		0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM9 5		0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM9 6		0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DA1 1		0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DA1 2		2.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DA1 3		0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DA1 4		0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
DA10 0	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA11 0	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA11 7	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA11 8	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA11 9	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA12 1	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA12 2	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA12 3	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA12 4	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA12 5	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA13 0	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA13 9	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA14 4	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA14 6	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA15 7	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA15 8	2.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA15 9	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA2 7	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA3 8	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA4 9	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA5 1	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA5 3	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA7 4	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA7 5	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA7 6	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA8 1	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA8 2	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA9 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E12 5	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN9 1	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN9 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN9 3	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG1 2	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG1 3	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG1 4	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG10 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG10 2	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG10 3	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG10 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG11 0	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG11 8	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG11 9	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG2 6	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG3 8	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG4 5	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG5 0	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG7 6	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
ME2 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME2 3	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME2 4	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME3 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME3 8	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME3 9	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM1 2	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM1 4	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM10 7	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM10 8	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM10 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM11 1	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM11 2	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM11 3	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 4	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 5	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 6	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM13 7	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM13 8	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM13 9	2.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM14 1	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM14 2	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM14 3	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM15 4	3.4%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM15 5	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM15 6	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM16 2	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM16 3	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM16 4	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM16 5	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM16 6	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM17 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM17 6	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM18 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM18 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM19 1	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM2 5	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM20 3	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM20 4	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM3 0	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM5 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM5 3	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM6 4	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM6 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM6 6	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM7 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM7 8	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
RM7 9	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM8 3	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM9 6	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS0 0	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS0 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS0 8	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS0 9	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS1 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS1 2	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS1 3	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS11 7	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS11 8	0.4%	9	0.0%	0	0.0%	0	32.5%	9	0.0%	0	0.0%	0	0.0%	0
SS12 0	0.3%	7	0.0%	0	0.0%	0	23.7%	7	0.0%	0	0.0%	0	0.0%	0
SS12 9	0.5%	13	0.0%	0	0.0%	0	43.8%	13	0.0%	0	0.0%	0	0.0%	0
SS13 1	0.4%	10	26.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 2	0.3%	6	16.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 3	0.4%	10	26.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 1	0.5%	11	0.0%	0	15.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 2	0.5%	10	27.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 3	0.0%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 4	0.3%	8	0.0%	0	11.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 5	0.7%	15	0.0%	0	21.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 6	0.3%	6	0.0%	0	8.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 4	0.4%	8	0.0%	0	12.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 5	0.4%	9	0.0%	0	12.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 6	0.6%	13	0.0%	0	18.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 0	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 7	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 8	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 9	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS2 4	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS2 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS2 6	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS3 0	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS3 8	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS3 9	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS4 1	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS4 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS4 3	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 4	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 6	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 7	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 9	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 2	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
SS7 3	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 4	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 5	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 0	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 7	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 9	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 2	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 3	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 4	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 5	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2303		38		69		29		33		44		57		30		26		20		10		62		67
Sample:		2303		100		100		100		100		100		100		101		100		100		100		101		100

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Q01 Where did your household last undertake a main food and grocery purchase?																								
Aldi, Collier Row Road, Romford, RM5 2AT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	7	0.0%	0
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.7%	15	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.3%	8	0.0%	0	0.4%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Road, Basildon, SS13 3AB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Gravesend, DA11 9LY	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	7
Aldi, London Road, Grays , RM17 5YB	0.8%	17	0.0%	0	12.2%	8	10.9%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	4	0.0%	0
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.5%	11	8.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford, RM1 3AB	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Aldi, Marlborough Road, Romford, RM7 8AD	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.6%	28	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	1.0%	1	10.0%	14	0.9%	1	0.0%	0	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.2%	28	0.0%	0	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	27	0.0%	0
Aldi, The Broadway, Wickford, SS11 7A	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	23.2%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crook Leg, Bexleyheath, DA6 8EQ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	7
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.7%	17	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.8%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Strood, ME2 4TR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Asda, London Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23									
Swanley, BR8 7UN																						
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	2.6%	60	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	58	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	1.6%	36	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Prospect Place, Dartford, DA1 1BU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	19.3%	5	7.9%	4	7.5%	11	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Short Blue Place, Barking, IG11 8FJ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	26
Asda, The Broadway, Bexleyheath, DA6 7BN	0.2%	5	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	1.0%	23	0.0%	0	24.0%	16	1.2%	0	13.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duke Street, Chelmsford, CM1 1JA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Co-op, Faircross Parade, Barking, IG11 8UW	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford , CM2 9LG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Green Lane, Dagenham, RM8 1UU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, CM15	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
9PD																								
Co-op, High Road, Benfleet, SS7 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Great Wakering, SS3 0EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road,Great Tarpots, South Benfleet, SS7 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Maldon, CM9 5PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Rayleigh, SS6 7QA																								
Iceland, High Street, Wickford, SS12 9AZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.1%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Way , Corringham, SS17 7NA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Broadway, Loughton, IG10 3ST	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.3%	7	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5
Lidl, Foots Cray High Street, Sidcup, DA14 5HJ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manor Road, Basildon, SS15 6PA	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.5%	11	9.3%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	9.8%	14	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Eastwood Road, Rayleigh,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
SS6 7JQ													
M&S Simply Food, High Street, Epping, CM16 4BP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, High Street, Maldon, CM9 5PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Epping, CM16 4BP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Braintree Road , Witham, CM8 2BY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	2.0%	47	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, High Road, Loughton, IG10 1RB	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, James Watt Way, Erith, DA8 2AH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Jenner Close, Sidcup, DA14 6BF	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Knight Road, Rochester, ME2 2AA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Limebrook Way, Maldon, CM9 6 GG	1.8%	42	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.6%	0	0.0%
Morrisons, Link Road, Canvey Island, SS8 9UB	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, London Road, Grays , RM17 5XZ	1.3%	29	0.0%	0	22.0%	14	15.5%	6	10.5%	5	0.0%	0	0.0%
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.9%	22	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	9	0.0%	0	0.0%	0	0.0%	0	18.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.4%	10	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.4%	9	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cluny Square, Southend-on-Sea, SS2 4AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.4%	10	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Farnham Road, Harold Hill, RM3 8DX	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Spa Road, Hockley , SS5 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,, Cranbrook Road, Ilford, IG2 6HE	0.3%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	6	0.0%	0
Sainsbury's, , Loughton, IG10 4PE	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11	0.0%	0	0.9%	4
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Sainsbury's, Claps Gate Lane, Beckton, E6 6JF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon,	0.8%	20	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1	9.3%	3	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23			
SS13 1SA																
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	1.7%	8
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.4%	32	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	3.9%	29	0.5%	2
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.6%	13	0.0%	0	6.5%	4	17.1%	7	4.3%	2	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.4%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.0%	7	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.5%	11	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	2.0%	46	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	33	0.0%	0
Sainsbury's, Priory Market Place, Dartford, DA1 2HL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5
Sainsbury's, Roden Street, Ilford, IG1 2AA	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
Sainsbury's, Stadium Way, Dartford, DA1 4HW	1.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	38
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.5%	13	5.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Sainsbury's, Tanners Lane, Barkingside, IC6 1QE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	22	0.0%	0
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	16	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	5	0.8%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	4.4%	21
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays , RM16 6PS	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred, Grays , RM16 6YA	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Tesco Express, Kings Street , Stanford le Hope, SS17 0HR	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Sidcup, DA15 7DB	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	17
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Harold Wood, RM3 0LL	0.9%	21	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8	1.4%	11	0.0%	0
Tesco Metro, New Road, Gravesend, DA11 0AF	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	1.9%	9
Tesco, Airfield Way, Hornchurch, RM12 5AF	2.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	60	0.0%	0
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7	0.0%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	13	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	7

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Tesco, Cygnet View, Grays, RM20 1WN	0.1%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	4.6%	105	0.0%	0	4.7%	3	16.1%	6	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	70	4.8%	22
Tesco, Edgington Way, Sidcup, DA14 5BN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Tesco, Elm Park Avenue, Hornchurch, RM12 4SB	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	20.4%	11	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco, Green Lane, Ilford, IG1 1XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	1.4%	32	0.0%	0	0.5%	0	0.0%	0	3.7%	2	4.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Tesco, High Road, Little Heath, RM6 4HY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Tesco, High Street, Epping, CM16 4BA	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	13	0.0%	0	0.0%	0
Tesco, Highbridge Road, Barking, IG11 7BS	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	1.8%	41	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	40	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.8%	18	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	1.3%	30	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.4%	2	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Tesco, Manford Way, Chigwell, IG7 4DN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	7.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	1.4%	33	24.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.8%	19	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	12.2%	17	0.0%	0	0.0%	0	0.0%	0
Tesco, Purbeck Court, Great Baddow, Chelmsford,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0

by Zone (Part 2, Weighted)
Weighted:

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
CM2 8YX													
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	0	0.0%
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Tesco, Station Road, Sidcup, DA15 7DB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, High Street, Billericay, CM12 9BY	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	5	1.7%
Waitrose, High Street, Sidcup, DA14 6EN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	9	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.2%	5	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Station Road, Longfield, DA3 7QA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Billericay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
intu Lakeside Shopping Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London - Other	3.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North Melbourne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Rochford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
South Ockendon	0.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	0.7%	16	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	6.7%	3	0.8%	1	5.8%	9	0.0%	0	0.0%
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Asda, Bentalis Complex, Colchester Road, Heybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	5	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	0	0.6%	0	19.9%	28	0.0%	0	0.0%	0	0.0%
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Meadow Rise, Billericay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bridge Road, Rainham	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	27	0.0%
Welling	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Internet / delivered	8.8%	203	5.4%	2	3.7%	2	4.6%	2	4.3%	2	6.2%	2	9.5%	3	9.0%	5	8.9%	12	9.1%	14	11.8%	90	9.9%
(Don't know / can't remember)	1.8%	42	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.0%	0	0.0%	0	2.5%	3	1.2%	2	3.7%	28	1.2%
(Don't do this type of shopping)	0.2%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?																								
<i>Those who gave a location at Q01</i>																								
Aldi, Collier Row Road, Romford, RM5 2AT	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.5%	4	0.0%	0
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.5%	11	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Friary Place, Strood, ME2 4TP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.6%	13	0.0%	0	2.1%	1	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Road, Basildon, SS13 3AB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Gravesend, DA11 9LY	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6
Aldi, London Road, Grays , RM17 5YB	0.5%	11	0.0%	0	8.3%	5	14.2%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.4%	9	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Place, Romford, RM1 3AB	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	2.0%	9		
Aldi, Marlborough Road, Romford, RM7 8AD	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.9%	1	4.3%	31	0.0%	0		
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	42	0.0%	0		
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.5%	0	15.9%	22	0.0%	0	0.0%	0	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.0%	22	0.0%	0	5.8%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	18	0.0%	0		
Aldi, The Broadway, Wickford, SS11 7A	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crook Leg, Bexleyheath, DA6 8EQ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.7%	16	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Asda, High Street, Strood, ME2 4TR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	1.2%	28	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	26	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Prospect Place, Dartford, DA1 1BU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	16.9%	5	4.0%	2	9.0%	12	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Short Blue Place, Barking, IG11 8FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	18
Asda, The Broadway, Bexleyheath, DA6 7BN	0.4%	8	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	8
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.8%	17	0.0%	0	7.8%	5	3.1%	1	14.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cross Road, Maldon, CM9 5ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dene Holm Road, Gravesend, DA11 8LG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Benfleet, SS7 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Weald, CM16 6BY																							
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Great Wakering, SS3 0EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Stanford le Hope, SS17 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Wickford, SS12 9AT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hutton Road, Shenfield, CM15 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Lodge Lane, Grays, RM17 5RZ	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, London Road,Great Tarpots, South Benfleet, SS7 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Roche Close, Rochford, SS4 1PX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Spa Road, Hockley, SS5 4BE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Stock Road, Billericay, CM12 0RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%
Co-op, West Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Shoeburyness, SS3 9DT													
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, High Road, Pitsea, SS13 3BY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Waterson Vale, Chelmsford , CM2 9PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.2%	5	0.0%	0	0.5%	0	1.7%	1	0.0%	0	0.0%	0	0.5%
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Heathway, Dagenham, RM10 8QS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Iceland, High Street, Billericay, CM12 9AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Iceland, High Street, Maldon, CM9 5PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Iceland, High Street, Rayleigh, SS6 7QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Wickford, SS12 9AZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Place, Basildon, SS14 1DD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Place, Romford, RM1 3AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%
Iceland, St Johns Way , Corringham, SS17 7NA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%
Iceland, The Broadway, Loughton, IG10 3ST	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.3%	7	0.0%	0	1.2%	1	15.5%	6	0.0%	0	0.0%	0	0.0%
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.4%	10	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study
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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
5PY													
Lidl, High Street North, East Ham, E6 2JA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Hadleigh, SS7 2DE	0.4%	8	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Manor Road, Basildon, SS15 6PA	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.6%	13	12.3%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Arterial Road, Grays, RM16 3BG	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.4%	10	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
M&S Simply Food, High Street, Epping, CM16 4BP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
M&S Simply Food, High Street, Maldon, CM9 5PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.3%
Marks & Spencer, High Street, Loughton, IG10 4LF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	1	0.0%	0	0.4%	0	1.2%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.6%	14	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Square, Basildon, SS14 1DZ																								
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	2.0%	44	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	44
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Road, Loughton, IG10 1RB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith, DA8 2AH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5
Morrisons, Jenner Close, Sidcup, DA14 6BF	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	25
Morrisons, Knight Road, Rochester, ME2 2AA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	7
Morrisons, Limebrook Way, Maldon, CM9 6 GG	2.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	22.7%	12	8.6%	12	0.0%	0	0.0%	0	4.9%	22
Morrisons, Link Road, Canvey Island, SS8 9UB	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	1.1%	24	0.0%	0	25.7%	17	6.6%	3	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.5%	12	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	8	0.0%	0	0.5%	0	0.0%	0	15.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.3%	7	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Nisa, Craven Avenue, Canvey Island, SS8 ODJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Woodgrange Drive, Southend-on-Sea, SS1 2SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Blyth House, Southchurch Road,	0.1%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Southend-on-Sea, SS1 2AY													
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Farnham Road, Harold Hill, RM3 8DX	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Spa Road, Hockley , SS5 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local,, Cranbrook Road, Ilford, IG2 6HE	0.3%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%
Sainsbury's, , Loughton, IG10 4PE	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Sainsbury's, Broadway, Bexleyheath, DA6 7DF	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Claps Gate Lane, Beckton, E6 6JF	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.5%	1	9.5%
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.9%	43	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.7%	15	0.0%	0	8.9%	6	18.4%	7	3.6%	2	0.6%	0	0.0%
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	12	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.8%	18	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Priory Market	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Place, Dartford, DA1 2HL	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	33
Sainsbury's, Stadium Way, Dartford, DA1 4HW	0.4%	10	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	10	0.0%	0
Sainsbury's, Tanners Lane, Barkingside, IC6 1QE	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	13	0.0%	0	0.0%	0
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	1.7%	38	0.0%	0	1.6%	1	0.0%	0	0.0%	0	16.9%	5	0.8%	0	0.0%	0	2.3%	3	19.1%	29	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	31
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.1%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays , RM16 6PS	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.0%	1	0.0%	0	0.5%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Derry Avenue , South Ockendon, RM15 5GH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.2%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maldon																								

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	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Road, Danbury, CM3 4QW												
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Sidcup, DA15 7DB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Harold Wood, RM3 0LL	1.2%	27	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, RM5 3NL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, New Road, Gravesend, DA11 0AF	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	1.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	4.9%	110	0.0%	0	4.1%	3	15.4%	6	2.4%	1	0.0%	0
Tesco, Edgington Way, Sidcup, DA14 5BN	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10
Tesco, Fulbridge , Maldon, CM9 4LE	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	1.6%	37	0.6%	0	0.0%	0	0.0%	0	4.3%	2	5.7%	2
Tesco, High Street, Epping, CM16 4BA	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highbridge Road,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23									
Barking, IG11 7BS																						
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	2.2%	50	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	49	0.0%	0
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.9%	21	0.0%	0	0.0%	0	0.0%	0	3.3%	1	6.2%	2	1.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Manford Way, Chigwell, IG7 4DN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.7%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	1.2%	28	14.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.7%	16	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	14	0.0%	0	0.0%	0
Tesco, Purbeck Court, Great Baddow, Chelmsford, CM2 8YX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.6%	0	0.0%	0	10.6%	14	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	5	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.5%	2

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	1.0%	23	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	0	19.8%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Sidcup, DA14 6EN	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	9
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	8	13.3%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.2%	4	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Longfield, DA3 7QA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Welcome, Portsea Road, Tilbury, RM18 8AX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bexleyheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Bishops Stortford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	22
Brentwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	12
Gravesend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Grays	0.2%	4	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
intu Lakeside Shopping Centre	0.3%	6	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Leigh-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	4.1%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	6.5%	48	8.2%	38
North Melbourne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Rainham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.3%	8	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	1.7%	1	0.8%	1	0.5%	1	0.0%	0	0.7%	3
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 20	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Bentalls Complex, Colchester Road, Heybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	3	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, West Thurrock Way, West Thurrock	0.1%	2	0.0%	0	1.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Greyhound Retail Park, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.7%	1	0.6%	0	16.0%	22	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Meadow Rise, Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bridge Road, Rainham	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	14	0.0%
Welling	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Internet / delivered	9.3%	210	5.7%	2	6.8%	4	6.3%	2	5.4%	2	5.5%	2	9.5%	3	8.5%	4	4.8%	7	10.1%	15	14.5%	106	8.8%
(Don't know / can't remember)	2.0%	44	4.0%	2	0.9%	1	1.2%	0	0.7%	0	0.8%	0	2.2%	1	0.8%	0	0.0%	0	2.0%	3	2.5%	18	1.6%
Weighted base:	2255			43		66		38		45		28		28		52		136		149		731	
Sample:	2269			99		100		100		98		98		101		100		97		98		96	

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Q03 What form of transport do you use to visit your main food shopping destination?																								
<i>Those who gave a location and not those who shop online at Q01</i>																								
Car - Driver	71.0%	1457	69.8%	29	79.3%	50	89.2%	32	70.8%	31	85.8%	22	81.2%	20	76.5%	36	70.8%	88	77.3%	105	72.0%	462	62.6%	260
Car - Passenger	13.1%	270	16.6%	7	5.0%	3	5.2%	2	6.3%	3	8.6%	2	7.5%	2	16.2%	8	15.1%	19	2.3%	3	15.4%	99	15.6%	65
Bus	2.8%	58	4.4%	2	1.3%	1	1.3%	0	2.3%	1	4.1%	1	0.7%	0	2.7%	1	2.9%	4	0.6%	1	2.5%	16	3.3%	14
Cycle	0.3%	6	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Disabled vehicle (e.g. mobility scooter)	0.2%	4	0.0%	0	0.4%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Taxi	0.5%	10	0.7%	0	0.4%	0	0.0%	0	4.2%	2	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4
Train	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.5%	216	4.9%	2	13.6%	9	1.8%	1	11.5%	5	0.8%	0	10.7%	3	2.2%	1	9.0%	11	18.0%	24	7.9%	51	16.8%	70
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	30	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	2	0.7%	1	2.3%	14	0.8%	3
Weighted base:		2052		41		64		36		43		26		25		48		124		135		641		416
Sample:		2138		94		95		95		92		92		95		94		90		88		89		86
Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones? [MR]																								
<i>Those who gave a location and not those who shop online at Q01</i>																								
Yes - other food shops	5.8%	120	2.6%	1	5.7%	4	3.7%	1	2.2%	1	4.4%	1	7.2%	2	0.9%	0	9.0%	11	13.2%	18	4.3%	27	7.6%	32
Yes - other non food shops (clothing, footwear, electrical etc)	12.8%	262	3.5%	1	12.8%	8	14.9%	5	3.8%	2	17.6%	5	11.1%	3	8.4%	4	14.7%	18	24.6%	33	8.6%	55	19.2%	80
Yes - pubs, restaurants or cafes	2.5%	51	6.0%	2	1.0%	1	1.6%	1	1.7%	1	2.8%	1	3.2%	1	0.6%	0	3.1%	4	2.0%	3	3.0%	19	2.3%	10
Yes - financial service (i.e. bank, building society)	2.8%	57	1.1%	0	3.1%	2	1.1%	0	3.0%	1	0.7%	0	3.2%	1	0.9%	0	0.7%	1	2.1%	3	3.9%	25	2.7%	11
Yes - other service (e.g. hairdresser, travel agent, estate agent)	0.5%	11	0.0%	0	1.1%	1	0.0%	0	1.1%	0	4.7%	1	0.7%	0	2.2%	1	1.3%	2	0.0%	0	0.0%	0	0.6%	2
Yes - leisure activity	1.4%	29	2.0%	1	0.4%	0	0.0%	0	1.7%	1	3.5%	1	2.1%	1	0.0%	0	0.7%	1	1.0%	1	1.7%	11	1.2%	5
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	74.1%	1520	87.0%	36	81.5%	52	79.2%	29	90.1%	39	63.2%	16	75.3%	19	80.9%	38	72.2%	89	63.0%	85	70.7%	453	73.3%	305
(Don't know / varies)	4.9%	101	0.0%	0	1.1%	1	1.7%	1	0.8%	0	9.2%	2	5.3%	1	6.1%	3	1.7%	2	5.2%	7	9.8%	63	1.6%	7
Weighted base:		2052		41		64		36		43		26		25		48		124		135		641		416
Sample:		2138		94		95		95		92		92		95		94		90		88		89		86

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Mean score [£]:																								
Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?																								
Those who gave a location at Q01																								
£1 - 10	0.2%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
£11 - 20	2.6%	59	2.3%	1	0.8%	1	0.9%	0	1.0%	0	1.8%	0	3.3%	1	1.5%	1	0.6%	1	1.6%	2	5.6%	41	0.5%	2
£21 - 30	5.6%	125	2.5%	1	5.6%	4	2.9%	1	5.7%	3	2.6%	1	6.2%	2	5.3%	3	6.2%	8	2.9%	4	6.9%	51	3.5%	16
£31 - 40	5.9%	134	8.1%	4	1.1%	1	2.2%	1	2.5%	1	12.5%	3	5.0%	1	6.1%	3	4.8%	7	8.0%	12	3.9%	28	8.7%	40
£41 - 50	10.3%	232	5.0%	2	21.2%	14	5.7%	2	11.0%	5	3.8%	1	8.9%	2	16.0%	8	26.2%	36	14.5%	22	5.5%	40	10.4%	48
£51 - 60	5.5%	125	19.1%	8	3.9%	3	11.7%	4	9.0%	4	5.1%	1	3.5%	1	5.4%	3	6.3%	9	2.6%	4	3.3%	24	6.1%	28
£61 - 70	6.3%	143	7.2%	3	11.8%	8	9.3%	4	6.8%	3	6.7%	2	7.3%	2	8.3%	4	4.9%	7	1.4%	2	5.9%	43	6.9%	32
£71 - 80	8.1%	183	5.4%	2	6.4%	4	8.9%	3	18.4%	8	5.8%	2	12.3%	3	12.9%	7	9.0%	12	5.1%	8	6.4%	47	8.2%	38
£81 - 90	4.6%	104	8.3%	4	3.1%	2	5.1%	2	2.9%	1	5.2%	1	4.7%	1	1.3%	1	1.4%	2	3.4%	5	6.2%	46	4.0%	19
£91 - 100	13.5%	304	10.2%	4	15.0%	10	24.9%	10	10.7%	5	13.1%	4	20.0%	6	9.6%	5	9.9%	13	10.5%	16	14.2%	104	14.6%	67
£101 - 150	18.1%	408	8.0%	3	14.3%	9	16.7%	6	9.7%	4	28.6%	8	16.6%	5	21.3%	11	18.7%	25	26.3%	39	22.3%	163	14.6%	68
£151 - 200	4.0%	91	8.7%	4	0.5%	0	1.0%	0	1.7%	1	3.1%	1	7.3%	2	2.4%	1	4.6%	6	5.3%	8	3.6%	26	5.4%	25
£201+	0.3%	6	1.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	303	13.4%	6	12.3%	8	7.9%	3	14.6%	7	11.1%	3	5.0%	1	6.1%	3	4.8%	7	12.1%	18	15.8%	115	15.3%	71
(Refused)	1.5%	34	0.8%	0	2.4%	2	2.3%	1	6.1%	3	0.6%	0	0.0%	0	2.9%	2	2.5%	3	5.1%	8	0.5%	4	0.9%	4
Mean:	86.68		86.96		82.10		86.29		78.41		94.39		89.82		84.83		78.99		95.71		90.22		86.98	
Weighted base:	2255		43		66		38		45		28		28		52		136		149		731		463	
Sample:	2269		99		100		100		98		98		101		100		97		98		96		98	
Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Less often = 0.1																								
Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?																								
Those who gave a location at Q01																								
Everyday	1.5%	35	0.0%	0	1.2%	1	1.2%	0	0.6%	0	1.2%	0	0.8%	0	1.7%	1	0.0%	0	7.6%	11	0.6%	5	2.0%	9
5 - 6 times a week	0.8%	17	1.4%	1	0.7%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.0%	7	0.7%	3
3 - 4 times a week	2.2%	49	3.7%	2	2.5%	2	1.2%	0	1.6%	1	0.8%	0	3.2%	1	0.8%	0	1.6%	2	2.9%	4	2.4%	18	1.4%	7
Twice a week	8.7%	196	11.3%	5	10.4%	7	5.7%	2	2.5%	1	8.3%	2	6.9%	2	6.0%	3	4.8%	7	5.2%	8	12.7%	93	7.1%	33
Once a week	69.0%	1557	61.9%	27	57.0%	38	61.8%	24	63.1%	29	71.2%	20	80.9%	22	61.4%	32	72.5%	99	68.3%	102	74.7%	546	62.8%	291
Once every two weeks	8.7%	196	16.1%	7	13.6%	9	20.3%	8	15.1%	7	12.9%	4	4.7%	1	19.8%	10	6.3%	9	12.7%	19	5.2%	38	9.1%	42
Once a month	4.9%	111	2.7%	1	7.3%	5	8.5%	3	11.7%	5	4.4%	1	3.5%	1	6.9%	4	6.6%	9	1.3%	2	2.2%	16	7.7%	36
Less often	0.8%	19	1.1%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.5%	10	0.9%	1	0.0%	0	0.5%	2
(Don't know / varies)	3.3%	74	1.8%	1	5.7%	4	0.6%	0	4.6%	2	1.2%	0	0.0%	0	2.0%	1	0.6%	1	1.1%	2	1.1%	8	8.6%	40
Mean:	1.19		1.16		1.15		1.03		0.98		1.08		1.15		1.07		0.94		1.51		1.23		1.17	
Weighted base:	2255		43		66		38		45		28		28		52		136		149		731		463	
Sample:	2269		99		100		100		98		98		101		100		97		98		96		98	

South Essex Retail Study
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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)													
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Friary Place, Strood, ME2 4TP	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, High Road, Basildon, SS13 3AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Gravesend, DA11 9LY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Aldi, London Road, Grays , RM17 5YB	0.4%	9	0.0%	0	0.5%	0	5.0%	2	0.4%	0	0.0%	0	0.8%
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.3%	6	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Market Place, Romford, RM1 3AB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.5%	34	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	4.4%
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%
Aldi, St Mary's Lane, Upminster, RM14 2QB	0.9%	22	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	2.4%
Aldi, The Broadway, Wickford, SS11 7A	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	4	0.8%
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	0	0.0%
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%
Asda, London Road, Swanley, BR8 7UN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Mercury Gardens, Romford, RM8 1BB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.6%	13	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	12.2%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Short Blue Place, Barking, IG11 8FJ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Asda, The Broadway, Bexleyheath, DA6 7BN	0.3%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	7
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.3%	7	0.0%	0	1.7%	1	1.4%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Budgens, Church Lane, Doddingtonhurst, CM15 0NG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Becontree Avenue, Dagenham, RM8 2UD	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Blendon Road, Bexley, DA5 3HP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Co-op, Bridge Street, Writtle, CM1 3DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Calcutta Road, Tilbury, RM18 7QU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Canterbury Parade,South Road, South Ockendon, RM15 6NH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Co-op, Church Road, Thundersley, Benfleet, SS7 4EN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cross Road, Maldon, CM9 5ED	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Dene Holm Road, Gravesend, DA11 8LG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5
Co-op, Duke Street, Chelmsford, CM1 1JA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.1%	3	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6ET	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gardener Avenue, Corringham, SS17 7SE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford , CM2 9LG	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Halfway Street, Sidcup, DA15 8DJ	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Co-op, Harewood Road, Pilgrims Hatch, CM15 9PD	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hawley Road, Dartford, DA1 1NP	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Co-op, High Road, Benfleet, SS7 5HA	0.2%	5	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, North Weald, CM16 6BY	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Aveley, RM15 4BB	0.2%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Co-op, High Street, Great Wakering, SS3 0EQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Kings Road, Chelmsford, CM1 2BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leigh Road, Leigh-on-Sea, SS9 1BZ	0.1%	3	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Co-op, Lodge Lane, Grays, RM17 5RZ	0.2%	5	0.0%	0	4.7%	3	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Westcliff-on-Sea, SS0 9LG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road,Great Tarpots, South Benfleet, SS7 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Long Road, Canvey Island, SS8 0JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Danbury, CM3 4NQ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Hawkwell, SS5 4EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Melbourne Parade, Melbourne Avenue, Chelmsford, CM1 2DW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Eastwood, SS9 5PS	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southend Road, Grays, RM17 5NH	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spreadeagle Place, Ingatestone, CM4 9EA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, London Road, Wickford, SS10 0AP	0.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanford House, Princess Margaret Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
East Tilbury, RM18 8YP	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Station Road, Harold Wood, RM3 0BP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Steynton Avenue, Bexley, DA5 3HP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Stock Road, Billericay, CM12 0RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Torquay Road, Springfield, CM1 6NF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Trent Road, Chelmsford, CM1 2LQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Turpin Avenue, Collier Row, RM5 2PU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Road, Shoeburyness, SS3 9DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Woodland Avenue, Brentwood, CM13 1HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Ongar Road, Brentwood, CM15 9JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Osier Drive, Basildon, SS15 4HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, High Road, Pitsea, SS13 3BY	0.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, The Mall , Grays , RM17 6QE	0.1%	2	0.0%	0	2.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Billericay, CM12 9AJ	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Brentwood, CM14 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Maldon, CM9 5PN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Rayleigh, SS6 7QA													

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Iceland, High Street, Wickford, SS12 9AZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Basildon, SS14 1DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Iceland, Rectory Road, Hadleigh, Benfleet, SS7 2ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Way , Corringham, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St John's Way, Stanford le Hope, SS17 7NA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.2%	3	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manor Road, Basildon, SS15 6PA	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.3%	6	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Fir Trees, Abridge,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
RM4 1DG													
Londis, London Road, Westcliff-on-Sea, SS0 7JG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Warley Hill, Warley, CM14 5HR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, West Road, Westcliff-on-Sea, SS0 9AY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, High Street, Maldon, CM9 5PN	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5	1.0%
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.9%
Marks & Spencer, High Street, Epping, CM16 4BP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Loughton, IG10 4LF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	1	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.6%	0	0.0%
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%
McColls, Ongar Road, Brentwood, CM15 9DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Morrisons, High Road, Loughton, IG10 1RB	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%
Morrisons, James Watt Way,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Erith, DA8 2AH														
Morrisons, Jenner Close, Sidcup, DA14 6BF	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	25
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.6%	13	0.0%	0	12.2%	8	5.5%	2	5.6%	3	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.5%	12	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.3%	8	0.0%	0	2.1%	1	0.0%	0	13.5%	6	0.0%	0	0.0%	0
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.2%	4	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.1%	2	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park, Upminster, RM14 2HL	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Hatch Road, Pilgrims Hatch, CM15 9QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Nisa, Rayleigh Road, Eastwood, Leigh-on-sea , SS9 5HX	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Third Avenue , Canvey Island, SS8 9SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Whitmore Way , Basildon, SS14 2HB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Grange Road, Billericay, CM11 2RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Southchurch Road, Southend-on-Sea, SS1 2NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Avenue Road, Bexleyheath, DA7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
4EQ													
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Hamlet Court Road, Westcliff-on-Sea, SS0 7ES	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Spa Road, Hockley , SS5 4PH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local,, High Road, Ilford, IG1 1LL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Sainsbury's, , Loughton, IG10 4PE	0.6%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	8.5%
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.3%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	3.0%	1	0.0%
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.7%	16	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	1.6%	36	0.0%	0	0.7%	0	6.5%	2	0.0%	0	0.0%	0	0.0%
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.3%	7	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, London Road , Leigh-on-sea, SS9 2AB	0.2%	4	6.3%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Priory Market	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Place, Dartford, DA1 2HL														
Sainsbury's, Stadium Way, Dartford, DA1 4HW	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	12
Spar, Bridgewater Drive, Southend-on-Sea, SS0 0DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Chipping Row, South Woodham Ferrers, CM3 5XU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Spar, Leigh Road, Southend-on-Sea, SS9 1BS	0.1%	3	0.0%	0	0.0%	0	1.7%	1	4.0%	2	0.0%	0	0.0%	0
Spar, Warwick Parade, South Woodham Ferrers, CM3 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Spar, Wrotham Road, Meopham, DA13 0RQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	23
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays , RM16 6PS	0.1%	3	0.0%	0	0.5%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.1%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.4%	10	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Express, Dartford Road, Dartford, DA1 3EN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Tesco Express, Derry Avenue , South Ockendon,	0.1%	2	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
RM15 5GH																								
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.5%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred, Grays , RM16 6YA	0.1%	3	0.0%	0	1.6%	1	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravesend Road, Rochester, ME2 3PW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Tesco Express, Kings Street , Stanford le Hope, SS17 0HR	0.2%	5	0.0%	0	3.8%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way , Wickford, SS12 9NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.3%	7	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, RM5 3NL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Tesco Metro, New Road, Gravesend, DA11 0AF	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	8
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	34	0.0%	0
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	0.1%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Tesco, Cranbrook Road, Ilford, IG2 6LE	0.1%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.7%	16	0.0%	0	1.6%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
Tesco, Front Lane, Upminster, RM14 1XL	0.5%	12	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	11	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Road, Chadwell Heath, RM6 6PR	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Epping, CM16 4BA	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	10	0.0%	0	0.0%	0
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.2%	5	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Perry Street, Gravesend, DA12 5RT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0
Tesco, Purbeck Court, Great	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Baddow, Chelmsford, CM2 8YX																								
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.2%	4	1.0%	0	3.8%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southend Road, Grays, RM17 5NJ	0.3%	8	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7	0.0%	0
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	7
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.3%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Sidcup, DA14 6EN	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	11
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.1%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Longfield, DA3 7QA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Welcome, Portsea Road, Tilbury, RM18 8AX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	9
Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	9
Brentwood	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Canvey Island	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Corringham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	17	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Dartford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Gravesend	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	9
Grays	0.1%	1	0.0%	0	0.7%	0	0.9%	0	0.7%	0	0.0%	0	0.0%	0
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	2.8%	64	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	26
Loughton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Maldon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	6.3%	3	0.8%	1	0
Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
South Benfleet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.1%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.3%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.1%	24	0.0%	0	0.4%	0	0.0%	0	0.4%	0	0.8%	1	0.9%	7
Other - zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 11	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Other - zone 15	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Other - zone 20	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.5%	0
Other - zone 21	0.3%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	4.1%	0
Other - zone 23	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	7
Asda, Bentalls Complex, Colchester Road, Heybridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	4	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Ashingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.4%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hullbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southminster	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Meadow Rise, Billericay	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bridge Road, Rainham	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	17	0.0%
Thorpe Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Welling	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Internet / delivered	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	6.3%	145	2.2%	1	8.5%	6	1.2%	0	4.1%	2	3.8%	1	2.8%	1	1.9%	1	2.8%	4	2.2%	3	8.7%	66	9.0%
(Don't do this type of shopping)	30.3%	697	28.2%	12	21.4%	14	17.0%	6	30.0%	14	28.1%	8	38.0%	11	13.9%	7	29.3%	41	28.7%	43	36.1%	274	22.9%
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q08 And where did you go for top-up food shopping the time before that?													
<i>Those who gave a location at Q07</i>													
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Friary Place, Strood, ME2 4TP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, High Road, Basildon, SS13 3AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%
Aldi, London Road, Grays , RM17 5YB	0.2%	2	0.0%	0	2.5%	1	1.9%	1	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.3%	5	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Marlborough Road, Romford, RM7 8AD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Aldi, St Mary's Lane, Upminster, RM14 2QB	0.3%	4	0.0%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, The Broadway, Wickford, SS11 7A	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	3	0.0%
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.4%	0	0.0%
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Asda, London Road, Swanley, BR8 7UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Mercury Gardens, Romford, RM8 1BB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.4%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Queen elizabeth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	10.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Square , Chelmsford, CM3 5SY													
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thames Way, Gravesend, DA11 0DQ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Asda, The Broadway, Bexleyheath, DA6 7BN	0.5%	8	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.4%	6	0.0%	0	1.7%	1	0.0%	0	4.5%	1	0.0%	0	0.0%
Asda, Walebone Lane, Chadwell Heath, RM8 1BB	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Budgens, Church Lane, Doddingtonhurst, CM15 0NG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, High Street, Ingatestone, CM4 9DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Co-op, Bridge Street, Writtle, CM1 3DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Calcutta Road, Tilbury, RM18 7QU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%
Co-op, Canterbury Parade,South Road, South Ockendon, RM15 6NH	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Co-op, Church Road, Thundersley, Benfleet, SS7 4EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Church Road, Thundersley, SS7 4EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cross Road, Maldon, CM9 5ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Co-op, Duke Street, Chelmsford, CM1 1JA	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.2%	3	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Faircross Parade, Barking, IG11 8UW	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Co-op, Ferry Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Hullbridge, SS5 6ET													
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Gardener Avenue, Corringham, SS17 7SE	0.2%	3	0.0%	0	2.2%	1	0.0%	0	6.9%	2	0.0%	0	0.0%
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford, CM2 9LG	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Halfway Street, Sidcup, DA15 8DJ	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Harewood Road, Pilgrims Hatch, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hawley Road, Dartford, DA1 1NP	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Road, Benfleet, SS7 5HA	0.1%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%
Co-op, High Road, North Weald, CM16 6BY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Aveley, RM15 4BB	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Great Wakering, SS3 0EQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%
Co-op, High Street, Wickford, SS12 9AT	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	12.1%
Co-op, Hutton Road, Shenfield, CM15 8NR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%
Co-op, Kings Road, Chelmsford, CM1 2BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Co-op, Leigh Road, Leigh-on-Sea, SS9 1BZ	0.2%	3	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Lodge Lane, Grays,	0.3%	4	0.0%	0	6.1%	3	5.1%	2	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
RM17 5RZ																								
Co-op, London Road, Leigh-on-Sea, SS9 3JE	0.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Westcliff-on-Sea, SS0 9LG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road,Great Tarpots, South Benfleet, SS7 5UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Long Road, Canvey Island, SS8 0JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Danbury, CM3 4NQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Hawkwell, SS5 4EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Melbourne Parade, Melbourne Avenue, Chelmsford, CM1 2DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Eastwood, SS9 5PS	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spreadeagle Place, Ingatestone, CM4 9EA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, London Road, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanford House, Princess Margaret Road, East Tilbury, RM18 8YP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Co-op, Station Road, Harold Wood, RM3 0BP	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	14	0.0%	0
Co-op, Station Road, Longfield, DA3 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Steynton Avenue, Bexley, DA5 3HP	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4
Co-op, Stock Road, Billericay, CM12 0RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Torquay Road, Springfield, CM1 6NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Trent Road, Chelmsford, CM1 2LQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Turpin Avenue, Collier Row, RM5 2PU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Co-op, West Road, Shoeburyness, SS3 9DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Brentwood, CM13 1HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ongar Road, Brentwood, CM15 9JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Costcutter, Osier Drive, Basildon, SS15 4HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, The Broadway , Grays , RM17 6EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Road, Pitsea, SS13 3BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Mall , Grays , RM17 6QE	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	1	0.0%	0	0.6%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Maldon, CM9 5PN													
Iceland, High Street, Rayleigh, SS6 7QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Wickford, SS12 9AZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Place, Basildon, SS14 1DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, North Street, Hornchurch, RM11 1RL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Iceland, Rectory Road, Hadhleigh, Benfleet, SS7 2ND	0.1%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Iceland, St Johns Way , Corringham, SS17 7NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.2%	3	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.4%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Lidl, Foots Cray High Street, Sidcup, DA14 5HJ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Lidl, London Road, Hadhleigh, SS7 2DE	0.1%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Longbridge Road, Dagenham, RM8 2DB	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%
Lidl, Manor Road, Basildon, SS15 6PA	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.4%
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.6%	8	7.7%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, London Road, Westcliff-on-Sea, SS0 7JG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mungo Park Road, Rainham, RM13 7PP	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	14	0.0%	0
Londis, West Road, Westcliff-on-Sea, SS0 9AY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.5%	7	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Maldon, CM9 5PN	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Epping, CM16 4BP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Marks & Spencer, High Street, Loughton, IG10 4LF	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	1.3%	19	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	17	0.0%	0
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Ongar Road, Brentwood, CM15 9DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	17
Morrisons, Copperfield Road, Chelmsford, CM1	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
4UX																								
Morrisons, High Road, Loughton, IG10 1RB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith, DA8 2AH	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4
Morrisons, Jenner Close, Sidcup, DA14 6BF	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	8
Morrisons, Knight Road, Rochester, ME2 2AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	5	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.9%	13	0.0%	0	18.1%	8	4.9%	2	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.6%	9	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	6	0.0%	0	0.0%	0	0.0%	0	18.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.2%	2	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	0.0%	0
Nisa, Craven Avenue, Canvey Island, SS8 ODJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.2%	3	0.0%	0	0.0%	0	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park, Upminster, RM14 2HL	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Hatch Road, Pilgrims Hatch, CM15 9QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Nisa, Jotmans Lane , Benfleet, SS7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Rayleigh Road, Eastwood, Leigh-on-sea , SS9 5HX	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Third Avenue , Canvey Island, SS8 9SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Whitmore Way ,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Basildon, SS14 2HB																								
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Southchurch Road, Southend-on-Sea, SS1 2NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Avenue Road, Bexleyheath, DA7 4EQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hamlet Court Road, Westcliff-on-Sea, SS0 7ES	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Spa Road, Hockley , SS5 4PH	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,, High Road, Ilford, IG1 1LL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	0.0%	0
Sainsbury's, , Loughton, IG10 4PE	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	7	0.0%	0	0.0%	0
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Sainsbury's, Broadway, Bexleyheath, DA6 7DF	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.3%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	7
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	22	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.4%	5	0.0%	0	1.7%	1	12.4%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Avenue, Ilford, IG2 7SH	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.3%	5	12.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road , Leigh-on-sea, SS9 2AB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.3%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%	0
Sainsbury's, Romford, RM1 1AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	9	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	21
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgewater Drive, Southend-on-Sea, SS0 0DH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Chipping Row, South Woodham Ferrers, CM3 5XU	0.1%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Leigh Road, Southend-on-Sea, SS9 1BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Warwick Parade, South Woodham Ferrers, CM3 5JT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Spar, Wrotham Road, Meopham, DA13 0RQ	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	18	0.0%	0
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.2%	3	0.0%	0	0.8%	0	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays , RM16 6PS	0.2%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.7%	11	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1																								

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
4DP																								
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dartford Road, Dartford, DA1 3EN	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Tesco Express, Derry Avenue , South Ockendon, RM15 5GH	0.6%	9	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred, Grays , RM16 6YA	0.2%	2	0.0%	0	2.2%	1	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravesend Road, Rochester, ME2 3PW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Street , Stanford le Hope, SS17 0HR	0.3%	5	0.0%	0	5.4%	2	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way , Wickford, SS12 9NR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, RM5	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
3NL														
Tesco Metro, New Road, Gravesend, DA11 0AF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.9%	0
Tesco, Cranbrook Road, Ilford, IG2 6LE	0.2%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.2%	3	0.0%	0	2.2%	1	5.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Front Lane, Upminster, RM14 1XL	0.8%	11	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	6	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.7%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Tesco, High Road, Chadwell Heath, RM6 6PR	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Epping, CM16 4BA	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	0
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.2%	2	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.5%	7	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15	0.7%	10	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
6TJ													
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Perry Street, Gravesend, DA12 5RT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.3%	4	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Princes Road, Chelmsford, CM2 9XW	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%
Tesco, Purbeck Court, Great Baddow, Chelmsford, CM2 8YX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.3%	4	1.5%	0	5.4%	2	0.0%	0	0.0%	0	1.5%	0	0.0%
Tesco, Southend Road, Grays, RM17 5NJ	0.5%	8	0.0%	0	1.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2	0.0%
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%
Tesco, Station Road, Sidcup, DA15 7DB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.4%	6	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, High Street, Billericay, CM12 9BY	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%
Waitrose, High Street, Sidcup, DA14 6EN	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	6	17.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.4%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome, Portsea Road, Tilbury, RM18 8AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%
Bexleyheath	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%
Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bluewater Shopping Centre	1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Brentwood	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Canvey Island	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	11
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.7%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	17	0.0%	0
Dartford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Gravesend	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	9
Grays	0.0%	1	0.0%	0	0.0%	0	1.1%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	0.0%	0
Leigh-on-Sea	0.2%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	3.7%	54	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	5.1%	22	9.3%	30		
Maldon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	17	0.0%	0
Sidcup	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4
South Benfleet	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.1%	2	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.6%	9	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.1%	1	0.0%	0	0.8%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%	0	3.3%	14	2.3%	7
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.0%	1	0.0%	0	0.6%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Other - zone 23	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	11
Asda, Bentalls Complex, Colchester Road, Heybridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	3.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	46	0.0%	0
Thorpe Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	9
Internet / delivered	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.7%	68	0.9%	0	1.7%	1	4.5%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	2.9%	3	4.1%	4	4.2%	18	9.3%	30
Weighted base:	1461			30		46		31		30		19		16		44		95		104		419		319
Sample:	1501			67		67		75		67		62		58		73		68		69		59		67

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Mean score [£]:																								
Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?																								
Those who gave a location at Q07																								
£1 - 10	24.5%	358	27.3%	8	23.6%	11	29.9%	9	38.9%	12	38.8%	7	35.4%	6	26.3%	12	26.9%	26	14.4%	15	25.2%	105	20.3%	65
£11 - 20	29.7%	433	31.8%	10	31.6%	15	21.3%	7	24.2%	7	22.5%	4	29.5%	5	32.3%	14	39.7%	38	36.4%	38	28.7%	120	24.1%	77
£21 - 30	13.5%	197	13.0%	4	10.4%	5	20.5%	6	15.9%	5	14.6%	3	14.3%	2	13.4%	6	10.9%	10	17.1%	18	13.1%	55	9.0%	29
£31 - 40	9.2%	135	3.1%	1	11.4%	5	5.1%	2	3.6%	1	3.4%	1	9.6%	2	8.7%	4	0.0%	0	19.3%	20	9.5%	40	13.9%	44
£41 - 50	4.3%	62	0.0%	0	5.4%	3	0.0%	0	4.5%	1	6.0%	1	1.8%	0	3.8%	2	2.6%	2	2.9%	3	1.1%	5	10.7%	34
£51 - 60	1.1%	16	8.1%	2	2.2%	1	0.0%	0	0.8%	0	0.0%	0	4.2%	1	2.8%	1	0.0%	0	2.2%	2	1.5%	6	0.0%	0
£61 - 70	1.4%	20	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	3.3%	14	0.8%	2
£71 - 80	0.2%	3	3.3%	1	1.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
£81 - 90	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - 100	0.4%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.8%	2
£101 - 150	0.1%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	196	13.4%	4	12.4%	6	20.5%	6	9.0%	3	12.9%	2	5.2%	1	5.2%	2	13.2%	13	3.5%	4	13.9%	58	20.4%	65
(Refused)	2.1%	31	0.0%	0	0.6%	0	1.4%	0	3.1%	1	0.0%	0	0.0%	0	2.2%	1	2.3%	2	4.2%	4	3.8%	16	0.0%	0
Mean:	22.51		23.33		24.00		18.79		18.49		19.67		20.56		23.73		21.33		23.91		21.90		25.73	
Weighted base:	1461		30		46		31		30		19		16		44		95		104		419		319	
Sample:	1501		67		67		75		67		62		58		73		68		69		59		67	
Q10 Does your household also spend money on food and groceries in small shops? (i.e., not supermarkets)																								
Yes	30.2%	696	46.1%	20	35.0%	23	21.9%	8	39.5%	18	43.4%	12	40.6%	11	42.3%	22	25.8%	36	35.2%	53	25.2%	191	31.5%	148
No	69.8%	1607	53.9%	24	65.0%	43	78.1%	30	60.5%	28	56.6%	16	59.4%	16	57.7%	30	74.2%	104	64.8%	98	74.8%	568	68.5%	321
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q11 Where are these small shops located?																								
Those who use small shops at Q10																								
Barking	0.9%	7	0.0%	0	0.0%	0	0.0%	0	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0
Barkingside	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	18	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	7.1%	49	0.0%	0	0.0%	0	3.5%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	33	0.0%	0
Bexleyheath	3.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	15.3%	23
Billericay	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	4	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.8%	12	0.0%	0	4.5%	1	0.0%	0	0.0%	0	12.0%	1	0.0%	0	0.0%	0	0.0%	0	18.3%	10	0.0%	0	0.0%	0
Canvey Island	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	5.8%	1	3.0%	1	55.4%	20	0.0%	0	0.0%	0	0.0%	0
Corringham	1.0%	7	0.0%	0	2.7%	1	0.0%	0	34.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	2.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	17	0.0%	0
Dartford	4.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	28
Epping	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	13	0.0%	0	0.0%	0
Gravesend	4.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	31
Grays	1.9%	13	0.0%	0	47.3%	11	13.1%	1	5.3%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	3.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	12.1%	23	0.0%	0
Ilford	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0
Ingatestone	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	3.5%	25	77.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.2%	6	2.1%	3
Loughton	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	12	0.0%	0	0.0%	0
Maldon	2.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.0%	13	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0
Rayleigh	2.4%	17	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	4.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	33	0.0%	0
Sidcup	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	12
South Benfleet	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	1.0%	7	0.0%	0	2.0%	0	74.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	3.5%	24	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Stanford-le-Hope	1.4%	10	0.0%	0	12.0%	3	0.0%	0	40.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	9
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0
Upminster	2.0%	14	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	12	0.0%	0
Waltham Abbey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Westcliff-on-Sea	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	50.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	3.4%	24	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.9%	1	2.4%	1	7.2%	14	4.4%	7
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.6%	4	0.0%	0	15.3%	4	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	1.5%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	10	0.0%	0	0.0%	0
Other - zone 23	3.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	27
Ashingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Shoeburyness	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.5%	38	6.4%	1	5.6%	1	8.8%	1	1.4%	0	9.1%	1	1.6%	0	5.6%	1	13.3%	5	7.4%	4	3.9%	7	5.8%	9
Weighted base:		696		20		23		8		18		12		11		22		36		53		191		148
Sample:		770		40		32		27		40		48		37		43		27		35		28		31

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Mean score [£]:																								
Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?																								
Those who use small shops at Q10																								
£1 - 10	37.1%	258	37.6%	8	27.2%	6	59.4%	5	26.2%	5	52.5%	6	47.0%	5	47.2%	10	45.1%	16	27.2%	14	30.2%	58	34.4%	51
£11 - 20	21.2%	148	27.8%	6	23.7%	5	10.2%	1	33.7%	6	15.5%	2	17.5%	2	20.4%	5	12.3%	4	39.3%	21	9.7%	18	30.7%	45
£21 - 30	7.8%	54	1.4%	0	3.2%	1	13.1%	1	11.6%	2	2.8%	0	9.6%	1	14.2%	3	2.3%	1	1.9%	1	14.1%	27	3.8%	6
£31 - 40	2.3%	16	3.6%	1	1.5%	0	0.0%	0	1.9%	0	1.4%	0	1.6%	0	2.7%	1	2.9%	1	12.5%	7	1.9%	4	0.0%	0
£41 - 50	1.9%	13	12.2%	2	0.0%	0	3.5%	0	1.4%	0	2.6%	0	2.0%	0	0.0%	0	2.9%	1	3.7%	2	0.0%	0	2.8%	4
£51 - 60	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - 70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - 80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - 90	0.1%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - 100	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.6%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
£101 - 150	0.4%	3	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	25.8%	179	17.5%	4	31.3%	7	11.2%	1	20.9%	4	20.5%	3	19.8%	2	9.6%	2	32.1%	12	12.6%	7	39.7%	76	23.9%	35
(Refused)	2.7%	19	0.0%	0	1.2%	0	2.7%	0	3.3%	1	0.0%	0	0.0%	0	4.4%	1	2.3%	1	2.7%	1	4.4%	8	2.8%	4
Mean:	16.07		18.11		35.77		13.26		18.07		14.98		17.49		15.69		12.46		18.71		15.54		15.40	
Weighted base:	696		20		23		8		18		12		11		22		36		53		191		148	
Sample:	770		40		32		27		40		48		37		43		27		35		28		31	
Mean score [%]:																								
Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the Internet?																								
0	74.8%	1723	93.0%	41	75.0%	49	64.8%	25	68.2%	31	63.1%	18	75.5%	21	68.0%	36	82.8%	116	69.9%	105	74.5%	566	70.7%	331
1- 10%	3.2%	74	0.0%	0	6.8%	4	2.9%	1	4.0%	2	12.1%	3	3.5%	1	6.5%	3	0.8%	1	10.7%	16	2.4%	18	0.9%	4
11 - 20%	1.4%	31	0.0%	0	0.5%	0	5.4%	2	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.8%	1	2.0%	3	1.2%	9	1.2%	6
21 - 30%	1.1%	25	0.0%	0	0.0%	0	4.9%	2	0.7%	0	0.6%	0	0.0%	0	1.9%	1	1.0%	1	0.7%	1	1.8%	14	0.7%	3
31 - 40%	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 50%	2.5%	57	0.0%	0	1.1%	1	1.4%	1	1.7%	1	2.3%	1	3.0%	1	2.4%	1	0.0%	0	2.6%	4	2.9%	22	3.5%	16
51 - 60%	1.8%	42	0.8%	0	4.5%	3	0.0%	0	8.0%	4	0.0%	0	0.0%	0	1.9%	1	4.3%	6	1.5%	2	0.0%	0	4.8%	22
61 - 70%	1.0%	23	0.0%	0	1.1%	1	0.0%	0	2.2%	1	0.8%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	5	2.5%	12
71 - 80%	3.8%	87	2.3%	1	5.9%	4	4.2%	2	1.1%	1	4.9%	1	4.4%	1	6.9%	4	5.3%	7	5.7%	9	2.0%	15	6.6%	31
81 - 90%	2.6%	59	2.4%	1	0.0%	0	1.7%	1	1.7%	1	4.4%	1	0.8%	0	3.3%	2	0.0%	0	3.8%	6	5.0%	38	0.0%	0
91 - 100%	3.2%	74	0.0%	0	4.2%	3	5.2%	2	0.4%	0	0.0%	0	5.9%	2	5.0%	3	2.2%	3	2.5%	4	6.3%	48	1.3%	6
(Don't know / varies)	2.5%	58	1.4%	1	1.1%	1	9.1%	3	11.9%	5	0.8%	0	1.0%	0	2.8%	1	1.4%	2	0.7%	1	3.1%	23	0.5%	2
(Refused)	2.0%	46	0.0%	0	0.0%	0	0.5%	0	0.0%	0	6.0%	2	1.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	7.3%	34
Mean:	12.88		4.54		13.30		14.42		11.92		12.00		13.66		18.24		9.68		13.96		15.71		14.49	
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?																								
Basildon (incl. Eastgate Shopping Centre)	6.1%	140	0.6%	0	0.5%	0	0.8%	0	19.9%	9	15.4%	4	15.7%	4	1.6%	1	0.6%	1	0.7%	1	0.0%	0	0.9%	4
Bexleyheath	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	44
Billericay	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.5%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Brentwood	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	5	0.0%	0	0.0%	0	2.2%	3	8.1%	12	0.0%	0	0.0%	0
Bromley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Cambridge	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	4.4%	33	0.0%	0
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.8%	3	0.8%	6	1.8%	9
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.9%	160	4.5%	2	0.4%	0	0.5%	0	0.0%	0	10.1%	3	37.5%	10	50.6%	26	70.9%	99	3.4%	5	0.0%	0	0.0%	0
Colchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7	0.0%	0
Dartford	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	21
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Gravesend	2.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	49
Grays	0.7%	16	0.0%	0	7.6%	5	3.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	7	0.0%	0
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	20	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	5.4%	41	0.0%	0
Leigh-on-Sea	0.2%	4	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Loughton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Pitsea	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Rayleigh	0.3%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	10.0%	231	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	6	29.5%	224	0.0%	0
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
South Woodham Ferrers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	6.2%	144	47.8%	21	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	2.2%	50	0.6%	0	0.5%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	11.4%	17	3.9%	29	0.0%	0
Swanley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Westcliff-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	8.9%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	10.2%	235	0.0%	0	5.6%	4	0.6%	0	0.7%	0	2.5%	1	1.7%	0	1.3%	1	1.4%	2	0.9%	1	0.8%	6	44.7%	210
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.7%	8	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.2%	4	0.0%	0	0.4%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	2.3%	54	4.2%	2	9.3%	6	5.9%	2	8.1%	4	10.5%	3	0.0%	0	4.5%	2	0.0%	0	2.3%	3	3.1%	23	0.0%	0
Lakeside Shopping Centre (NOT retail park)	21.1%	486	18.6%	8	58.5%	39	71.3%	27	31.0%	14	14.8%	4	4.4%	1	1.9%	1	3.7%	5	26.2%	40	37.4%	283	1.5%	7
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	9	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.4%	1	1.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Meadows Shopping Centre, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

[illegible]

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
and, Springvale Retail Park)												
Shoeburyness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Other - outside area	1.0%	22	0.6%	0	0.4%	0	0.0%	0	2.1%	1	1.1%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	9.1%	209	6.6%	3	6.6%	4	5.4%	2	13.3%	6	9.5%	3
Home catalogue	0.8%	18	0.6%	0	0.0%	0	1.0%	0	0.4%	0	3.4%	1
TV / Interactive shopping	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
(Don't know / can't remember)	1.5%	34	4.4%	2	1.9%	1	6.2%	2	5.1%	2	0.6%	0
(Don't do this type of shopping)	1.7%	39	3.3%	1	0.8%	1	0.9%	0	9.1%	4	1.2%	0
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Once every two months = 0.125, 3 or 4 times a year = 0.067, Twice a year = 0.038, Once a year = 0.019, Less often = 0.01

Q15 How often do you visit (LOCATION MENTIONED AT Q14) for clothes or shoes shopping?

Those who gave a location at Q14

Everyday	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
3 - 4 times a week	0.9%	19	0.0%	0	3.9%	2	1.9%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
Twice a week	1.8%	40	0.0%	0	2.0%	1	2.7%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	5.6%	8	0.0%	0	2.1%	15	2.5%	12
Once a week	11.2%	249	6.4%	3	14.4%	9	6.9%	2	17.2%	7	7.5%	2	4.2%	1	4.0%	2	6.5%	9	3.0%	4	20.8%	156	4.1%	19
Once every two weeks	8.9%	198	6.6%	3	11.8%	8	6.3%	2	10.6%	4	12.8%	4	3.6%	1	11.6%	6	7.2%	10	3.8%	6	11.4%	86	6.6%	30
Once a month	25.9%	578	40.9%	17	32.2%	21	23.4%	8	25.3%	10	20.5%	6	32.6%	9	31.0%	15	30.7%	41	33.7%	49	18.6%	139	32.4%	149
Once every two months	12.7%	283	13.3%	5	7.0%	4	22.9%	8	20.1%	8	9.9%	3	5.7%	2	9.3%	5	10.6%	14	28.6%	41	10.0%	75	12.3%	56
3 or 4 times a year	15.9%	355	9.0%	4	12.8%	8	11.6%	4	15.1%	6	13.6%	4	24.8%	7	24.3%	12	14.4%	19	12.7%	18	15.0%	113	19.4%	89
Twice a year	7.4%	165	7.1%	3	1.3%	1	7.1%	3	4.3%	2	10.5%	3	8.8%	2	11.6%	6	8.9%	12	3.7%	5	8.9%	67	4.1%	19
Once a year	2.8%	63	4.3%	2	2.9%	2	2.1%	1	0.5%	0	1.8%	0	1.3%	0	1.5%	1	5.1%	7	3.5%	5	1.3%	10	3.5%	16
Less often	2.7%	60	3.3%	1	0.7%	0	1.1%	0	0.9%	0	2.8%	1	0.6%	0	0.9%	0	2.9%	4	3.8%	5	0.5%	4	7.1%	33
(Don't know / varies)	9.5%	212	9.1%	4	11.0%	7	13.9%	5	6.0%	2	18.7%	5	16.5%	4	5.9%	3	6.7%	9	7.2%	10	9.0%	68	8.0%	37
Mean:		0.39		0.27		0.56		0.38		0.36		0.39		0.31		0.24		0.46		0.21		0.53		0.28
Weighted base:		2230		40		64		35		39		28		27		50		135		145		749		459
Sample:		2177		91		95		93		89		97		99		92		95		94		98		97

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)?																								
<i>Not those who shop via Internet / catalogue / TV shopping at Q14</i>																								
Car - Driver	67.9%	1357	62.6%	23	89.1%	53	80.7%	27	71.5%	23	85.2%	20	74.7%	19	79.1%	34	50.0%	64	86.4%	111	65.7%	444	67.0%	283
Car - Passenger	7.9%	158	7.7%	3	3.1%	2	4.8%	2	8.4%	3	5.4%	1	3.8%	1	6.1%	3	4.0%	5	1.0%	1	7.7%	52	12.7%	53
Bus	10.3%	206	15.7%	6	3.1%	2	7.5%	2	7.7%	2	5.2%	1	9.3%	2	7.7%	3	13.5%	17	0.6%	1	9.7%	66	13.2%	56
Cycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Disabled Vehicle (e.g. mobility scooter)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.3%	5	0.0%	0	0.0%	0	0.9%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Train	5.2%	103	7.8%	3	0.6%	0	0.0%	0	5.7%	2	3.4%	1	2.0%	1	0.0%	0	1.5%	2	6.5%	8	9.3%	63	2.0%	9
Walk	6.8%	136	5.4%	2	4.2%	2	5.6%	2	1.0%	0	0.9%	0	9.0%	2	1.6%	1	28.2%	36	4.2%	5	5.2%	35	4.3%	18
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	6	0.0%	0
(Don't know / varies)	1.1%	21	0.7%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.2%	0	5.5%	2	0.7%	1	0.0%	0	1.4%	10	0.7%	3
Weighted base:		1997		37		60		33		32		24		25		43		128		129		675		422
Sample:		1927		83		88		85		75		83		90		81		88		86		91		87

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?													
<i>Those who gave a location at Q14</i>													
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	5.6%	126	3.3%	1	2.1%	1	0.8%	0	20.6%	8	14.8%	4	12.2%
Bexleyheath	3.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	0.1%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.8%	19	0.0%	0	0.0%	0	0.8%	0	0.0%	0	8.5%	2	0.0%
Bromley	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canary Wharf	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	2.6%	57	1.2%	0	0.0%	0	0.6%	0	0.0%	0	4.2%	1	3.3%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.5%	145	6.0%	2	1.0%	1	0.0%	0	0.0%	0	14.3%	4	24.7%
Colchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	2.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.5%	12	0.0%	0	3.9%	3	3.3%	1	1.5%	1	0.0%	0	0.0%
Hadleigh	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Leigh-on-Sea	0.1%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London - Other	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	8.9%
Pitsea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.5%	11	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Romford	10.9%	242	0.0%	0	0.0%	0	4.1%	1	0.0%	0	7.0%	2	0.0%
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.5%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	5.6%	124	37.4%	15	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.5%
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	1.8%	40	3.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%
Swanley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Tilbury	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.5%	11	0.0%	0	0.4%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	10	0.0%	0
Waltham Abbey	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Walthamstow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Westcliff-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	6.6%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	9.2%	206	7.9%	3	4.3%	3	4.4%	2	2.2%	1	12.3%	3	3.5%	1	2.1%	1	2.0%	3	5.5%	8	5.1%	38	29.6%	136
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.4%	0	1.3%	0	0.7%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	2.7%	59	2.0%	1	27.5%	18	4.3%	2	4.0%	2	9.1%	3	2.2%	1	4.8%	2	0.0%	0	1.7%	2	1.7%	13	0.7%	3
Lakeside Shopping Centre (NOT retail park)	17.2%	384	13.9%	6	49.4%	32	52.2%	18	41.8%	16	13.2%	4	10.2%	3	1.2%	1	3.7%	5	22.0%	32	23.3%	175	3.6%	17
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Way, Rayleigh																								
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.3%	6	0.0%	0	2.6%	2	0.5%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad Chatham	0.3%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Greenhithe	0.2%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	22

Weighted:

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Other - outside area	1.2%	27	0.0%	0	0.4%	0	2.5%	1	0.5%	0	0.6%	5	0.6%	7
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Other - zone 23	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Internet / delivered	12.3%	275	11.0%	4	4.7%	3	15.0%	5	17.1%	7	7.5%	22	16.5%	38
Home catalogue	0.8%	17	0.7%	0	0.0%	0	7.0%	2	1.0%	0	0.5%	1	0.0%	0
TV / Interactive shopping	0.2%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
(Don't know / can't remember)	3.0%	67	3.9%	2	0.0%	0	1.1%	0	2.4%	1	2.8%	4	2.4%	25
Weighted base:	2230		40	64	35	39	28	27	50	135	145	749	459	
Sample:	2177		91	95	93	89	97	99	92	95	94	98	97	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?																								
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.5%	57	5.5%	2	0.0%	0	1.0%	0	11.3%	5	3.2%	1	3.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	10
Billericay	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Canvey Island	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.5%	0	0.8%	1	1.2%	2	0.0%	0	0.9%	4
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	4.9%	1	4.7%	2	20.2%	28	0.0%	0	0.0%	0	0.0%	0
Chingford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Colchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.6%	1	0.5%	1	0.0%	0	0.0%	0
Corringham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	14
Epping	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	10	0.0%	0	0.0%	0
Gravesend	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	22
Grays	0.3%	7	0.0%	0	6.6%	4	2.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.7%	17	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	17	0.0%	0
Ilford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	5	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.8%	4	1.8%	14	3.2%	15
Loughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.6%	14	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	2.9%	67	0.0%	0	1.1%	1	2.3%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	8.0%	61	0.0%	0
South Ockendon	0.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.3%	52	9.9%	4	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Upminster	1.8%	42	0.0%	0	4.0%	3	0.9%	0	0.4%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.6%	35	0.0%	0
Waltham Abbey	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.5%	5	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.3%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.4%	0	9.5%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.7%	16	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	24	0.0%	0
Bluewater Shopping Centre	2.0%	46	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.0%	1	1.3%	0	0.0%	0	0.6%	1	2.6%	4	0.0%	0	8.0%	37
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.5%	2	13.4%	19	0.0%	0	0.0%	0	0.0%	0
Dartford Heath Retail Park	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	12
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.3%	30	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	3.5%	26	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Homebase, 1 Baynes Place, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Homebase, 706-720 High Road, Seven Kings, Ilford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.5%	1	0.8%	1	1.3%	2	3.5%	27	0.7%	3
Imperial Retail Park, Gravesend	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	1.7%	40	0.0%	0	1.8%	1	1.0%	0	1.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	37	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	9.9%	227	12.2%	5	49.4%	33	41.4%	16	21.3%	10	3.7%	1	9.0%	2	7.1%	4	3.7%	5	2.4%	4	12.1%	92	2.7%	13
Lakeside Shopping Centre (NOT retail park)	0.9%	20	0.0%	0	0.5%	0	5.3%	2	1.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	8	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	1.0%	24	0.0%	0	1.6%	1	0.0%	0	1.1%	1	2.3%	1	7.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
St James Centre, Edinburgh Way, Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	9	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 1 Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 850 High Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Chadwell Heath																								
Wickes, Hertford Road, Barking	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	33	0.0%	0
Wickes, Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Galleon Boulevard, Dartford, DA2 6QL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipp's Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Eastern Avenue Retail Park, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	7
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Southchurch	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	1	0.0%	0	0.5%	0	0.6%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Other - outside area	0.5%	12	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.8%	1	0.9%	1	0.0%	0	1.5%	7
Other - zone 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	12.0%	277	3.0%	1	2.1%	1	9.3%	4	2.1%	1	8.4%	2	9.4%	3	11.1%	6	14.1%	20	7.3%	11	18.6%	141	11.4%	54
Home catalogue	0.2%	5	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
(Don't know / can't remember)	14.5%	334	17.0%	7	6.6%	4	9.7%	4	21.0%	10	10.9%	3	10.0%	3	5.8%	3	12.2%	17	18.0%	27	11.7%	89	25.7%	120
(Don't do this type of shopping)	21.8%	502	26.2%	11	20.7%	14	11.9%	5	30.1%	14	29.3%	8	33.0%	9	40.1%	21	15.6%	22	21.9%	33	17.2%	130	21.6%	101
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?																								
Those who gave a location at Q14																								
Barking	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	3.4%	49	2.0%	0	5.8%	3	1.3%	0	25.0%	6	2.0%	0	3.2%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	10
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0
Cambridge	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	1.4%	0	0.9%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.3%	34	1.1%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	7.8%	1	12.2%	3	24.0%	24	2.0%	2	0.0%	0	0.0%	0
Colchester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	10
Epping	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Gravesend	2.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	35
Grays	0.3%	4	0.0%	0	5.9%	3	2.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.6%	9	0.0%	0	3.1%	1	0.6%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	6	0.0%	0
Ilford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	6	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.4%	6	18.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	2.0%	30	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	1	3.7%	20	2.5%	6
Loughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Maldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.8%	12	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	4.2%	61	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.1%	3	10.4%	56	0.0%	0
South Ockendon	0.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	3.2%	47	14.0%	3	0.6%	0	0.0%	0	0.0%	0	1.0%	0	1.4%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	18	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	0.2%	3	0.0%	0	5.8%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	2.8%	41	0.0%	0	1.3%	1	1.2%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.9%	37	0.0%
Waltham Abbey	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.6%	3	0.0%	0	0.0%
Westcliff-on-Sea	0.3%	4	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickford	0.5%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.3%	0	14.7%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Witham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park, Rochford Road, Southend-on-Sea	1.3%	19	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.0%
Arterial Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Pippys Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beckton Triangle Retail Park, Beckton	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	18	1.7%
Bluewater Shopping Centre	4.9%	72	0.0%	0	1.5%	1	0.0%	0	1.5%	0	3.5%	1	3.3%	1	0.0%	0	0.0%	0	3.2%	3	6.2%	33	11.5%
Chelmer Village Retail Park, Chelmer Road, Chelmsford	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.5%	1	14.6%	15	0.0%	0	0.0%	0	0.0%
Cricketers Retail Park, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford Heath Retail Park	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallows Corner Retail Park, Romford	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.0%	22	0.0%
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Homebase, 1 Baynes Place, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%
Homebase, 140 Church Hill, Loughton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	0.0%	0	0.0%
Homebase, 85 London Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Davidson Way, Romford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.0%

South Essex Retail Study
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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	8	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	2.5%	37	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.7%	0	0.0%	0	1.5%	0	1.0%	1	1.1%	1	4.3%	23	1.3%	3
Imperial Retail Park, Gravesend	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.4%	6	0.0%	0	1.3%	1	0.6%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	4	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	16.3%	239	16.4%	4	63.0%	30	55.5%	17	42.2%	9	2.3%	0	13.5%	2	14.4%	4	2.9%	3	4.0%	4	20.3%	109	5.2%	13
Lakeside Shopping Centre (NOT retail park)	1.4%	20	1.4%	0	0.7%	0	6.7%	2	3.5%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.8%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.6%	0	13.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	1.0%	14	0.0%	0	0.0%	0	0.0%	0	1.1%	0	6.4%	1	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	12	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 1 Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	33	0.0%	0
Wickes, Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Galleon Boulevard, Dartford, DA2 6QL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3

Weighted:

South Essex Retail Study for Peter Brett Associates

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	6
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Greenhithe	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	22
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.5%	7	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	5	0.0%	0
Waltham Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Other - outside area	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.6%	11
Other - zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	16.7%	245	12.5%	3	5.9%	3	9.1%	3	4.3%	1	17.0%	3	10.1%	2	25.2%	7	26.0%	26	14.2%	13	17.2%	93	22.2%	55
Home catalogue	0.5%	7	1.8%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
TV / Interactive shopping	0.2%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
(Don't know / can't remember)	7.0%	103	6.2%	2	3.2%	2	2.2%	1	9.0%	2	17.7%	3	7.8%	1	6.5%	2	10.5%	11	20.4%	18	5.0%	27	3.1%	8
Weighted base:	1466		25		48		30		22		17		16		28		101		91		539		247	
Sample:	1367		52		70		68		53		53		60		51		61		57		64		56	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?																								
Basildon (incl. Eastgate Shopping Centre)	1.4%	32	0.0%	0	0.0%	0	0.0%	0	0.4%	0	4.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Brentwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Canvey Island	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.3%	1	4.8%	3	8.5%	12	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Epping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Gravesend	1.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	31
Grays	0.2%	4	0.0%	0	3.7%	2	2.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	4	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.9%	22	2.4%	11
Loughton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Maldon	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	18.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.8%	19	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	0.1%	3	0.0%	0	0.5%	0	0.6%	0	0.0%	0	2.6%	1	1.2%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sidcup	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	7
South Woodham Ferrers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.9%	20	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.1%	2	0.0%	0	0.5%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Westcliff-on-Sea	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 1 Dearsley Road, Enfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
B&Q, 2 Springfield Drive, Ilford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	14	0.0%	0
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	5.1%	117	37.6%	16	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	4.0%	92	0.0%	0	16.3%	11	37.3%	14	17.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.5%	57	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	3.9%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	12.6%	3	20.9%	11	51.0%	71	0.9%	1	0.0%	0	0.0%	0
B&Q, Imperial Business Estate, Clifton Marine Parade, Gravesend	4.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	18.6%	87
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	3.3%	76	0.0%	0	0.0%	0	0.0%	0	10.1%	5	18.5%	5	16.6%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
B&Q, Prospect Place Retail Park, Westgate Road, Dartford	2.8%	63	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	63
B&Q, Roneo Corner, Hornchurch Road, Hornchurch	5.4%	125	0.0%	0	2.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	123	0.0%	0
B&Q, Station Road, off Lower Road, Belvedere	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	12
B&Q, Tangent Link, Harold Hill, Romford	6.6%	152	0.0%	0	7.7%	5	0.0%	0	1.0%	0	5.8%	2	0.0%	0	0.0%	0	2.2%	3	16.5%	25	15.4%	117	0.0%	0
Beckton Triangle Retail Park, Beckton	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
Bluewater Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.7%	15	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	4	1.3%	10	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Homebase, 1 Baynes Place, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.5%	0	2.2%	3	0.9%	1	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	17	0.0%	0	0.0%	0
Homebase, 23-25 Stadium Way, Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 444 High Road, Leytonstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Homebase, 706-720 High Road, Seven Kings, Ilford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	11	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.7%	17	7.0%	3	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.9%	20	0.0%	0	0.0%	0	0.0%	0	6.4%	3	4.1%	1	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	1.4%	33	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	33	0.0%	0
Homebase, Edinburgh Road, Harlow	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	0.0%	0	0.0%	0
Homebase, London Road, Southend-on-Sea	0.2%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon	0.6%	15	0.0%	0	1.6%	1	0.0%	0	10.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Princes Road, Dartford	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6
Homebase, Stadium Way, Rayleigh Weir	1.3%	31	13.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping	5.5%	127	0.0%	0	32.0%	21	29.5%	11	13.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	80	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)																								
Lakeside Shopping Centre (NOT retail park)	0.0%	1	0.0%	0	0.0%	0	2.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.8%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.1%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 1 Rat Lane, Rayleigh	0.3%	8	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, 50 Overy Street, Dartford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Wickes, 850 High Road, Chadwell Heath	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	11	0.0%	0
Wickes, Brook Street, Brentwood	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	1.8%	14	0.0%	0
Wickes, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	1.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	38	0.0%	0
Wickes, Princes Gate Retail Park, Harlow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	0.6%	13	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ravenside Retail Park, Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Wickes, Stuart Road, Gravesend	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6
Wickes, Wycke Hill, Maldon	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	23.1%	12	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	3	0.0%	0	0.0%	0	4.2%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Barking Road, Barking, IG11 7BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
4DQ																								
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	17
Shoeburyness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	1.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	40
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.4%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0
Other - outside area	0.8%	18	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.5%	16
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Internet / delivered	2.3%	52	0.0%	0	1.6%	1	0.8%	0	1.2%	1	0.0%	0	1.4%	0	0.8%	0	6.0%	8	1.9%	3	2.4%	18	1.7%	8
Home catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.3%	144	7.3%	3	2.0%	1	5.4%	2	8.5%	4	8.1%	2	3.9%	1	1.3%	1	5.4%	8	7.0%	11	3.6%	28	14.9%	70
(Don't do this type of shopping)	17.1%	395	14.4%	6	26.8%	18	13.9%	5	10.5%	5	26.9%	8	19.3%	5	25.2%	13	15.4%	22	22.5%	34	21.1%	160	6.6%	31
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?																								
Those who gave a location at Q20																								
Basildon (incl. Eastgate Shopping Centre)	1.8%	32	1.3%	0	0.0%	0	0.0%	0	4.4%	2	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Brentwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0
Canvey Island	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	1.6%	0	6.5%	2	10.0%	11	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	8	0.0%	0
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Gravesend	1.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	25
Grays	0.2%	4	0.0%	0	4.2%	2	3.8%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0
Hockley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	6	0.0%	0
Ilford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	6	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	2.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.0%	28	2.0%	7
Loughton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Maldon	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	1.3%	23	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	2.8%	3	3.1%	18	0.0%	0
Sidcup	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	7
South Woodham Ferrers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.5%	27	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.1%	3	0.0%	0	0.7%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Westcliff-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Southend-on-Sea Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 2 Springfield Drive, Ilford	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	2.5%	14	0.0%	0
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	5.4%	94	41.8%	14	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	4.1%	73	0.0%	0	21.0%	10	29.5%	9	19.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	47	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	3.4%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2	14.0%	3	21.1%	8	40.1%	44	1.2%	1	0.0%	0	0.0%	0
B&Q, Imperial Business Estate, Clifton Marine Parade, Gravesend	3.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	57
B&Q, Pippas Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	3.6%	64	0.0%	0	0.0%	0	0.9%	0	8.0%	3	29.3%	5	16.4%	3	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
B&Q, Prospect Place Retail Park, Westgate Road, Dartford	1.7%	30	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	29
B&Q, Roneo Corner, Hornchurch Road, Hornchurch	5.3%	93	0.0%	0	3.3%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	91	0.0%	0
B&Q, Station Road, off Lower Road, Belvedere	2.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	35
B&Q, Tangent Link, Harold Hill, Romford	6.9%	122	0.0%	0	10.9%	5	0.0%	0	2.7%	1	9.8%	2	0.0%	0	0.0%	0	2.8%	3	11.3%	12	17.3%	99	0.0%	0
B&Q, Units A&B Leyton Mills, Marshall Road, Leyton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.0%	18	0.0%	0	2.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.4%	13	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Homebase, 1 Baynes Place, Chelmsford	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.8%	0	0.0%	0	15.2%	17	1.2%	1	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	16	0.0%	0	0.0%	0
Homebase, 23-25 Stadium Way, Benfleet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 2c Fulbourne Road, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Homebase, 706-720 High Road, Seven Kings, Ilford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.7%	2
Homebase, 85 London Road, Southend-on-Sea	1.1%	19	8.1%	3	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	1.2%	22	0.0%	0	0.0%	0	0.9%	0	9.5%	4	4.3%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Chelmsford	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	11.2%	12	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	1.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	32	0.0%	0
Homebase, Edinburgh Road, Harlow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Homebase, High Street, Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Homebase, London Road, Southend-on-Sea	0.4%	6	4.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon	0.8%	15	0.0%	0	2.8%	1	0.0%	0	13.5%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.7%	13	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.5%	0	8.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Homebase, Princes Road, Dartford	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	17
Homebase, Stadium Way, Rayleigh Weir	1.7%	30	16.7%	6	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl	0.1%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)																								
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	7.6%	135	0.0%	0	45.7%	21	44.1%	14	13.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	87	0.0%	0
Lakeside Shopping Centre (NOT retail park)	0.1%	1	0.0%	0	0.7%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.8%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.1%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 1 Rat Lane, Rayleigh	0.3%	6	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, 309 High Street, Orpington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3
Wickes, 50 Overy Street, Dartford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	8
Wickes, 850 High Road, Chadwell Heath	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	12	0.0%	0
Wickes, 94 Kings Highway, Plumstead	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4
Wickes, Brook Street, Brentwood	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	14.5%	15	0.8%	5	0.0%	0
Wickes, Cuton Hall Lane, Chelmsford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.6%	4	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	3.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	57	0.0%	0
Wickes, Madford Retail Park, Frazer Road, Erith	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3
Wickes, Princes Gate Retail Park, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	1.2%	20	1.3%	0	0.7%	0	0.0%	0	1.4%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.0%	0
Wickes, Ravenside Retail Park, Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wickes, Stuart Road, Gravesend	1.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	31
Wickes, Wycke Hill, Maldon	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	25.7%	10	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent,	0.2%	3	0.0%	0	0.0%	0	5.2%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Dagenham, RM9 6SJ																								
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Greenhithe	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	22
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	21
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	1.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	34
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	1	0.0%	0	1.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Other - outside area	2.0%	35	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.4%	14	5.0%	18
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.1%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - zone 20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.0%	35	3.0%	1	0.0%	0	3.7%	1	2.1%	1	0.0%	0	1.0%	0	1.8%	1	8.8%	10	1.2%	1	0.8%	5	1.1%	4
Home catalogue	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	80	1.6%	1	0.0%	0	0.7%	0	0.0%	0	1.9%	0	0.8%	0	1.9%	1	1.0%	1	8.4%	9	3.5%	20	9.3%	34
Weighted base:	1763		34		47		31		37		18		21		38		111		106		571		368	
Sample:	1714		72		72		80		83		68		78		70		71		73		72		82	

South Essex Retail Study
for Peter Brett Associates

Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
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Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?																								
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.2%	52	0.0%	0	0.0%	0	0.5%	0	7.1%	3	5.0%	1	5.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bexleyheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.4%	8	0.0%	0	3.8%	2	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	5.3%	1	5.7%	3	23.9%	33	0.5%	1	0.0%	0	0.0%	0
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	14
Gravesend	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5
Grays	0.2%	5	0.0%	0	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Great Baddow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.2%	29	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	28	0.0%	0
Ilford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	12	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leigh-on-Sea	0.3%	7	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.9%	37	0.9%	4
Maldon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	18	0.0%	0
Rayleigh	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Romford	2.7%	62	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7	6.8%	52	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.4%	33	5.8%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	2.4%	18	0.0%	0
Tilbury	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Westcliff-on-Sea	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park,	0.4%	10	13.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Rochford Road, Southend-on-Sea													
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Tangent Link, Harold Hill, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Beckton Triangle Retail Park, Beckton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Bluewater Shopping Centre	4.9%	113	0.0%	0	0.0%	0	1.0%	0	1.7%	1	3.2%	1	1.0%
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.4%
Cork Tree Retail Park, Chingford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallions Reach Shopping Park, London	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Gallows Corner Retail Park, Romford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Homebase, 140 Church Hill, Loughton	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Homebase, Davidson Way, Romford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Homebase, Stadium Way, Rayleigh Weir	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Ikea, Heron Way, Lakeside	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Retail Park, West Thurrock																								
Imperial Retail Park, Gravesend	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	1.4%	1	1.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	10.8%	248	0.8%	0	53.1%	35	47.5%	18	30.6%	14	3.9%	1	3.5%	1	1.9%	1	0.0%	0	3.2%	5	19.3%	147	2.9%	14
Lakeside Shopping Centre (NOT retail park)	0.8%	18	0.0%	0	0.4%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.6%	5	0.0%	0
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.4%	33	14.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.6%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.6%	0	7.5%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.2%	50	0.0%	0	0.0%	0	0.0%	0	4.4%	2	9.3%	3	11.2%	3	0.6%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.2%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Beckton, Claps Gate Lane, LONDON, E6 6JF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heathway, Dagenham, RM10 8QS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.5%	12	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Eastern Avenue Retail Park, Romford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	11	0.0%	0
Enfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Fossetts Way	0.1%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	19
Tesco Extra, Bryant Avenue, Romford	0.3%	7	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	3	0.0%	0	0.4%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tower Retail Park	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	17
Waltham Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - outside area	0.9%	21	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	8	0.0%	0	2.6%	12
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Internet / delivered	18.8%	433	12.9%	6	24.9%	16	11.7%	4	25.3%	12	11.5%	3	23.0%	6	22.8%	12	13.5%	19	19.0%	29	16.5%	125	20.6%	96
Home catalogue	0.9%	20	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	4	2.0%	9
TV / Interactive shopping	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.2%	212	8.3%	4	1.8%	1	2.1%	1	9.0%	4	9.6%	3	3.0%	1	5.9%	3	8.6%	12	13.2%	20	11.2%	85	11.7%	55
(Don't do this type of shopping)	20.0%	461	21.0%	9	10.8%	7	24.5%	9	15.1%	7	32.8%	9	30.5%	8	35.6%	19	19.0%	27	16.6%	25	19.3%	146	17.7%	83
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

Weighted:

South Essex Retail Study for Peter Brett Associates

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?													
<i>Those who gave a location at Q22</i>													
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Basildon (incl. Eastgate Shopping Centre)	2.8%	46	0.0%	0	1.8%	1	0.6%	0	15.2%	5	5.2%	1	8.3%
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%
Brentwood	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2	0.0%
Canvey Island	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	7.3%
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Dagenham	0.3%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Gravesend	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Hadleigh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornchurch	2.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Leigh-on-Sea	0.3%	6	11.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London - Other	2.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Maldon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	4.7%
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Rainham	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%
Rochford	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Romford	3.0%	49	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.1%	0	0.0%
South Ockendon	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.3%	37	12.9%	4	0.0%	0	1.4%	0	0.0%	0	3.1%	1	0.9%
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Tilbury	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Westcliff-on-Sea	0.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park, Rochford Road, Southend-on-Sea	0.6%	10	19.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arterial Retail Park, Southend-on-Sea	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Tangent Link, Harold Hill, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Beckton Triangle Retail Park, Beckton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0	0.0%
Bluewater Shopping Centre	6.3%	102	0.0%	0	1.5%	1	0.8%	0	3.9%	1	3.9%	1	5.1%	1	1.1%	0	1.0%	1	9.3%	10	0.0%	0	25.6%
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	2.2%	0	18.9%	6	36.9%	37	0.0%	0	0.0%	0	0.0%
Costco, West Thurrock Way, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.8%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cricketers Retail Park, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallions Reach Shopping Park, London	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6	0.0%
Gallows Corner Retail Park, Romford	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.0%	11	0.0%
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Homebase, 140 Church Hill, Loughton	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.0%	0	0.0%
Homebase, Davidson Way, Romford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6	0.0%
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Imperial Retail Park, Gravesend	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet,	2.2%	35	0.0%	0	1.6%	1	1.8%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	33	0.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Decathlon, TK Maxx, Asda Living)																								
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	14.9%	243	2.6%	1	57.9%	33	68.6%	19	35.1%	12	2.8%	0	3.5%	1	3.2%	1	0.0%	0	3.4%	4	25.5%	134	5.3%	18
Lakeside Shopping Centre (NOT retail park)	0.9%	15	1.1%	0	1.9%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.9%	5	0.0%	0
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.6%	27	18.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.8%	46	0.0%	0	0.0%	0	0.0%	0	5.9%	2	15.9%	3	18.4%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.0%	0
St James Centre, Edinburgh Way, Harlow	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Beckton, Claps Gate Lane, LONDON, E6 6JF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.7%	11	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including PIPPS Hill Retail Park and Heron Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Eastern Avenue Retail Park, Romford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6	0.0%	0
Eltham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Fossetts Way	0.2%	3	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	22
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park;	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	13

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
and, Springvale Retail Park)																								
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.5%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	13
Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - outside area	1.0%	17	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.2%	6	2.7%	9
Other - zone 8	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - zone 23	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet / delivered	26.6%	433	12.4%	4	27.2%	16	12.0%	3	26.7%	9	21.4%	3	32.3%	6	35.8%	11	31.5%	32	23.0%	24	22.3%	118	31.3%	103
Home catalogue	1.2%	20	0.0%	0	0.0%	0	1.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.7%	4	2.8%	9
TV / Interactive shopping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.5%	58	5.7%	2	4.3%	2	3.0%	1	4.5%	2	3.7%	1	4.1%	1	4.5%	1	3.0%	3	9.6%	10	2.9%	15	1.0%	3
Weighted base:	1630			31		58		28		35		16		18		31		101		106		527		330
Sample:	1583			67		78		75		71		63		69		64		68		70		65		70

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?																								
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	1.6%	37	0.6%	0	1.6%	1	0.5%	0	3.4%	2	5.8%	2	4.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Billericay	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.7%	17	0.0%	0	0.7%	0	0.0%	0	0.0%	0	11.6%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.8%	6	0.0%	0
Canvey Island	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.9%	4
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	5.1%	1	13.4%	7	14.3%	20	0.0%	0	0.0%	0	0.0%	0
Chingford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Corringham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Dartford	0.4%	8	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	8
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Gravesend	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Grays	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.1%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.3%	29	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	29	0.0%	0
Ilford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	12	0.0%	0
Leigh-on-Sea	0.1%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	7	1.4%	7
Loughton	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	11	0.0%	0	0.0%	0
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	18	0.0%	0
Rayleigh	0.6%	14	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	41	0.0%	0
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.7%	40	12.2%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	14	0.0%	0
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Westcliff-on-Sea	0.3%	8	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park, Rochford Road, Southend-on-Sea	0.5%	12	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Arterial Retail Park, Southend-on-Sea	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Heron Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beckton Triangle Retail Park, Beckton	1.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	37	0.0%
Bluewater Shopping Centre	3.3%	76	0.0%	0	1.8%	1	1.0%	0	0.7%	0	3.5%	1	3.0%	1	1.3%	1	0.8%	1	4.1%	6	0.0%	0	12.6%
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.1%	1	12.9%	7	29.6%	41	0.0%	0	0.0%	0	0.0%
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallows Corner Retail Park, Romford	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	3	2.6%	20	0.0%
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%
Homebase, 85 London Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, London Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Imperial Retail Park,	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Gravesend																								
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.4%	9	0.0%	0	1.1%	1	1.2%	0	5.3%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	10.2%	235	0.8%	0	42.9%	28	51.1%	20	19.1%	9	1.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	3	20.2%	153	2.2%	10
Lakeside Shopping Centre (NOT retail park)	0.1%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.4%	33	19.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Meadows Shopping Centre, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.1%	48	0.0%	0	0.0%	0	0.0%	0	5.5%	2	6.9%	2	10.7%	3	1.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
The Queensgate Centre, Edinburgh Way, Harlow (Laura Ashley, Hobbycraft, Currys, Bensons, Decathlon, Mothercare, Wren Kitchens)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	9	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.3%	6	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipp's Hill Retail Park and Heron Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch Eastern Avenue Retail Park, Romford	0.0% 1.1%	1 24	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.6%	0 0	0.0% 0.0%	0 0	1.5% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.9%	0 1	0.0% 3.0%	0 23	0.0% 0.0%	0 0
Eltham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Enfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Fossetts Way	0.1%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	11
Southchurch	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Romford																								
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	3	0.0%	0	0.9%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tower Retail Park	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	25
Other - outside area	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.3%	10	2.9%	14
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Internet / delivered	24.8%	572	12.9%	6	20.6%	14	13.3%	5	23.5%	11	16.7%	5	29.4%	8	19.1%	10	20.1%	28	30.7%	46	23.0%	175	28.7%	134
Home catalogue	1.0%	23	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	2.6%	4	0.5%	4	2.0%	9
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.1%	163	7.1%	3	4.7%	3	3.1%	1	12.2%	6	15.2%	4	1.2%	0	5.0%	3	9.0%	13	20.1%	30	5.4%	41	7.0%	33
(Don't do this type of shopping)	19.6%	450	15.0%	7	24.2%	16	16.3%	6	17.8%	8	20.9%	6	31.0%	9	32.9%	17	19.8%	28	9.8%	15	19.7%	149	18.2%	85
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?																								
Those who gave a location at Q24																								
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.1%	36	0.8%	0	0.0%	0	0.6%	0	13.5%	4	5.2%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.6%	9	0.0%	0	1.0%	0	0.0%	0	0.0%	0	19.0%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Canvey Island	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.2%	4
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	6.0%	1	13.3%	4	24.4%	24	0.0%	0	0.0%	0	0.0%	0
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Corringham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	9	0.0%	0
Dartford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	8
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Gravesend	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3
Grays	0.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.2%	4	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.6%	26	0.0%	0	2.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	25	0.0%	0
Ilford	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	12	0.0%	0
Leigh-on-Sea	0.2%	3	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	11	1.9%	7
Loughton	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	11	0.0%	0	0.0%	0
Maldon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	9.6%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	18	0.0%	0
Rayleigh	1.0%	16	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	2.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	35	0.0%	0
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.5%	42	13.1%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.1%	0	7.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tilbury	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Westcliff-on-Sea	0.4%	7	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.5%	9	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Arterial Retail Park, Southend-on-Sea	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	2.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	37	0.0%	0
Bluewater Shopping Centre	5.7%	96	7.2%	2	1.8%	1	0.7%	0	0.0%	0	3.9%	1	3.4%	1	2.0%	1	1.1%	1	7.0%	7	1.1%	6	20.6%	72
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	4.0%	1	19.5%	6	40.8%	41	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	3.5%	20	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Chelmsford														
Imperial Retail Park, Gravesend	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	9
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.3%	6	0.0%	0	1.6%	1	1.5%	0	0.8%	0	3.6%	1	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	11.8%	200	2.3%	1	53.2%	25	69.7%	21	25.7%	8	1.6%	0	0.0%	0
Lakeside Shopping Centre (NOT retail park)	0.2%	3	1.0%	0	0.7%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.9%	32	20.6%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	6.3%	1
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.5%	43	0.0%	0	0.0%	0	0.0%	0	8.8%	3	12.0%	2	21.4%	4
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Rom Valley Retail Park, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Queensgate Centre, Edinburgh Way, Harlow (Laura Ashley, Hobbycraft, Currys, Bensons, Decathlon, Mothercare, Wren Kitchens)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Weir Retail Park, Stadium Way, Rayleigh	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Asda, Rawreth Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Rayleigh , SS6 9RN																								
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	14	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heathway, Dagenham, RM10 8QS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.2%	4	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipp's Hill Retail Park and Heron Retail Park)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch Eastern Avenue Retail Park, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.9%	28	0.0%	0
Eltham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3
Enfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Fossetts Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	22
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	16
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.6%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tower Retail Park	1.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	27
Other - outside area	1.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.7%	10	5.1%	18
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	22
Internet / delivered	31.7%	536	11.9%	4	33.5%	16	16.0%	5	28.8%	9	28.4%	5	33.9%	6	26.8%	9	18.6%	19	42.9%	45	34.8%	198	30.6%	107
Home catalogue	1.2%	21	0.0%	0	0.7%	0	0.6%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.9%	1	0.6%	4	2.6%	9
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.5%	60	9.2%	3	2.9%	1	0.0%	0	5.2%	2	6.5%	1	4.2%	1	10.0%	3	5.2%	5	6.6%	7	1.9%	11	0.9%	3
Weighted base:	1689		34		47		31		32		18		19		32		100		106		569		351	
Sample:	1667		75		77		81		73		66		72		65		67		76		73		77	

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23									
Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?																						
Barking	0.5%	12	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	10	0.0%	0
Barkingside	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	17	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.8%	64	1.0%	0	1.6%	1	0.8%	0	0.6%	0	3.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	20
Billericay	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	6	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood	2.6%	60	0.0%	0	1.6%	1	0.0%	0	0.0%	0	26.2%	7	0.0%	0	0.0%	0	2.2%	3	31.9%	48	0.0%	0
Bromley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Canary Wharf	0.1%	3	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.6%	14	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.8%	6	0.7%	3
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	5.2%	121	0.0%	0	4.3%	3	0.0%	0	0.0%	0	5.3%	1	12.0%	3	6.3%	3	75.4%	105	0.9%	1	0.0%	0
Chingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.5%	12	0.0%	0	0.5%	0	0.0%	0	24.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	18	0.0%	0
Dartford	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	25
Epping	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	18	0.0%	0	0.0%	0
Gravesend	2.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	62
Grays	1.8%	41	0.0%	0	27.8%	18	15.0%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	16	0.0%	0
Great Baddow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Hadleigh	0.5%	11	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	9	0.0%	0	0.0%	0
High Chelmer	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hockley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	2.4%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	7.1%	54
Ilford	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.1%	16	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.9%	21	27.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	1.3%	31	0.0%	0	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	3.1%	15
Loughton	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	22	0.0%	0	0.0%	0
Maldon	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	17	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Rayleigh	1.5%	34	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	7.6%	174	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	174	0.0%	0
Sidcup	2.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	53
South Ockendon	0.4%	9	0.0%	0	0.5%	0	23.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre)	3.8%	88	27.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
and The Victoris Shopping Centre)																								
Stanford-le-Hope	0.3%	6	0.0%	0	0.0%	0	0.5%	0	13.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Swanley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Tarpots	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.2%	6	0.0%	0	1.6%	1	0.0%	0	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.5%	12	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Waltham Abbey	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0
Westcliff-on-Sea	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	32.7%	9	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	3.5%	80	5.6%	2	1.3%	1	0.8%	0	1.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.8%	6	14.1%	66
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, London	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	0.2%	4	0.8%	0	3.3%	2	0.5%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (NOT retail park)	7.1%	164	0.0%	0	15.6%	10	21.2%	8	10.4%	5	1.0%	0	1.0%	0	1.9%	1	0.0%	0	0.0%	0	17.4%	132	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Mayflower Retail Park, Gardiners Link, Basildon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	16
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	2	0.0%	0	0.9%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Brentwood, William Hunter Way, Brentwood, CM14 4WQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Sainsbury's, Crayford, Stadium Way, Dartford, DA1 4HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dartford, Priory Market Place, Dartford, DA1 2HL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Sainsbury's, Debden, Torrington Drive, Loughton, IG10 3SZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	1	0.0%	0	0.0%	0	1.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	2.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	47	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.3%	7	0.0%	0	0.5%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	0	1.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco, High Road, Little	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Heath, RM6 4HY													
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Main Road, Romford, RM1 3BT	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	5	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, High Street, Billericay, CM12 9BY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashingdon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnham-on-Crouch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%
Chatham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Wakering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hullbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shoeburyness	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bryant Avenue, Romford	0.1%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	0	0.0%
Thorpe Bay	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurrock OOC (Lakeside retail park and Junction	0.0%	1	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
retail park, Thurrock)																								
Waltham Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - outside area	1.2%	27	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	2.4%	18	0.9%	4
Other - zone 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 15	0.1%	3	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Other - zone 23	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	9
Internet / delivered	5.3%	123	3.4%	1	1.6%	1	1.8%	1	4.3%	2	5.8%	2	7.7%	2	8.2%	4	3.7%	5	4.1%	6	8.5%	64	3.5%	17
Home catalogue	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	9
TV / Interactive shopping	0.1%	1	0.0%	0	0.4%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.4%	100	2.4%	1	5.1%	3	6.8%	3	10.2%	5	7.7%	2	0.6%	0	2.0%	1	3.4%	5	7.8%	12	4.6%	35	4.1%	19
(Don't do this type of shopping)	12.7%	292	17.0%	7	11.6%	8	8.9%	3	7.4%	3	12.0%	3	13.6%	4	11.0%	6	5.8%	8	6.6%	10	11.4%	86	22.6%	106
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23									
Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?																						
<i>Those who gave a location at Q26</i>																						
Barking	0.6%	12	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	10	0.0%	0
Barkingside	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	10	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	3.2%	61	0.0%	0	0.0%	0	0.0%	0	2.8%	1	5.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	6	4.0%	14
Billericay	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	5	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood	3.0%	57	0.0%	0	1.9%	1	0.0%	0	0.0%	0	28.4%	6	0.0%	0	0.0%	0	2.5%	3	35.6%	46	0.0%	0
Bromley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.6%	31	1.0%	0	1.9%	1	0.7%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.4%	2	2.2%	14	2.2%	8
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.2%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	10.6%	3	5.8%	3	82.5%	105	0.8%	1	0.0%	0
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Corringham	0.5%	10	0.0%	0	3.1%	2	0.0%	0	20.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.7%	18	0.0%	0
Dartford	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	21
Epping	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	15	0.0%	0	0.0%	0
Gravesend	3.4%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	66
Grays	1.6%	31	0.0%	0	31.4%	17	19.1%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	7	0.0%	0
Great Baddow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Hadleigh	0.6%	11	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	11	0.0%	0	0.0%	0
High Chelmer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hockley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	2.7%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	7.7%	49
Ilford	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	22	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	1.0%	19	33.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	2.9%	56	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	14	11.7%	40
Loughton	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	24	0.0%	0	0.0%	0
Maldon	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	29.9%	14	0.7%	1	0.0%	0	0.0%	0
Pitsea	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	10	0.0%	0
Rayleigh	1.8%	35	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	8.3%	159	0.0%	0	4.5%	2	0.9%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.8%	1	24.2%	154	0.0%	0
Sidcup	2.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	54
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.4%	8	0.0%	0	0.6%	0	23.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The	5.2%	100	38.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Royals Sopping Centre and The Victoris Shopping Centre)																								
Stanford-le-Hope	0.4%	8	0.0%	0	0.0%	0	0.6%	0	20.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.2%	14	0.0%	0
Swanley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	7
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.3%	5	0.0%	0	1.0%	1	0.0%	0	12.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.8%	15	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.7%	11	0.0%	0
Waltham Abbey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Westcliff-on-Sea	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	42.0%	10	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	6	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.5%	87	0.0%	0	0.6%	0	0.9%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	5.3%	33	14.0%	48
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	1	3.8%	5	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, London	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Imperial Retail Park, Gravesend	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	0.6%	12	0.0%	0	8.5%	5	4.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.0%	0
Lakeside Shopping Centre (NOT retail park)	6.7%	128	0.0%	0	21.3%	12	29.9%	10	12.4%	5	2.0%	0	2.0%	0	2.2%	1	0.0%	0	2.3%	3	13.3%	85	0.9%	3
London Road Retail Park, London Road,	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Southend-on-Sea																								
Mayflower Retail Park, Gardiners Link, Basildon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.8%	15	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	14	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	6
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	2	0.0%	0	2.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	2.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Brentwood, William Hunter Way, Brentwood, CM14 4WQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Crayford, Stadium Way, Dartford, DA1 4HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon,	0.2%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
SS13 1SA																								
Sainsbury's, Dartford, Priory Market Place, Dartford, DA1 2HL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Sainsbury's, Debden, Torrington Drive, Loughton, IG10 3SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	7	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	7
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	1.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	33	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.6%	11	0.0%	0	0.5%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	9	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.5%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco, High Road, Little Heath, RM6 4HY	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	14	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	3	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Great Wakering	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	22
Hullbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction	0.0%	1	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
retail park, Thurrock)												
Other - outside area	1.4%	26	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	4
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.9%	0	0.0%	0
Other - zone 15	0.1%	3	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Internet / delivered	5.2%	99	8.3%	3	0.6%	0	0.6%	0	5.9%	2	7.1%	17
Home catalogue	0.8%	15	0.8%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	9
TV / Interactive shopping	0.4%	8	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	0
(Don't know / can't remember)	1.2%	23	0.8%	0	1.7%	1	0.0%	0	2.0%	1	0.8%	5
Weighted base:	1910	35	55	32	38	23	24	45	127	129	637	343
Sample:	1978	76	83	85	85	80	89	86	88	85	81	79

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																								
Basildon (incl. Eastgate Shopping Centre)	2.0%	46	0.0%	0	0.0%	0	0.0%	0	6.1%	3	7.4%	2	3.2%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	10
Billericay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.5%	13	0.0%	0	0.0%	0	0.5%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.2%	3	5.2%	8	0.0%	0	0.0%	0
Canvey Island	0.1%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	5.5%	26
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	12.2%	3	6.0%	3	27.1%	38	1.0%	2	1.8%	14	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0	0.0%	0
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Epping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Gravesend	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	24
Grays	0.2%	4	0.0%	0	4.3%	3	2.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0
Hornchurch	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Ilford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.7%	3
Loughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Maldon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.6%	13	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	3.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	8.9%	67	0.0%	0
Sidcup	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.5%	59	13.8%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.8%	14	0.0%	0
Thundersley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Airport Retail Park,	1.0%	22	7.0%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Rochford Road, Southend-on-Sea																								
Bluewater Shopping Centre	1.5%	34	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	6	5.5%	26
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	8.2%	12	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.5%	11	0.0%	0	0.4%	0	0.8%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	7.8%	179	6.4%	3	27.6%	18	28.3%	11	15.0%	7	1.8%	0	1.7%	0	0.0%	0	1.4%	2	1.2%	2	12.9%	98	5.5%	26
Lakeside Shopping Centre (NOT retail park)	3.7%	85	3.6%	2	6.4%	4	13.7%	5	5.2%	2	1.6%	0	0.8%	0	0.0%	0	2.2%	3	0.0%	0	7.6%	58	0.7%	3
London Road Retail Park, London Road, Southend-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.3%	8	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Westgate Retail Park, Westgate Park, Basildon (Dreams, Argos, Laura	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Ashley, Hobbycraft, JD Sports)																								
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7	0.0%	0
Burnham-on-Crouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Enfield	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.0%	0	0.0%	0
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate;	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Nugent Shopping Park; and, Springvale Retail Park)																								
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.4%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	28
Other - outside area	0.4%	10	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	8
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - zone 23	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Internet / delivered	9.6%	222	11.6%	5	8.5%	6	9.1%	3	8.1%	4	9.7%	3	13.7%	4	20.3%	11	3.7%	5	16.4%	25	8.3%	63	9.0%	42
Home catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	54	1.1%	0	0.0%	0	0.5%	0	8.5%	4	7.3%	2	0.0%	0	3.7%	2	3.4%	5	7.1%	11	2.2%	17	1.2%	6
(Don't do this type of shopping)	47.7%	1099	49.3%	22	49.0%	32	39.3%	15	38.8%	18	53.2%	15	55.1%	15	54.7%	29	41.5%	58	40.7%	61	53.0%	402	41.4%	194
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																								
<i>Those who gave a location at Q28</i>																								
Basildon (incl. Eastgate Shopping Centre)	3.8%	43	0.0%	0	0.0%	0	0.0%	0	5.3%	1	2.5%	0	13.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	7
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.0%	12	0.0%	0	0.0%	0	0.0%	0	1.1%	0	4.5%	0	0.0%	0	0.0%	0	4.0%	3	9.7%	8	0.0%	0	0.0%	0
Canvey Island	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.8%	32	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.4%	5	8.4%	22
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	23.0%	3	11.3%	2	37.2%	29	1.0%	1	4.1%	14	0.0%	0
Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	18	0.0%	0
Dartford	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	9
Epping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Gravesend	2.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	27
Grays	0.4%	5	0.0%	0	8.5%	3	8.8%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0
Hornchurch	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	6	0.0%	0
Ilford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.1%	4	0.0%	0
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.4%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.9%	10	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	2.3%	6
Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Maldon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	6	0.0%	0
Rayleigh	0.9%	10	4.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.2%	3	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	3.5%	40	0.0%	0	0.0%	0	5.7%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	10.8%	37	0.0%	0
South Ockendon	0.1%	1	0.0%	0	0.0%	0	1.3%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.8%	55	24.1%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.2%	11	0.0%	0
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	3	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Airport Retail Park, Rochford Road, Southend-on-Sea	1.6%	19	13.0%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	2.2%	25	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	24
Chelmer Village Retail Park, Chelmer Road, Chelmsford	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.5%	0	20.7%	16	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.8%	9	0.0%	0	0.8%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	13.0%	149	13.0%	3	45.7%	15	39.4%	9	27.7%	7	4.5%	0	7.6%	1	10.9%	2	1.4%	1	2.3%	2	21.2%	72	9.5%	26
Lakeside Shopping Centre (NOT retail park)	8.0%	92	2.5%	1	22.1%	7	20.1%	5	25.9%	6	4.1%	0	4.6%	1	0.0%	0	0.0%	0	3.7%	3	17.6%	60	1.2%	3
London Road Retail Park, London Road, Southend-on-Sea	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	7	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	20.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.6%	7	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.9%	11	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Westgate Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Westgate Park, Basildon (Dreams, Argos, Laura Ashley, Hobbycraft, JD Sports)																								
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0
Burnham-on-Crouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	11
Enfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	22
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	9
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	2.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	28
Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Other - outside area	0.4%	5	1.6%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	22
Internet / delivered	22.8%	262	23.4%	5	13.4%	4	19.5%	4	14.9%	4	38.0%	4	16.5%	2	47.2%	10	14.8%	11	33.4%	26	29.8%	101	14.4%	39
Home catalogue	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	5
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	20	2.5%	1	0.0%	0	0.8%	0	2.1%	1	9.3%	1	1.4%	0	0.0%	0	2.4%	2	5.0%	4	0.0%	0	0.0%	0
Weighted base:	1149		22		34		23		24		11		12		22		77		79		340		269	
Sample:	949		37		43		47		36		40		38		36		45		50		39		43	

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?																								
Barkingside	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	1.9%	43	0.0%	0	5.3%	4	0.0%	0	10.2%	5	2.6%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	10
Billericay	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.6%	13	0.0%	0	0.0%	0	1.7%	1	0.0%	0	11.3%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	9	0.0%	0	0.0%	0
Bromley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Canary Wharf	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	4	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.3%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	8.0%	2	12.7%	7	42.1%	59	0.9%	1	0.0%	0	0.0%	0
Colchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7	0.0%	0
Dartford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Epping	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	0.0%	0	0.0%	0
Gravesend	0.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	15
Grays	0.3%	6	0.0%	0	1.6%	1	1.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Great Baddow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
Ilford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Leigh-on-Sea	0.2%	5	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
London - Other	0.1%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Loughton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Maldon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	16.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.4%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Romford	4.1%	95	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	12.3%	93	0.0%	0
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.8%	64	23.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	2.3%	18	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Stratford)																								
Upminster	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.7%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	3.6%	83	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	16.1%	75
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	1.8%	41	0.8%	0	15.2%	10	2.3%	1	4.6%	2	0.0%	0	2.1%	1	1.9%	1	0.8%	1	3.3%	5	1.8%	14	0.7%	3
Lakeside Shopping Centre (NOT retail park)	4.6%	106	7.2%	3	18.7%	12	16.1%	6	8.3%	4	2.4%	1	2.1%	1	0.0%	0	0.0%	0	2.5%	4	8.8%	66	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Asda, Mercury Gardens, Romford, RM8 1BB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Asda, Thames Way, Gravesend, DA11 0DQ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	7
Asda, The Broadway, Bexleyheath, DA6 7BN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.0%	1	0.0%	0	0.4%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Benfleet, SS7 5TH																								
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	5	0.6%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	8
Enfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - outside area	0.5%	11	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	11	0.0%	0
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	40.5%	933	23.6%	10	32.2%	21	42.0%	16	40.1%	18	43.5%	12	33.2%	9	40.9%	21	25.5%	36	47.4%	72	44.4%	337	43.6%	204
Home catalogue	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	2	0.6%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.5%	57	2.4%	1	0.4%	0	1.4%	1	7.6%	3	6.1%	2	0.6%	0	1.3%	1	3.0%	4	5.4%	8	2.2%	17	2.5%	12
(Don't do this type of shopping)	21.8%	501	35.1%	15	23.2%	15	25.2%	10	21.4%	10	17.5%	5	32.9%	9	24.0%	13	25.5%	36	15.7%	24	18.4%	140	18.7%	88
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23
Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?																							
<i>Those who gave a location at Q30</i>																							
Barking	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	2.9%	51	1.6%	0	7.0%	4	0.0%	0	6.4%	2	6.5%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Billericay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.7%	12	0.0%	0	0.0%	0	2.4%	1	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	9	0.0%	0	0.0%
Bromley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	2.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.8%	3	1.0%	6	7.2%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.5%	79	0.0%	0	0.7%	0	0.0%	0	0.0%	0	8.1%	2	11.3%	2	19.8%	8	60.4%	60	1.5%	2	0.0%	0	0.0%
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Corringham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Epping	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%
Gravesend	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Grays	0.5%	8	0.0%	0	7.1%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%
Great Baddow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornchurch	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	14	0.0%
Ilford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	6	0.0%
Ingatestone	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.3%	5	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
London - Other	1.3%	23	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	18	0.9%
Loughton	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	15	0.0%	0	0.0%
Maldon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.5%	9	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rochford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.0%
Romford	4.5%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	12.1%	73	0.0%
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	0.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping	3.9%	67	39.8%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Centre)																								
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.0%	0
Thundersley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	11.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.3%	76	0.0%	0	1.0%	1	3.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	72
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	1.3%	22	0.0%	0	12.2%	6	1.7%	0	9.6%	3	0.0%	0	3.1%	1	2.5%	1	0.0%	0	3.3%	4	0.6%	4	0.0%	0
Lakeside Shopping Centre (NOT retail park)	11.0%	193	4.5%	1	29.3%	15	26.5%	7	16.6%	5	7.4%	2	4.0%	1	0.0%	0	1.4%	1	1.9%	2	23.6%	142	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Galleon Boulevard, Dartford, DA2 6QL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4
Asda, Mercury Gardens, Romford, RM8 1BB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.0%	0

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.0%	1	0.0%	0	0.5%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	14	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco , Cygnet View,	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Lakeside, West Thurrock , Grays , RM20 1TX																								
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	5	1.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	5
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - outside area	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	11	1.1%	4
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Other - zone 18	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	45.2%	789	42.4%	12	36.7%	18	48.8%	14	47.7%	15	51.9%	11	48.5%	9	59.2%	23	29.4%	29	46.1%	55	45.0%	271	49.9%	184
Home catalogue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.8%	15	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.4%	12
(Don't know / can't remember)	1.7%	30	1.0%	0	0.5%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.8%	1	3.2%	3	0.8%	1	2.3%	14	0.7%	2
Weighted base:		1745		27		50		28		32		21		18		39		100		119		602		369
Sample:		1531		58		71		64		58		74		65		66		71		81		73		69

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q32 What is your nearest large town centre?																								
Barking	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	14	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	10.5%	242	1.0%	0	8.1%	5	5.2%	2	36.8%	17	21.6%	6	17.5%	5	0.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	4.8%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	110
Billericay	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.9%	20	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	20
Brentwood	3.2%	73	0.0%	0	1.6%	1	0.0%	0	0.0%	0	30.3%	9	0.0%	0	0.0%	0	2.2%	3	40.0%	60	0.0%	0	0.0%	0
Bromley	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	13
Canvey Island	1.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	33	0.0%	0
Central London / West End	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	8.5%	196	0.6%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	8	39.3%	11	66.1%	35	95.8%	134	1.4%	2	0.0%	0	0.0%	0
Corringham	0.5%	10	0.0%	0	1.6%	1	0.0%	0	20.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	40	0.0%	0
Dartford	3.3%	75	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	75
Epping	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Gravesend	6.1%	141	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	141
Grays	5.4%	125	0.0%	0	58.8%	39	55.5%	21	26.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	53	0.0%	0
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	29	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	2.1%	49	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	48	0.0%	0
Ilford	3.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.1%	69	0.0%	0
intu Lakeside Shopping Centre	2.2%	51	0.6%	0	10.6%	7	21.7%	8	1.7%	1	3.5%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	32	0.0%	0
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	4	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.6%	5	0.5%	2
Loughton	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	21	0.0%	0	0.0%	0
Maldon	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Rayleigh	1.0%	24	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	18.6%	429	0.0%	0	3.9%	3	0.9%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	12	54.5%	414	0.0%	0
Sidcup	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	44
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.2%	5	0.0%	0	0.0%	0	12.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	10.4%	240	85.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Stanford-le-Hope	0.2%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.6%	5	0.0%	0
Swanley	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	7
Tilbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	1.6%	37	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	32	0.0%	0
Waltham Abbey	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Westcliff-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	22.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	40
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
(Don't know / varies)	1.9%	43	3.4%	1	5.8%	4	1.7%	1	3.5%	2	2.9%	1	0.0%	0	0.0%	0	1.9%	3	3.1%	5	1.4%	11	2.8%	13
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100	

Weighted:

South Essex Retail Study for Peter Brett Associates

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q32AWhat things do you think could be improved about that town centre? [MR]																								
Those who mentioned a centre at Q32																								
More parking	5.8%	132	7.7%	3	4.4%	3	1.7%	1	8.4%	4	11.8%	3	11.3%	3	14.2%	7	8.2%	11	4.9%	7	7.2%	54	1.9%	9
More secure parking	0.5%	11	0.0%	0	2.4%	1	1.2%	0	0.0%	0	3.4%	1	1.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Cheaper / free parking	6.8%	153	13.0%	5	5.2%	3	3.0%	1	3.1%	1	6.7%	2	4.3%	1	13.2%	7	10.7%	15	8.6%	13	7.2%	54	3.5%	16
More accessible car parking	3.4%	76	0.8%	0	4.8%	3	1.2%	0	3.7%	2	2.7%	1	1.0%	0	1.5%	1	7.3%	10	4.9%	7	5.3%	40	0.7%	3
More frequent bus services to the centre	0.4%	10	4.1%	2	0.9%	1	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
More reliable / comfortable bus services	0.3%	7	1.1%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	0.4%	8	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.6%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	1.9%	43	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	5.3%	40	0.0%	0
Cleaner streets / removal of litter	3.3%	76	6.5%	3	9.6%	6	7.1%	3	1.5%	1	1.7%	0	0.6%	0	0.6%	0	0.0%	0	0.7%	1	6.3%	47	0.9%	4
More shelter from wind / rain	1.9%	44	0.0%	0	4.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	37	0.0%	0
Improve appearance / environment of centre	7.1%	159	12.7%	5	7.1%	4	13.2%	5	3.1%	1	3.3%	1	3.1%	1	0.0%	0	2.2%	3	3.0%	4	7.2%	54	8.9%	40
Improved security measures / more CCTV / more police	0.7%	16	2.4%	1	1.7%	1	1.3%	1	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	6	0.0%	0
More control on alcohol / drinkers / drug users	1.4%	32	0.0%	0	2.2%	1	4.0%	1	1.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	14	2.0%	9
More control on other anti-social behaviour	1.0%	22	0.8%	0	1.3%	1	0.5%	0	1.7%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Better street furniture / floral displays	0.9%	21	1.7%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	2.0%	9
More green spaces / areas	0.2%	4	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
More national multiple (high street chain) retailers	7.6%	171	3.7%	2	7.9%	5	2.0%	1	5.4%	2	11.3%	3	3.4%	1	1.1%	1	6.2%	9	17.2%	25	4.1%	31	11.7%	53
Bigger / better supermarket	1.5%	35	0.8%	0	2.8%	2	0.6%	0	11.9%	5	2.6%	1	4.1%	1	1.5%	1	2.0%	3	1.8%	3	1.0%	7	1.2%	6
More independent shops	10.5%	238	5.3%	2	14.3%	9	8.1%	3	7.2%	3	12.0%	3	6.1%	2	3.8%	2	2.4%	3	22.2%	32	9.3%	69	12.1%	55
Better choice of shops in general	21.5%	487	32.7%	14	36.1%	22	26.7%	10	29.9%	13	18.0%	5	23.2%	6	8.6%	5	4.3%	6	25.3%	37	11.8%	88	33.7%	153
Better quality of shops	12.3%	277	21.5%	9	11.2%	7	18.3%	7	14.4%	6	15.2%	4	3.6%	1	1.3%	1	1.4%	2	10.6%	16	8.1%	61	23.3%	106
Improvement to the market	1.4%	32	0.0%	0	0.0%	0	1.8%	1	1.6%	1	0.6%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	3	2.7%	21	0.0%	0
More / better pubs / night-life	0.4%	10	0.0%	0	6.4%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	1.4%	31	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	0	1.0%	0	1.3%	1	6.3%	9	0.9%	1	0.8%	6	0.7%	3
Fewer bars / nightclubs	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.5%	4	0.0%	0

South Essex Retail Study for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
More / better leisure facilities	0.5%	10	0.6%	0	0.4%	0	0.6%	0	0.0%	0	0.6%	0	2.2%	1	0.8%	0	1.0%	1	1.9%	3	0.0%	0	0.5%	2
More family oriented facilities	0.2%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
More secure children's play areas	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expand the town centre's colleges / expand university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better opening hours	0.2%	4	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public facilities - seating, toilets etc.	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	4	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to	1.5%	33	3.5%	1	4.7%	3	5.8%	2	0.5%	0	5.7%	2	2.2%	1	1.3%	1	1.5%	2	1.4%	2	1.8%	14	0.0%	0
Fewer cafés / restaurants / coffee shops / takeaways	0.9%	20	1.9%	1	4.7%	3	1.2%	0	1.7%	1	0.6%	0	4.0%	1	0.0%	0	0.8%	1	5.7%	8	0.0%	0	0.0%	0
Fewer charity shops	0.7%	17	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.6%	1	1.1%	2	0.0%	0	2.0%	9
Fewer cheap / low quality / pound shops	0.5%	11	1.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.7%	3
Fewer empty shops	1.2%	27	1.5%	1	0.7%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	1	0.0%	0	0.6%	1	0.7%	1	0.6%	5	0.9%	4
Less traffic / congestion / too busy	1.4%	32	0.6%	0	0.0%	0	4.8%	2	0.0%	0	3.7%	1	0.6%	0	1.3%	1	1.2%	2	1.9%	3	1.6%	12	0.7%	3
More services	0.1%	2	0.0%	0	0.0%	0	2.4%	1	0.8%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
(Don't know)	12.2%	275	10.1%	4	15.2%	9	14.7%	6	11.0%	5	5.9%	2	6.4%	2	18.3%	10	7.8%	11	6.5%	10	14.3%	107	14.7%	67
(None mentioned)	32.5%	733	16.8%	7	12.9%	8	19.6%	7	31.2%	14	36.1%	10	39.5%	11	45.8%	24	53.5%	73	32.8%	48	40.1%	300	19.6%	89
Weighted base:		2260		42		62		37		44		27		28		52		137		146		748		455
Sample:		2266		97		96		99		96		96		101		100		97		96		98		97

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q33 In which town, village or out-of-town location does your household spend most money on restaurants & cafes?																								
Barking	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Barkingside	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	3.6%	84	0.0%	0	5.3%	3	0.8%	0	15.8%	7	4.6%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	2.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	54
Billericay	2.1%	49	0.0%	0	0.7%	0	0.0%	0	4.0%	2	20.1%	6	10.8%	3	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0
Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.2%	97	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	20.3%	95
Braintree	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	2.9%	66	0.0%	0	8.8%	6	1.2%	0	0.0%	0	19.9%	6	0.0%	0	0.0%	0	2.2%	3	24.2%	37	1.6%	12	0.0%	0
Canary Wharf	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Canvey Island	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	4.5%	103	0.0%	0	4.7%	3	0.8%	0	1.1%	1	2.4%	1	2.5%	1	0.8%	0	1.9%	3	2.8%	4	6.1%	46	7.3%	34
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	5.3%	122	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.0%	1	22.4%	6	17.6%	9	70.4%	98	0.0%	0	0.0%	0	0.0%	0
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	19	0.0%	0
Dartford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6
Eastham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	16	0.0%	0	0.0%	0
Gravesend	2.2%	51	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	51
Grays	0.5%	12	0.0%	0	7.2%	5	10.5%	4	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Hockley	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	5.1%	117	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	115	0.0%	0
Ingatestone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	9.0%	208	0.0%	0	34.4%	23	35.8%	14	21.4%	10	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.5%	1	20.7%	157	0.0%	0
Laindon	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	2.2%	51	42.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
London - Other	3.4%	79	0.0%	0	0.9%	1	2.5%	1	0.6%	0	0.0%	0	1.0%	0	0.8%	0	0.8%	1	5.7%	9	4.5%	34	6.1%	29
Loughton	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	24	0.0%	0	0.0%	0
Maldon	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	35.2%	18	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	16	0.0%	0
Rayleigh	1.7%	39	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	3.7%	86	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	84	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Sidcup	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	35
South Benfleet	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.1%	3	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.4%	101	25.8%	11	0.5%	0	0.0%	0	0.6%	0	0.6%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.9%	9	0.0%	0	0.0%	0	
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Upminster	0.8%	19	0.0%	0	7.9%	5	2.2%	1	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	12	0.0%	0
Waltham Abbey	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	1.0%	24	0.6%	0	0.5%	0	0.5%	0	0.0%	0	2.2%	1	14.3%	4	0.5%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Woodford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Burnham-on-Crouch	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	12
Shoeburyness	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.3%	8	0.0%	0	3.8%	2	11.4%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.0%	24	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	2	0.0%	0	0.5%	4	2.8%	13
Other - zone 10	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	0.0%	0	0.0%	0
(Don't know / varies)	7.1%	162	4.0%	2	12.6%	8	4.0%	2	5.3%	2	18.5%	5	5.8%	2	17.2%	9	4.1%	6	11.2%	17	6.6%	50	4.7%	22
(Don't do this activity)	20.1%	464	18.1%	8	11.5%	8	19.4%	7	25.3%	12	19.9%	6	17.3%	5	8.8%	5	16.7%	23	9.4%	14	24.5%	186	23.3%	109
Weighted base:	2303			44		66		38		46		28		28		52		140		151		759		468
Sample:	2303			100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q34 In which town, village or out-of-town location does your household spend most money on pubs / bars / nightclubs / music venues?																								
Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	1.5%	34	0.0%	0	0.5%	0	0.8%	0	2.7%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	1.8%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	43
Billericay	1.7%	40	0.0%	0	0.5%	0	0.0%	0	0.0%	0	12.1%	3	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	29
Brentwood	2.6%	60	0.0%	0	12.9%	9	2.3%	1	0.0%	0	15.7%	4	0.0%	0	0.0%	0	0.0%	0	25.2%	38	0.8%	6	0.0%	0
Canary Wharf	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Canvey Island	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	5.1%	117	0.0%	0	7.3%	5	1.7%	1	0.6%	0	0.8%	0	0.0%	0	0.6%	0	2.1%	3	3.5%	5	8.7%	66	6.4%	30
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.3%	98	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.0%	1	17.8%	5	7.1%	4	59.7%	83	0.5%	1	0.0%	0	0.0%	0
Colchester	0.1%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.2%	4	0.0%	0	1.6%	1	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	13	0.0%	0
Dartford	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	1.2%	6
Epping	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	18	0.0%	0	0.0%	0
Gravesend	1.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	43
Grays	0.5%	12	0.0%	0	10.1%	7	14.0%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	4.4%	102	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	101	0.0%	0
Ingatestone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.5%	12	0.0%	0	2.6%	2	1.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Laindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	1.6%	36	37.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	2.0%	45	0.0%	0	0.5%	0	6.9%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.7%	2	3.3%	5	2.3%	18	2.7%	13
Loughton	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	14	0.0%	0	0.0%	0
Maldon	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	30.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Rayleigh	1.1%	25	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	2.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	53	0.0%	0
Sidcup	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	29
South Benfleet	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.1%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The	2.7%	62	15.7%	7	0.7%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Royals Sopping Centre and The Victoris Shopping Centre)																								
Stanford-le-Hope	0.2%	6	0.0%	0	3.8%	2	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	3	0.0%	0	0.5%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	1.1%	24	0.0%	0	5.5%	4	3.5%	1	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	19	0.0%	0
Waltham Abbey	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	9	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
Burnham-on-Crouch	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	21
Shoeburyness	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stambridge	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	1.6%	36	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	33	0.0%	0
Other - outside area	2.2%	50	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.4%	2	0.6%	5	7.6%	36
Other - zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.1%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.2%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 18	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Other - zone 22	0.2%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Other - zone 23	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6
(Don't know / varies)	5.4%	124	10.3%	4	2.5%	2	4.8%	2	3.9%	2	6.7%	2	1.7%	0	3.9%	2	6.1%	8	5.2%	8	7.9%	60	2.9%	14
(Don't do this activity)	41.3%	951	29.5%	13	44.3%	29	46.2%	18	63.4%	29	51.3%	14	39.5%	11	34.5%	18	23.4%	33	26.0%	39	46.3%	351	41.9%	196
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Q35 Where does your household spend most money on the cinema / theatre?																								
Cineworld Bexleyheath, 28-70 Broadway, Bexleyheath	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	22
Cineworld Ilford , Clements Road, Ilford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Cineworld Rochester, Valley Leisure Park, Chariot Way, Rochester	1.6%	38	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	37
Cineworld, Southbury Leisure Park, 208 Southbury Rd, Enfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Empire, Festival Leisure Park, Basildon	8.8%	202	13.9%	6	1.1%	1	0.0%	0	30.0%	14	29.5%	8	40.6%	11	4.0%	2	1.5%	2	10.3%	16	0.0%	0	0.0%	0
Movie Starr, Eastern Esplanade, Canvey Island	1.2%	29	1.0%	0	0.5%	0	0.0%	0	0.0%	0	2.3%	1	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Meadows shopping centre, Kings Head Walk, Moulsham Street, Chelmsford	3.6%	84	0.6%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	10.0%	3	24.0%	13	45.3%	63	0.9%	1	0.0%	0	0.0%	0
Odeon South Woodford, 60-64 High Road, South Woodford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	9	0.0%	0	0.0%	0
Odeon, Lee Valley Leisure Complex, Pickett's Lock Lane, London	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Odeon,The Broadway, London Road, Southend-on-Sea	4.9%	113	46.0%	20	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Cinemas, Mercury Mall, Mercury Gardens, Romford	1.8%	43	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	4.8%	36	0.0%	0
Rio Cinema, Station Road, Burnham-on-Crouch	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	13.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Barking, Jenkins Lane, Barking	0.6%	14	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	12	0.0%	0
Showcase Bluewater Shopping Centre, Bluewater Parkway, Greenhithe	5.1%	117	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	4	23.8%	112
Vue Dagenham, East Thames Plaza Leisure Park, Cook Road, Dagenham	2.6%	61	0.0%	0	1.6%	1	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	7.1%	54	0.0%	0
Vue intu Lakeside Shopping Centre, Thurrock	9.3%	213	0.0%	0	43.6%	29	47.3%	18	19.8%	9	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	6	18.8%	143	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Vue Romford, 1-15, The Brewery, Romford	4.8%	110	0.0%	0	2.3%	2	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	13.7%	104	0.0%	0
Vue Westfield Stratford City, 2 Stratford Place, London	0.9%	21	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	1.4%	11	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	1.0%	24	1.6%	1	0.0%	0	0.0%	0	1.7%	1	1.4%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Bexleyheath	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	7
Bluewater Shopping Centre	4.4%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	21.0%	98
Braintree	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	3.2%	5	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	5.3%	122	0.6%	0	8.0%	5	0.5%	0	5.0%	2	6.1%	2	6.3%	2	1.7%	1	4.9%	7	20.1%	30	5.8%	44	4.6%	21
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.6%	0	9.8%	5	4.6%	7	5.2%	8	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0	0.0%	0
Dartford	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	8
Grays	0.0%	1	0.0%	0	0.4%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	10.1%	15	0.0%	0	0.0%	0
Hornchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.7%	15	0.0%	0	7.5%	5	6.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
London - Other	2.8%	66	0.0%	0	0.0%	0	1.7%	1	2.2%	1	0.0%	0	1.7%	0	0.6%	0	0.8%	1	0.0%	0	5.9%	45	2.9%	13
Romford	1.4%	31	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	31	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.1%	25	4.8%	2	1.5%	1	0.0%	0	1.1%	1	0.0%	0	2.9%	1	2.9%	2	4.3%	6	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	7	4.0%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.8%	64	0.0%	0	6.9%	5	0.0%	0	0.4%	0	7.2%	2	0.0%	0	9.4%	5	2.8%	4	1.7%	3	3.5%	26	1.7%	8
(Don't do this activity)	29.1%	670	26.5%	12	26.5%	17	29.1%	11	29.2%	13	29.6%	8	30.4%	8	23.9%	12	31.0%	43	17.5%	26	30.8%	234	30.2%	141
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q36 In which town, village or out-of-town location does your household spend most money on health & fitness?													
Barking	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barkingside	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	2.1%	49	1.0%	0	0.0%	0	0.6%	0	9.0%	4	6.7%	2	3.4%
Bexleyheath	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.6%	14	0.0%	0	0.0%	0	0.0%	0	15.5%	4	0.0%	0	0.6%
Brentwood	1.9%	44	0.0%	0	12.2%	8	0.0%	0	0.0%	0	0.0%	0	20.3%
Canary Wharf	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Canvey Island	0.8%	19	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.7%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%
Corringham	0.5%	11	0.0%	0	5.9%	4	0.0%	0	15.9%	7	0.0%	0	0.0%
Dagenham	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Dartford	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%
Gravesend	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.8%	19	0.0%	0	21.1%	14	7.5%	3	4.6%	2	0.0%	0	0.0%
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornchurch	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
intu Lakeside Shopping Centre	0.4%	10	5.6%	2	6.1%	4	8.1%	3	0.7%	0	0.0%	0	0.0%
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.3%	7	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
London - Other	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Loughton	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%
Maldon	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	26.2%
Pitsea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.3%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rochford	0.5%	12	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Romford	1.6%	38	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidcup	2.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Benfleet	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	1.0%	24	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.6%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping	1.4%	32	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Centre)																								
Stanford-le-Hope	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.2%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.8%	19	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	15	0.0%	0
Waltham Abbey	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	15.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	7
Shoeburyness	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.2%	5	0.0%	0	0.5%	0	13.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.8%	1	0.9%	1	3.6%	28	0.0%	0
Other - zone 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.1%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
(Don't know / varies)	1.0%	22	4.0%	2	0.7%	0	1.5%	1	1.2%	1	2.3%	1	2.4%	1	0.8%	0	1.1%	2	0.0%	0	0.6%	5	1.2%	6
(Don't do this activity)	64.8%	1492	67.3%	29	46.4%	31	67.2%	26	62.9%	29	51.0%	14	59.3%	16	44.0%	23	50.7%	71	51.8%	78	75.8%	575	63.0%	295
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q37 In which town, village or out-of-town location does your household spend most money on bingo / casinos?																								
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.5%	12	0.0%	0	5.6%	4	0.8%	0	0.6%	0	1.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6
Brentwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Canvey Island	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	4.8%	22
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	4.5%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.8%	42	0.0%	0	1.6%	1	0.5%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	40	0.0%	0
Gravesend	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Grays	0.1%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
intu Lakeside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	0.8%	18	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	18	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.9%	67	16.9%	7	8.1%	5	0.0%	0	8.0%	4	0.0%	0	0.8%	0	1.5%	1	2.8%	4	0.0%	0	0.6%	5	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	3	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Westcliff-on-Sea	0.4%	10	3.5%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	12
(Don't know / varies)	0.8%	19	0.0%	0	0.0%	0	0.6%	0	1.0%	0	1.7%	0	0.0%	0	0.5%	0	1.1%	2	0.0%	0	1.3%	10	0.0%	0
(Don't do this activity)	88.9%	2047	79.7%	35	81.9%	54	90.6%	35	88.0%	40	94.4%	27	93.4%	26	83.1%	43	94.7%	133	94.1%	142	89.3%	678	90.5%	424
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100	

South Essex Retail Study
for Peter Brett Associates

Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
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South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Q38 In which town, village or out-of-town location does your household spend most money on family entertainment or recreation? (i.e. ten pin bowling, ice skating, childrens play centres, trips to the seaside etc.)																								
Basildon (incl. Eastgate Shopping Centre)	6.0%	138	0.0%	0	27.4%	18	22.2%	8	26.0%	12	7.5%	2	16.1%	4	0.6%	0	0.8%	1	7.3%	11	0.0%	0	0.0%	0
Bexleyheath	2.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	48
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
Braintree	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.5%	12	0.0%	0	3.8%	2	4.7%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Canvey Island	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	27
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.2%	73	0.6%	0	3.8%	2	0.8%	0	4.0%	2	8.5%	2	1.4%	0	10.4%	5	35.5%	50	0.7%	1	0.0%	0	0.0%	0
Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	4.0%	93	0.0%	0	1.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	92	0.0%	0
Dartford	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	47
Harlow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Hockley	0.4%	10	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.1%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
London - Other	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.6%	5	0.0%	0
Loughton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Maldon	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	33.8%	18	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.1%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	4.8%	112	0.0%	0	3.9%	3	4.6%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11	12.6%	95	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.2%	97	18.4%	8	2.5%	2	2.6%	1	6.1%	3	0.0%	0	0.0%	0	4.5%	2	1.8%	3	1.7%	3	1.1%	8	0.0%	0
Stratford (incl. Westfield Stratford)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Westcliff-on-Sea	0.1%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Woodford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	0.3%	8	0.0%	0	0.4%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.6%	36	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	0	0.6%	0	0.0%	0	1.2%	2	3.6%	5	0.0%	0	5.5%	26
Other - zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	59	0.0%	0	0.0%	0	1.7%	1	2.5%	1	7.4%	2	0.0%	0	0.0%	0	1.7%	2	2.0%	3	4.5%	34	0.9%	4
(Don't do this activity)	63.8%	1470	77.1%	34	55.3%	36	60.6%	23	58.5%	27	70.9%	20	75.6%	21	49.0%	26	54.2%	76	60.8%	92	69.2%	525	66.8%	313

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100	

GEN Gender of respondent:

Male	35.8%	824	18.4%	8	21.9%	14	37.5%	14	40.2%	18	41.3%	12	26.0%	7	26.9%	14	32.7%	46	36.1%	54	34.0%	258	42.6%	200
Female	64.2%	1479	81.6%	36	78.1%	52	62.5%	24	59.8%	27	58.7%	17	74.0%	20	73.1%	38	67.3%	94	63.9%	96	66.0%	501	57.4%	269
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100	

AGE Could I ask how old you are please?

18 to 24	7.8%	180	11.3%	5	3.8%	2	8.4%	3	12.0%	5	0.0%	0	5.7%	2	9.1%	5	10.8%	15	9.4%	14	0.0%	0	19.2%	90
25 to 34	15.0%	344	5.6%	2	34.0%	22	16.8%	6	28.1%	13	11.0%	3	0.0%	0	22.7%	12	10.8%	15	14.2%	21	22.1%	167	4.8%	22
35 to 44	20.5%	472	9.3%	4	21.8%	14	27.7%	11	14.9%	7	20.5%	6	18.9%	5	13.1%	7	13.4%	19	17.5%	26	27.3%	207	15.8%	74
45 to 54	18.5%	427	9.4%	4	16.9%	11	14.7%	6	19.0%	9	14.6%	4	12.8%	4	12.0%	6	22.6%	32	22.4%	34	18.5%	140	20.1%	94
55 to 64	16.9%	390	23.6%	10	10.3%	7	19.1%	7	12.4%	6	22.1%	6	28.1%	8	19.8%	10	11.8%	17	20.6%	31	16.9%	128	18.3%	86
65 +	17.6%	404	30.5%	13	10.8%	7	12.5%	5	12.8%	6	26.2%	7	26.5%	7	19.5%	10	26.2%	37	13.0%	20	12.6%	96	15.9%	74
(Refused)	3.7%	86	10.2%	4	2.3%	2	0.8%	0	0.8%	0	5.6%	2	8.1%	2	3.7%	2	4.4%	6	2.9%	4	2.7%	20	5.8%	27
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100	

WOR Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

Working full time	63.9%	1471	47.9%	21	70.9%	47	70.5%	27	65.7%	30	52.2%	15	50.2%	14	51.1%	27	59.5%	83	68.1%	103	70.6%	536	65.6%	307
Working part time	5.7%	130	6.5%	3	8.5%	6	4.5%	2	1.6%	1	6.4%	2	4.1%	1	12.7%	7	7.4%	10	4.8%	7	4.5%	34	3.1%	14
Unemployed	4.1%	95	0.0%	0	0.5%	0	3.8%	1	6.9%	3	1.8%	0	0.8%	0	4.5%	2	0.8%	1	0.7%	1	7.8%	59	2.0%	9
Retired	21.3%	489	39.6%	17	18.5%	12	18.3%	7	16.4%	8	28.8%	8	35.0%	10	28.1%	15	27.5%	39	19.8%	30	12.6%	95	22.7%	106
A housewife	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.8%	112	6.0%	3	1.5%	1	2.8%	1	9.3%	4	10.8%	3	8.0%	2	3.6%	2	4.9%	7	6.6%	10	4.5%	34	5.7%	27
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100	

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

None	11.6%	268	6.0%	3	5.6%	4	5.9%	2	13.7%	6	7.3%	2	6.0%	2	3.8%	2	8.0%	11	9.5%	14	16.8%	127	8.3%	39
One	39.4%	907	28.9%	13	37.5%	25	49.6%	19	27.7%	13	22.9%	6	31.0%	9	29.8%	16	34.6%	48	20.8%	31	40.8%	310	46.8%	219
Two	29.3%	674	38.5%	17	36.0%	24	31.5%	12	27.2%	12	38.9%	11	38.4%	11	36.6%	19	33.5%	47	44.1%	67	26.0%	197	22.7%	107
Three or more	15.0%	345	19.7%	9	17.9%	12	11.5%	4	26.8%	12	22.3%	6	17.7%	5	27.1%	14	19.0%	27	23.7%	36	10.2%	77	17.7%	83
(Refused)	4.7%	109	6.9%	3	3.1%	2	1.4%	1	4.6%	2	8.6%	2	6.9%	2	2.7%	1	4.9%	7	1.9%	3	6.2%	47	4.4%	21
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100	

South Essex Retail Study
for Peter Brett Associates

		Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
QUOTA Zone:																									
Zone 1		1.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2		3.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3		1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4		1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5		1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6		2.5%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7		1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8		1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9		0.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10		0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11		2.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12		2.9%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13		1.9%	44	100.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14		2.9%	66	0.0%	0	100.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15		1.7%	38	0.0%	0	0.0%	0	100.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16		2.0%	46	0.0%	0	0.0%	0	0.0%	0	100.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17		1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18		1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19		2.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20		6.1%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	140	0.0%	0	0.0%	0	0.0%	0
Zone 21		6.6%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	151	0.0%	0	0.0%	0
Zone 22		33.0%	759	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	759	0.0%	0
Zone 23		20.3%	468	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	468
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100	

South Essex Retail Study
for Peter Brett Associates

		Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
PC	Postcode sector:																							
BR8	8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	
CM0	7	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
CM0	8	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1	2	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	22	0.0%	0	0.0%	0	0.0%
CM1	3	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%
CM1	4	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	7	0.0%	0	0.0%	0	0.0%
CM1	6	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	14	0.0%	0	0.0%	0	0.0%
CM1	7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%
CM11	1	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM11	2	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM12	0	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM12	9	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM13	1	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM13	2	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	8	0.0%	0	0.0%
CM13	3	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM14	4	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	23	0.0%	0	0.0%
CM14	5	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	9	0.0%	0	0.0%
CM15	0	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	16	0.0%	0	0.0%
CM15	8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%
CM15	9	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%
CM16	4	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	0.0%	0	0.0%
CM16	5	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
CM16	6	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	13	0.0%	0	0.0%
CM16	7	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	0.0%	0	0.0%
CM2	0	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%
CM2	6	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	12	0.0%	0	0.0%	0	0.0%
CM2	7	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	15	0.0%	0	0.0%	0	0.0%
CM2	8	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	14	0.0%	0	0.0%	0	0.0%
CM2	9	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	24	0.0%	0	0.0%	0	0.0%
CM3	4	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	15	0.0%	0	0.0%	0	0.0%
CM3	5	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3	6	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3	7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3	8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM4	0	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%
CM4	9	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM5	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%
CM5	9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
CM9	4	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
CM9	5	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
CM9	6	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%
DA1	1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
DA1	2	2.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%
DA1	3	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
DA1	4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23		
DA10 0	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9	
DA11 0	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	19	
DA11 7	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6	
DA11 8	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	27	
DA11 9	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5	
DA12 1	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
DA12 2	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
DA12 3	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	8	
DA12 4	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22	
DA12 5	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	14	
DA13 0	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	25	
DA13 9	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6	
DA14 4	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	24	
DA14 6	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	26	
DA15 7	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4	
DA15 8	2.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	46	
DA15 9	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	10	
DA2 7	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	11	
DA3 8	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6	
DA4 9	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
DA5 1	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	11	
DA5 3	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6	
DA7 4	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	
DA7 5	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	10	
DA7 6	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	10	
DA8 1	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	25	
DA8 2	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	
DA9 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	9	
E12 5	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%
EN9 1	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%
EN9 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
EN9 3	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.0%
IG1 2	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	18	0.0%
IG1 3	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%
IG1 4	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%
IG10 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	9	0.0%
IG10 2	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%
IG10 3	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	24	0.0%
IG10 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%
IG11 0	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	33	0.0%
IG11 8	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%
IG11 9	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	21	0.0%
IG2 6	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%
IG3 8	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	44	0.0%
IG4 5	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%
IG5 0	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	23	0.0%
IG7 6	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
ME2 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
ME2 3	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
ME2 4	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
ME3 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
ME3 8	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	7
ME3 9	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
RM1 2	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	20	0.0%	0
RM1 4	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
RM10 7	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	22	0.0%	0
RM10 8	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	10	0.0%	0
RM10 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	9	0.0%	0
RM11 1	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	28	0.0%	0
RM11 2	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	22	0.0%	0
RM11 3	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	25	0.0%	0
RM12 4	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	21	0.0%	0
RM12 5	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	23	0.0%	0
RM12 6	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	18	0.0%	0
RM13 7	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	28	0.0%	0
RM13 8	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
RM13 9	2.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	52	0.0%	0
RM14 1	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	34	0.0%	0
RM14 2	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	42	0.0%	0
RM14 3	0.4%	10	0.0%	0	14.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM15 4	3.4%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	77	0.0%	0
RM15 5	0.5%	11	0.0%	0	0.0%	0	29.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM15 6	0.5%	10	0.0%	0	0.0%	0	27.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM16 2	0.6%	13	0.0%	0	19.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM16 3	0.3%	6	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM16 4	0.5%	12	0.0%	0	18.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM16 5	0.0%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM16 6	0.5%	12	0.0%	0	0.0%	0	31.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM17 5	0.4%	8	0.0%	0	12.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM17 6	0.5%	12	0.0%	0	18.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM18 7	0.2%	5	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM18 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	23.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM19 1	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	26	0.0%	0
RM2 5	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
RM20 3	0.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM20 4	0.1%	3	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM3 0	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	18	0.0%	0
RM5 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
RM5 3	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
RM6 4	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	16	0.0%	0
RM6 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
RM6 6	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
RM7 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
RM7 8	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23			
RM7 9	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
RM8 3	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
RM9 6	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
SS0 0	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS0 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS0 8	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS0 9	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS1 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS1 2	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS1 3	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS11 7	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.5%	13	0.0%	0	0.0%	0
SS11 8	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 0	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 9	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 1	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 2	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 3	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 1	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 2	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 3	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 4	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 5	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 6	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 4	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 5	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 6	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 0	0.4%	9	0.0%	0	0.0%	0	20.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 7	0.7%	15	0.0%	0	0.0%	0	33.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 8	0.3%	8	0.0%	0	0.0%	0	17.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 9	0.1%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS2 4	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS2 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS2 6	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS3 0	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS3 8	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS3 9	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS4 1	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS4 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS4 3	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 4	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 6	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 7	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 9	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 2	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study
for Peter Brett Associates

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
SS7 3	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 4	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 5	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 0	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 7	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 9	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 1	0.4%	9	19.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 2	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 3	0.6%	14	32.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 4	0.5%	11	26.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 5	0.4%	10	21.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100