

Q1. Where do you do most of your household's main food shopping?

	Weighted base: All respondents											
			Zone									
	Num	%	1		2		3		4		5	
		Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
Tesco, Bishop Park Centre, BISHOPS STORTFORD	155	15.5%	0	.0%	3	1.5%	129	35.8%	20	15.0%	2	2.0%
Tesco, Ware Road, HERTFORD	117	11.7%	94	45.0%	18	10.6%	2	.5%	3	2.0%	0	.0%
Tesco, West Street, WARE	107	10.7%	0	.0%	98	56.8%	4	1.0%	5	4.0%	0	.0%
Sainsbury's, BISHOPS STORTFORD	70	7.0%	0	.0%	0	.0%	59	16.4%	3	2.5%	7	6.0%
Waitrose, BISHOPS STORTFORD	64	6.4%	0	.0%	0	.0%	54	14.9%	7	5.0%	4	3.0%
Sainsbury's, Thorley Centre, BISHOPS STORTFORD	63	6.3%	0	.0%	0	.0%	56	15.4%	2	1.5%	6	4.5%
Tesco, East Road, Edinburgh Way, HARLOW	51	5.1%	2	1.0%	2	1.0%	2	.5%	0	.0%	45	36.5%
Waitrose, Bircherley Green Shopping Centre, HERTFORD	49	4.9%	44	21.0%	3	2.0%	0	.0%	1	1.0%	0	.0%
Sainsburys, Fifth Avenue/Allende Avenue, HARLOW	32	3.2%	0	.0%	7	4.0%	5	1.5%	0	.0%	20	16.0%
Sainsbury's, HODDESDON	18	1.8%	5	2.5%	12	7.0%	0	.0%	1	.5%	0	.0%
Tesco, Church Langley Centre, HARLOW	18	1.8%	0	.0%	1	.5%	7	2.0%	1	.5%	9	7.5%
Sainsburys, The Poplars, Magpie Crescent, STEVENAGE	17	1.7%	5	2.5%	0	.0%	0	.0%	12	9.0%	0	.0%
Morrisons, Welwyn Garden City	17	1.7%	14	6.5%	3	2.0%	0	.0%	0	.0%	0	.0%
Tesco, Old North Road, ROYSTON	16	1.6%	1	.5%	0	.0%	5	1.5%	9	7.0%	0	.0%
Tesco, Great North Way, HATFIELD	15	1.5%	13	6.0%	2	1.0%	0	.0%	1	.5%	0	.0%
Internet	15	1.5%	2	1.0%	3	2.0%	2	.5%	6	4.5%	1	1.0%
Tesco, Harvey Centre, HARLOW	14	1.4%	0	.0%	1	.5%	2	.5%	1	.5%	11	9.0%
Co-op, Station Road, BUNTINGFORD	11	1.1%	1	.5%	0	.0%	0	.0%	10	7.5%	0	.0%
Bishops Stortford town centre	11	1.1%	0	.0%	0	.0%	9	2.5%	2	1.5%	0	.0%
Sainsburys, Corey's Mill, Hitchin Road, STEVENAGE	10	1.0%	1	.5%	1	.5%	2	.5%	7	5.0%	0	.0%
Tesco, 58 High Street, BALDOCK	10	1.0%	1	.5%	0	.0%	2	.5%	7	5.5%	0	.0%
Somerfield, High Street, BUNTINGFORD	10	1.0%	0	.0%	0	.0%	0	.0%	10	7.5%	0	.0%
Asda, Water Gardens, HARLOW	7	.7%	0	.0%	2	1.0%	2	.5%	0	.0%	4	3.0%
Budgens, London Road, SAWBRIDGEWORTH	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.0%

(cont.)

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	Weighted base: All respondents											
			Zone									
	Num	%	1		2		3		4		5	
		Num	%	Num	%	Num	%	Num	%	Num	%	
Hertford town centre	5	.5%	2	1.0%	1	.5%	2	.5%	1	.5%	0	.0%
Tesco, THE BROOKFIELD CENTRE - CHESHUNT	5	.5%	2	1.0%	2	1.0%	0	.0%	1	1.0%	0	.0%
Tesco, Broadwater Retail Park, London Road, STEVENAGE	5	.5%	1	.5%	0	.0%	0	.0%	3	2.5%	1	.5%
Ware town centre	5	.5%	0	.0%	4	2.5%	0	.0%	1	.5%	0	.0%
Tesco, The Forum, STEVENAGE	4	.4%	2	1.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Harlow town centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%
Asda, 98 Town Centre, HATFIELD	2	.2%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Buntingford town centre	2	.2%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Waitrose, High Street, STEVENAGE	2	.2%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Marks and Spencer's, THE BROOKFIELD CENTRE - CHESHUNT	2	.2%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%
Stevenage town centre	2	.2%	1	.5%	0	.0%	0	.0%	1	.5%	0	.0%
Tesco, Springfield Road, CHELMSFORD	2	.2%	1	.5%	0	.0%	0	.0%	1	.5%	0	.0%
Welwyn Garden City town centre	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	1	.5%
Morrisons, Broadway, LETCHWORTH	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Sainsburys, Letchworth Business Park, Third Avenue, LETCHWOR	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Sainsburys, White Hart Lane, Springfield, CHELMSFORD	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Princes Road, CHELMSFORD	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Hill Street, SAFFRON WALDEN	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Sawbridgeworth town centre	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Iceland, HODDESDON	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Royston town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
Morrisons, Broad Street, Cambourne, CAMBRIDGE	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
Somerfield, Oval Pin Green, STEVENAGE	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
Tesco, Chambers Lane, CAMBRIDGE	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%

(cont.)

Q1. Where do you do most of your household's main food shopping?

		Weighted base: All respondents													
		Num		1		2		3		4		5		Zone	
														Num	%
Other	Asda, Monkswood way, Stevenage	10	1.0%	2	1.0%	0	.0%	0	.0%	7	5.5%	0	.0%		
	Tesco, Stortford Road, Dunmow	9	.9%	0	.0%	0	.0%	9	2.5%	0	.0%	0	.0%		
	Waitrose, Bridge Street, Welwyn Garden City	4	.4%	3	1.5%	1	.5%	0	.0%	0	.0%	0	.0%		
	Aldi, Hoddesdon	4	.4%	0	.0%	2	1.0%	2	.5%	0	.0%	0	.0%		
	Somerfield, High Street, Harlow	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%		
	Marks and Spencer, South Street, Bishop Stortford	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	1	.5%		
	Sainsburys, Fifth Allende Avenue, Harlow	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	1	.5%		
	Marks and Spencer, Brookfield, Walham Cross, Hertfordshire	2	.2%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Braugham	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
	Snowly parade	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
	Local stores, Hertford	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%		
	London Colney	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%		
	Sainsburys, Bell's Brook, Biggleswade	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%		
	Tesco, Hoddesdon	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%		
	Brookfield	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%		
	Co-op, Stanstead Abbots, Ware	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%		
	Farmers Markets, Hertford	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%		

Q2. When you do your household's main food shopping, how do you usually travel?

	Weighted base: Excluding internet		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: Excluding internet	985	100.0%	206	100.0%	169	100.0%	359	100.0%	129	100.0%	122	100.0%
Car/Van (as driver)	680	69.0%	137	66.2%	118	69.7%	253	70.5%	93	72.3%	79	65.2%
Car/Van (as passenger)	135	13.7%	23	11.1%	22	12.8%	52	14.5%	18	13.6%	21	17.2%
Walk	99	10.1%	31	15.2%	23	13.8%	27	7.5%	11	8.4%	7	5.6%
Bus	48	4.9%	10	5.1%	4	2.6%	18	5.0%	5	3.7%	10	8.6%
Goods delivered	10	1.0%	1	.5%	0	.0%	5	1.5%	2	1.6%	1	1.0%
Taxi	6	.7%	1	.5%	2	1.0%	2	.5%	0	.0%	2	1.5%
Bicycle	5	.5%	2	1.0%	0	.0%	2	.5%	1	.5%	0	.0%
Train	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Other Scooter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%

Q3. When you do your household's main food shopping at Q1, do you usually combine it with non food shopping on the same journey?

	Weighted base: Excluding internet		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: Excluding internet	985	100.0%	206	100.0%	169	100.0%	359	100.0%	129	100.0%	122	100.0%
Yes	373	37.8%	75	36.4%	59	34.9%	140	39.0%	59	45.5%	40	32.8%
No	613	62.2%	131	63.6%	110	65.1%	219	61.0%	70	54.5%	82	67.2%

Q4. Where do you do most of this non-food shopping?

	Weighted base: Those combining with non-food shopping		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: Those combining with non-food shopping	373	100.0%	75	100.0%	59	100.0%	140	100.0%	59	100.0%	40	100.0%
Bishops Stortford town centre	140	37.5%	0	.0%	1	1.5%	119	84.6%	13	21.8%	7	18.5%
Hertford town centre	64	17.2%	54	72.2%	8	13.2%	0	.0%	2	3.4%	0	.0%

(cont.)

Q4. Where do you do most of this non-food shopping?

	Weighted base: Those combining with non-food shopping		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Harlow town centre	34	9.0%	4	5.6%	6	10.3%	2	1.3%	1	2.3%	20	50.8%
Ware town centre	28	7.6%	1	1.4%	23	39.7%	0	.0%	4	6.9%	0	.0%
Stevenage town centre	23	6.1%	2	2.8%	3	5.9%	2	1.3%	16	26.4%	0	.0%
Welwyn Garden City town centre	12	3.2%	7	9.7%	3	5.9%	0	.0%	1	1.1%	1	1.5%
Buntingford town centre	9	2.4%	0	.0%	0	.0%	0	.0%	9	14.9%	0	.0%
Hoddesdon town centre	6	1.6%	0	.0%	6	10.3%	0	.0%	0	.0%	0	.0%
Edinburgh Way Retail Park, HARLOW	5	1.5%	0	.0%	0	.0%	2	1.3%	0	.0%	4	9.2%
The Brookfield Centre, CHESHUNT	5	1.3%	0	.0%	3	5.9%	0	.0%	1	2.3%	0	.0%
Royston town centre	5	1.2%	0	.0%	0	.0%	2	1.3%	3	4.6%	0	.0%
Sawbridgeworth town centre	4	1.0%	0	.0%	0	.0%	2	1.3%	0	.0%	2	4.6%
Baldock town centre	3	.8%	0	.0%	0	.0%	2	1.3%	1	2.3%	0	.0%
Hatfield town centre	3	.8%	3	4.2%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth town centre	1	.4%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%
Galleria, HATFIELD	1	.3%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
The Forum, STEVENAGE	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Water Gardens, HARLOW	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Cambridge Retail Park, CAMBRIDGE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Monkswood Retail Park, STEVENAGE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Chelmsford town centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Queensgate Centre, HARLOW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%

(cont.)

Q4. Where do you do most of this non-food shopping?

		Weighted base: Those combining with non-food shopping		Zone									
		Num	%	1		2		3		4		5	
				Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Dunmow	4	1.0%	0	.0%	0	.0%	4	2.6%	0	.0%	0	.0%
	Tesco, Church Langley Centre, Harlow	4	1.0%	0	.0%	0	.0%	4	2.6%	0	.0%	0	.0%
	Varies	2	.7%	0	.0%	0	.0%	2	1.3%	1	1.1%	0	.0%
	Lakeside	2	.5%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
	Co-op, Station Road, Buntingford	1	.4%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%
	Sainsbury's, Coreys Mill, Hitchin Road, Stevenage	1	.4%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%
	Local stores, Harlow	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%
	Marks & Spencer, Fore Street, Hertford	1	.3%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Brookfield Centre, Cheshunt	1	.3%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Water Gardens, Harlow	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
	Blue Water, Greenhithe, Kent	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
	Local stores, Stanstead Abbots	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
	Cheshunt	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Somerfield, Buntingford Hight Street	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Tescos, Old North Road, Royston	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Epping	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Marks & Spencer, Brookfield Centre, Cheshunt, Waltham Cross	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Sainsbury's, Harlow	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Tesco, Bishop Park Centre, Bishops Stortford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Tesco, Edinburgh Way, Harlow	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Tesco, Harvey Centre, Harlow	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	

Q5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods purchases?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)	837	100.0%	180	100.0%	152	100.0%	286	100.0%	115	100.0%	103	100.0%
Tesco, West Street, WARE	59	7.1%	2	1.2%	54	35.2%	0	.0%	3	2.9%	0	.0%
Bishops Stortford town centre	58	7.0%	0	.0%	1	.6%	52	18.2%	5	4.1%	1	.6%
Tesco, Ware Road, HERTFORD	45	5.3%	29	16.2%	13	8.5%	2	.6%	1	.6%	0	.0%
Sainsbury's, Thorley Centre, BISHOPS STORTFORD	40	4.8%	0	.0%	0	.0%	38	13.2%	1	1.2%	1	1.2%
Waitrose, BISHOPS STORTFORD	37	4.4%	2	1.2%	1	.6%	32	11.3%	1	.6%	1	1.2%
Hertford town centre	37	4.4%	30	16.8%	7	4.5%	0	.0%	0	.0%	0	.0%
Waitrose, Bircherley Green Shopping Centre, HERTFORD	35	4.2%	34	19.1%	1	.6%	0	.0%	0	.0%	0	.0%
Tesco, Bishop Park Centre, BISHOPS STORTFORD	30	3.5%	0	.0%	1	.6%	23	8.2%	5	4.1%	1	.6%
Budgens, London Road, SAWBRIDGEWORTH	29	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	29	28.0%
Ware town centre	27	3.2%	1	.6%	22	14.8%	2	.6%	1	.6%	1	.6%
Sainsbury's, BISHOPS STORTFORD	26	3.0%	0	.0%	1	.6%	23	8.2%	1	.6%	1	.6%
Co-Op, Bengoe Street, HERTFORD	19	2.3%	17	9.2%	2	1.1%	0	.0%	1	.6%	0	.0%
Buntingford town centre	18	2.2%	0	.0%	0	.0%	4	1.3%	15	12.9%	0	.0%
Co-op, Station Road, BUNTINGFORD	18	2.1%	1	.6%	0	.0%	0	.0%	17	14.7%	0	.0%
Somerfield, High Street, BUNTINGFORD	14	1.7%	0	.0%	0	.0%	0	.0%	14	11.8%	1	.6%
Harlow town centre	13	1.6%	0	.0%	2	1.1%	0	.0%	1	.6%	11	10.7%
Sawbridgeworth town centre	12	1.5%	0	.0%	0	.0%	2	.6%	0	.0%	10	10.1%
Sainsburys, Fifth Avenue/Allende Avenue, HARLOW	11	1.3%	0	.0%	1	.6%	4	1.3%	0	.0%	7	6.5%
Tesco, Harvey Centre, HARLOW	10	1.2%	2	1.2%	0	.0%	2	.6%	0	.0%	6	6.0%
Tesco, Church Langley Centre, HARLOW	8	1.0%	1	.6%	2	1.1%	2	.6%	0	.0%	4	3.6%
Tesco, East Road, Edinburgh Way, HARLOW	8	.9%	0	.0%	1	.6%	0	.0%	0	.0%	7	6.5%
Sainsburys, The Poplars, Magpie Crescent, STEVENAGE	7	.9%	2	1.2%	0	.0%	0	.0%	5	4.7%	0	.0%
Stevenage town centre	6	.7%	2	1.2%	0	.0%	0	.0%	4	3.5%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods purchases?

	Weighted base: All respondents (with exc)		Zone											
	Num	%	1		2		3		4		5			
			Num	%	Num	%	Num	%	Num	%	Num	%		
Sainsbury's, HODDESDON	6	.7%	3	1.7%	2	1.1%	0	.0%	1	.6%	0	.0%		
Internet	4	.5%	3	1.7%	1	.6%	0	.0%	0	.0%	0	.0%		
Welwyn Garden City town centre	4	.4%	2	1.2%	1	.6%	0	.0%	1	.6%	0	.0%		
Much Hadham	4	.4%	0	.0%	0	.0%	4	1.3%	0	.0%	0	.0%		
Sainsburys, Corey's Mill, Hitchin Road, STEVENAGE	3	.4%	0	.0%	0	.0%	0	.0%	3	2.9%	0	.0%		
Marks and Spencer's, THE BROOKFIELD CENTRE - CHESHUNT	3	.4%	0	.0%	1	.6%	0	.0%	0	.0%	2	2.4%		
Asda, Water Gardens, HARLOW	3	.4%	0	.0%	1	.6%	2	.6%	0	.0%	1	.6%		
The Avenue, Bengoe, HERTFORD	3	.3%	1	.6%	0	.0%	2	.6%	0	.0%	0	.0%		
Puckeridge	3	.3%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%		
Tesco, Viking Way, Bar Hill, CAMBRIDGE	3	.3%	1	.6%	1	.6%	0	.0%	1	.6%	0	.0%		
Somerfield, Baldock Street, ROYSTON	2	.3%	0	.0%	0	.0%	2	.6%	1	.6%	0	.0%		
Marks & Spencer Simply Food, Garden Square Shopping Centre,	2	.2%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%		
Tesco, Chambers Lane, CAMBRIDGE	2	.2%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%		
Waitrose, High Street, STEVENAGE	2	.2%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%		
Hoddesdon town centre	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%		
Tesco, Great North Way, HATFIELD	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%		
Tesco, THE BROOKFIELD CENTRE - CHESHUNT	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%		
Tesco Express, HODDESDON	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%		
Hatfield town centre	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
Tesco, 58 High Street, BALDOCK	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%		
Tesco, Old North Road, ROYSTON	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%		
Tesco, The Forum, STEVENAGE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%		
Royston town centre	1	.2%	0	.0%	0	.0%	0	.0%	1	.6%	1	.6%		
Baldock town centre	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
Sele Farm, HERTFORD	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
Watton-at-Stone	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
Asda, 98 Town Centre, HATFIELD	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods purchases?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Waitrose, Hill Street, SAFFRON WALDEN	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford town centre	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Kingshill, WARE	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Sainsburys, White Hart Lane, Springfield, CHELMSFORD	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Waitrose, Hauxton Road, Trumpington, CAMBRIDGE	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
St Albans town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Asda, Queen Elizabeth II Square, South Woodham Ferrers, CHEL	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Morrisons, Broadway, LETCHWORTH	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Somerfield, Oval Pin Green, STEVENAGE	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Cambridge city centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
Tesco, Cambridge Road Industrial Estate, Minton, CAMBRIDGE	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods purchases?

		Weighted base: All respondents (with exc)		Zone									
		Num	%	1		2		3		4		5	
				Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Ware	15	1.8%	0	.0%	13	8.5%	0	.0%	2	1.8%	0	.0%
	Local stores, Stanstead Abbots	12	1.5%	0	.0%	3	2.3%	9	3.1%	0	.0%	0	.0%
	Co-op, Cambridge Road, Stansted	11	1.3%	0	.0%	0	.0%	11	3.8%	0	.0%	0	.0%
	Somerfield, High Street, Old Harlow, Harlow	10	1.2%	0	.0%	0	.0%	2	.6%	0	.0%	9	8.3%
	Local stores, Clavering	10	1.2%	0	.0%	0	.0%	9	3.1%	1	.6%	0	.0%
	Local stores, Henham	9	1.1%	0	.0%	0	.0%	9	3.1%	0	.0%	0	.0%
	Local stores, Much Hadham	9	1.1%	0	.0%	0	.0%	9	3.1%	0	.0%	0	.0%
	Local stores, Hertford	9	1.1%	6	3.5%	1	.6%	2	.6%	0	.0%	0	.0%
	Local stores, Bishops Stortford	7	.9%	0	.0%	0	.0%	7	2.5%	0	.0%	0	.0%
	Local stores, Hertford Heath	6	.7%	5	2.9%	1	.6%	0	.0%	0	.0%	0	.0%
	Clavering, Stortford Road, Saffron Walden	6	.7%	0	.0%	0	.0%	5	1.9%	1	.6%	0	.0%
	Local stores, Standon	6	.7%	0	.0%	0	.0%	2	.6%	3	2.9%	1	.6%
	Coop, High Street, Stanstead Abbots	5	.6%	0	.0%	5	3.4%	0	.0%	0	.0%	0	.0%
	Local stores, Harlow	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.8%
	Asda, Monkswood Way, Stevenage	5	.6%	2	1.2%	0	.0%	0	.0%	3	2.4%	0	.0%
	Stansted	4	.5%	0	.0%	1	.6%	4	1.3%	0	.0%	0	.0%
	Tesco, Stortford Road, Dunmow	4	.4%	0	.0%	0	.0%	4	1.3%	0	.0%	0	.0%
	Varies	3	.4%	2	1.2%	0	.0%	0	.0%	1	1.2%	0	.0%
	Local stores, Puckeridge	3	.4%	0	.0%	0	.0%	0	.0%	3	2.9%	0	.0%
	Local stores, Braughing	3	.4%	0	.0%	0	.0%	2	.6%	1	1.2%	0	.0%
	Local stores, Watton At Stone	3	.4%	3	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Braughing, Ware	3	.3%	1	.6%	0	.0%	2	.6%	0	.0%	0	.0%
	London	3	.3%	1	.6%	0	.0%	2	.6%	0	.0%	0	.0%
	Local stores, Stevenage	3	.3%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%
	A-Z, Chapel Hill, Stansted	3	.3%	0	.0%	1	.6%	2	.6%	0	.0%	0	.0%
	Co-op, Sele Farm, Hertford	2	.2%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Fore Street, Hertford	2	.2%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	
Sele Farm, Hertford	2	.2%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods purchases?

		Weighted base: All respondents (with exc)				Zone									
		Num	%	1		2		3		4		5			
				Num	%	Num	%	Num	%	Num	%	Num	%		
Other	Netto, Hoddesdon	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%		
	Local stores, Stansted Mountfitchet	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Local stores, Elsenham	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Local stores, Takeley	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Marks & Spencer, South Street, Bishop Stortford	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Spar, Bush House, Harlow	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Spar, London Road, Bishops Stortford	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Local stores, Hunsdon	2	.2%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%		
	Local stores, Dane End	2	.2%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%		
	Local stores, Buntingford	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%		
	Local stores, Old Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%		
	Local stores, High Wych	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%		
	Hertford Service Station, Hertingfordbury Road, Hereford	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
	Morrisons, Panshanger	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
	Sainsbury's, Golders Green, Finchley	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
	Waitrose, Bridge Street, Welwyn Garden City	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
	Co-op, Rye road, Hoddeston	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%		
	Co-op, Rye Road, Stanstead Abbots	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%		
	Local stores, Cheshunt	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%		
	Waitrose, Palace Gardens Shopping Centre, Enfield	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%		
	Co-op, Filey Close, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
	Local stores, Barley	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
	Local stores, Oaks Cross, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
	Local stores, Walkern	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
	Safeway, Colton Close, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
Local stores, Sawbridgeworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%			

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods purchases?

		Weighted base: All respondents (with exc)		Zone											
		Num	%	1		2		3		4		5			
				Num	%	Num	%	Num	%	Num	%	Num	%		
Other	Local stores, The Stow, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Poundland, Harvey Centre, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Sainsbury's, Old Station Road, Loughton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

Q6. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Weighted base: All respondents (with exc)		Zone									
		Num	%	1		2		3		4		5	
				Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)		965	100.0%	204	100.0%	167	100.0%	347	100.0%	133	100.0%	115	100.0%
Bishops Stortford town centre		241	25.0%	0	.0%	3	2.1%	192	55.4%	24	17.9%	22	18.8%
Harlow town centre		190	19.7%	20	9.7%	52	31.1%	50	14.5%	7	5.1%	61	53.2%
Welwyn Garden City town centre		93	9.6%	57	28.1%	19	11.4%	4	1.0%	9	6.6%	4	3.8%
Stevenage town centre		80	8.3%	19	9.2%	10	6.2%	4	1.0%	47	35.7%	0	.0%
Hertford town centre		52	5.4%	33	16.3%	14	8.3%	2	.5%	3	2.0%	1	.5%
The Brookfield Centre, CHESHUNT		43	4.4%	15	7.1%	23	14.0%	0	.0%	3	2.6%	1	1.1%
Cambridge city centre		31	3.3%	1	.5%	0	.0%	14	4.1%	14	10.7%	2	1.6%
Internet		28	2.9%	7	3.6%	3	1.6%	7	2.1%	8	6.1%	2	2.2%
Ware town centre		13	1.4%	0	.0%	11	6.7%	2	.5%	0	.0%	0	.0%
Chelmsford town centre		11	1.1%	0	.0%	2	1.0%	5	1.6%	0	.0%	4	3.2%
Hatfield town centre		7	.7%	5	2.6%	2	1.0%	0	.0%	0	.0%	0	.0%
Baldock town centre		4	.4%	0	.0%	1	.5%	2	.5%	1	1.0%	0	.0%
Water Gardens, HARLOW		4	.4%	0	.0%	1	.5%	2	.5%	0	.0%	1	1.1%
Sawbridgeworth town centre		3	.3%	0	.0%	0	.0%	2	.5%	0	.0%	1	1.1%
Hoddesdon Town Centre		3	.3%	1	.5%	2	1.0%	0	.0%	0	.0%	0	.0%
St Albans town centre		2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%
Saffron Walden town centre		2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%
Queensgate Centre, HARLOW		2	.2%	1	.5%	0	.0%	0	.0%	0	.0%	1	.5%

(cont.)

Q6. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Buntingford town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Royston town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Galleria, HATFIELD	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
St Albans Retail Park, Griffiths Road, ST ALBANS	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%

(cont.)

Q6. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Weighted base: All respondents (with exc)				Zone							
		Num	%	1		2		3		4		5	
				Num	%	Num	%	Num	%	Num	%	Num	%
Other	Mail order/catalogue	46	4.7%	13	6.1%	6	3.6%	18	5.2%	6	4.6%	3	2.7%
	London	24	2.5%	4	2.0%	4	2.6%	11	3.1%	2	1.5%	3	2.7%
	Lakeside Shopping Centre, West Thurrock	21	2.2%	5	2.6%	1	.5%	9	2.6%	1	.5%	6	4.8%
	Cheshunt	9	.9%	3	1.5%	3	2.1%	2	.5%	1	.5%	0	.0%
	Bluewater, Greenhithe, Kent	9	.9%	0	.0%	3	1.6%	5	1.6%	0	.0%	1	.5%
	Varies	8	.8%	2	1.0%	2	1.0%	2	.5%	2	1.5%	0	.0%
	Braintree	7	.7%	0	.0%	0	.0%	7	2.1%	0	.0%	0	.0%
	Abroad	6	.6%	1	.5%	1	.5%	2	.5%	1	1.0%	1	.5%
	Brookfield, Waltham Cross, Hertfordshire	5	.5%	3	1.5%	2	1.0%	0	.0%	0	.0%	0	.0%
	Brookfield Farm, Stevenage	3	.3%	2	1.0%	1	.5%	0	.0%	0	.0%	0	.0%
	Brighton	3	.3%	1	.5%	0	.0%	2	.5%	0	.0%	0	.0%
	Freeport	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%
	Clacton	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Enfield Town Centre	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Kent	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Madford Retail Park, Ware Road, Hertford	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Oxford Town Centre	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Roaring Meg Retail Park, Stevenage	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Midsummer Common, Cambridge	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterglade Retail Park, Clacton-on-Sea	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes Town Centre	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	
Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	
Epping	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)	737	100.0%	151	100.0%	128	100.0%	273	100.0%	97	100.0%	87	100.0%
Harlow town centre	130	17.7%	16	10.3%	22	17.6%	65	23.7%	3	3.5%	24	27.5%
Bishops Stortford town centre	107	14.5%	3	2.1%	2	1.4%	88	32.2%	6	6.3%	8	9.2%
Welwyn Garden City town centre	78	10.5%	35	23.4%	19	14.9%	9	3.3%	8	8.3%	6	7.0%
Edinburgh Way Retail Park, HARLOW	65	8.8%	4	2.8%	11	8.8%	31	11.2%	2	2.1%	17	19.7%
Stevenage town centre	57	7.8%	19	12.4%	9	6.8%	4	1.3%	26	27.1%	0	.0%
Hertford town centre	42	5.8%	35	23.4%	3	2.0%	2	.7%	2	2.1%	1	.7%
Internet	36	4.8%	6	4.1%	10	7.4%	11	3.9%	6	6.3%	3	3.5%
Ware town centre	26	3.6%	2	1.4%	20	15.5%	2	.7%	2	2.1%	1	.7%
Roaring Meg North Retail Park, STEVENAGE	25	3.3%	9	6.2%	2	1.4%	0	.0%	14	13.9%	0	.0%
Fitzroy Park, BISHOPS STORTFORD	18	2.4%	0	.0%	0	.0%	16	5.9%	1	1.4%	0	.0%
Cambridge city centre	13	1.7%	0	.0%	0	.0%	5	2.0%	5	5.6%	2	2.1%
Queensgate Centre, HARLOW	11	1.5%	0	.0%	3	2.0%	5	2.0%	0	.0%	3	3.5%
Sawbridgeworth town centre	8	1.1%	0	.0%	0	.0%	2	.7%	0	.0%	6	7.0%
Hatfield town centre	5	.7%	1	.7%	0	.0%	4	1.3%	0	.0%	1	.7%
London Road, STEVENAGE	5	.6%	3	2.1%	1	.7%	0	.0%	1	.7%	0	.0%
Buntingford town centre	4	.6%	0	.0%	0	.0%	0	.0%	4	4.2%	0	.0%
Baldock town centre	3	.4%	1	.7%	0	.0%	2	.7%	0	.0%	0	.0%
THE BROOKFIELD CENTRE, CHESHUNT	3	.4%	0	.0%	1	.7%	2	.7%	0	.0%	0	.0%
Saffron Walden town centre	2	.3%	0	.0%	0	.0%	2	.7%	1	.7%	0	.0%
Roebuck Retail Park, STEVENAGE	2	.3%	0	.0%	0	.0%	2	.7%	1	.7%	0	.0%
Letchworth town centre	2	.3%	1	.7%	0	.0%	0	.0%	1	1.4%	0	.0%
Princes Gate Retail Park, HARLOW	2	.2%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%
The Oaks Retail Park, HARLOW	1	.2%	0	.0%	1	.7%	0	.0%	0	.0%	1	.7%
Chelmsford town centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
St Albans town centre	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Oldings Corner, HATFIELD	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Hoddesdon Town Centre	1	.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Weighted base: All respondents (with exc)				Zone							
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Beehive Centre, Coldhams Lane, CAMBRIDGE	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Waterhouse Lane, CHELMSFORD	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
Waltham Cross	33	4.5%	4	2.8%	13	10.1%	9	3.3%	3	3.5%	4	4.2%
London	11	1.4%	2	1.4%	3	2.7%	2	.7%	1	1.4%	2	2.1%
Varies	7	1.0%	1	.7%	0	.0%	2	.7%	2	2.1%	2	2.8%
Mail order/catalogue	6	.8%	1	.7%	3	2.7%	0	.0%	0	.0%	1	1.4%
Edmonton	5	.6%	2	1.4%	0	.0%	0	.0%	2	2.1%	1	.7%
Stansted town centre	4	.6%	0	.0%	0	.0%	4	1.3%	1	.7%	0	.0%
Lakeside Shopping Centre	3	.4%	1	.7%	0	.0%	0	.0%	0	.0%	2	2.1%
Around the Hertfordshire area	2	.2%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%
Bluewater Retail Park	2	.2%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%
Local, Bishops Stortford	2	.2%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%
Takeley	2	.2%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%
Other												
Waltham Abbey	1	.2%	0	.0%	1	.7%	0	.0%	0	.0%	1	.7%
Cheshunt Town Centre	1	.2%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Friern Bridge Retail Park, Pegasus Way, London	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
The Harvey Centre, Harlow	1	.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%
Madford Retail Park, Ware Road, Hertford	1	.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%
Water Gardens, Harlow	1	.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%
Melbourn	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
The Oval, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Long Melford	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Kent	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
Norfolk	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%

Q8. Where do you do most of your household's shopping for household textiles and soft furnishings including bedding?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)	860	100.0%	179	100.0%	153	100.0%	307	100.0%	119	100.0%	102	100.0%
Harlow town centre	145	16.9%	15	8.1%	37	24.3%	52	17.0%	3	2.3%	39	38.2%
Welwyn Garden City town centre	144	16.7%	57	32.0%	35	23.2%	23	7.6%	20	16.5%	8	7.9%
Bishops Stortford town centre	129	15.0%	0	.0%	2	1.1%	110	35.7%	9	7.4%	9	9.1%
Stevenage town centre	64	7.5%	23	12.8%	10	6.8%	2	.6%	29	24.4%	0	.0%
Edinburgh Way Retail Park, HARLOW	46	5.3%	4	2.3%	6	4.0%	22	7.0%	2	1.7%	12	11.5%
Internet	41	4.7%	5	2.9%	3	2.3%	20	6.4%	7	5.7%	6	5.5%
Hertford town centre	37	4.3%	23	12.8%	13	8.5%	0	.0%	1	.6%	1	.6%
THE BROOKFIELD CENTRE, CHESHUNT	32	3.8%	8	4.7%	10	6.2%	5	1.8%	5	4.5%	4	3.6%
Cambridge city centre	30	3.5%	0	.0%	0	.0%	20	6.4%	9	7.4%	2	1.8%
Roaring Meg North Retail Park, STEVENAGE	23	2.7%	9	5.2%	3	1.7%	0	.0%	12	9.7%	0	.0%
Queensgate Centre, HARLOW	15	1.7%	2	1.2%	3	2.3%	5	1.8%	0	.0%	4	3.6%
Fitzroy Park, BISHOPS STORTFORD	9	1.1%	0	.0%	0	.0%	7	2.3%	1	1.1%	1	.6%
Ware town centre	7	.8%	0	.0%	6	4.0%	0	.0%	1	.6%	0	.0%
Hatfield town centre	5	.6%	4	2.3%	0	.0%	0	.0%	0	.0%	1	.6%
Chelmsford town centre	3	.4%	0	.0%	1	.6%	0	.0%	1	.6%	2	1.8%
The Oaks Retail Park, HARLOW	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	1	1.2%
Cambridge Retail Park, CAMBRIDGE	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%
Riverside Retail Park, CHELMSFORD	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%
Letchworth town centre	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Royston town centre	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Princes Gate Retail Park, HARLOW	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
Baldock town centre	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Hoddesdon Town Centre	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
A10 RETAIL PARK	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Buntingford town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Plinston Retail Park, LETCHWORTH	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
St Albans Retail Park, Griffiths Road, ST ALBANS	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%

(cont.)

Q8. Where do you do most of your household's shopping for household textiles and soft furnishings including bedding?

	Weighted base: All respondents (with exc)				Zone									
	Num	%	1		2		3		4		5			
			Num	%	Num	%	Num	%	Num	%	Num	%		
Sawbridgeworth town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
Mail order/catalogue	33	3.8%	9	5.2%	3	2.3%	13	4.1%	5	4.5%	2	1.8%		
Lakeside Shopping Centre	14	1.7%	2	1.2%	1	.6%	9	2.9%	0	.0%	2	2.4%		
London	13	1.5%	3	1.7%	1	.6%	5	1.8%	3	2.3%	1	1.2%		
Waltham Cross	13	1.5%	3	1.7%	5	3.4%	2	.6%	1	.6%	2	1.8%		
Varies	10	1.2%	1	.6%	2	1.1%	4	1.2%	3	2.3%	1	1.2%		
Madford Retail Park, Hertford	6	.6%	3	1.7%	2	1.1%	0	.0%	1	.6%	0	.0%		
Edmonton	4	.4%	3	1.7%	0	.0%	0	.0%	1	.6%	0	.0%		
Roebuck Retail Park, Stevenage	3	.4%	1	.6%	2	1.1%	0	.0%	1	.6%	0	.0%		
Bluewater Shopping Centre,	3	.4%	0	.0%	1	.6%	2	.6%	0	.0%	1	.6%		
Cheshunt	2	.3%	0	.0%	2	1.1%	0	.0%	0	.0%	1	.6%		
Other	2	.3%	0	.0%	1	.6%	0	.0%	1	.6%	1	.6%		
Around the Hertfordshire area	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
Braintree	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
Waltham Abbey	1	.2%	0	.0%	1	.6%	0	.0%	0	.0%	1	.6%		
Water Gardens, South Gate	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
The Harvey Centre, Harlow	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%		
Enfield	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
Hitchin	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
Rushden	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
Norfolk	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%		
St. James Centre, Edinburgh Way, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%		

Q9. Where do you do most of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)	933	100.0%	197	100.0%	156	100.0%	339	100.0%	128	100.0%	113	100.0%
Harlow town centre	164	17.6%	16	7.9%	41	26.1%	68	20.1%	6	4.8%	33	29.5%
Bishops Stortford town centre	153	16.4%	1	.5%	0	.0%	131	38.6%	12	9.0%	9	8.2%
Edinburgh Way Retail Park, HARLOW	118	12.7%	7	3.7%	21	13.3%	48	14.3%	6	4.8%	36	31.7%
Hertford town centre	98	10.5%	73	37.0%	21	13.3%	2	.5%	2	1.6%	0	.0%
Internet	89	9.5%	20	10.1%	11	7.2%	34	10.1%	14	10.6%	10	8.7%
Welwyn Garden City town centre	88	9.4%	31	15.9%	26	16.7%	13	3.7%	12	9.0%	7	6.0%
Stevenage town centre	49	5.2%	11	5.8%	3	2.2%	2	.5%	32	24.9%	0	.0%
Roaring Meg North Retail Park, STEVENAGE	34	3.7%	11	5.8%	3	1.7%	0	.0%	20	15.9%	0	.0%
Queensgate Centre, HARLOW	30	3.3%	1	.5%	7	4.4%	11	3.2%	0	.0%	12	10.4%
Ware town centre	11	1.1%	1	.5%	8	5.0%	2	.5%	0	.0%	0	.0%
Cambridge city centre	9	1.0%	0	.0%	0	.0%	4	1.1%	5	4.2%	0	.0%
Fitzroy Park, BISHOPS STORTFORD	8	.9%	0	.0%	0	.0%	5	1.6%	3	2.1%	0	.0%
Oldings Corner, HATFIELD	7	.7%	4	2.1%	3	1.7%	0	.0%	0	.0%	0	.0%
Hatfield town centre	5	.6%	5	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
The Brookfield Centre, CHESHUNT	5	.5%	3	1.6%	2	1.1%	0	.0%	0	.0%	0	.0%
Hoddesdon town centre	4	.5%	1	.5%	3	2.2%	0	.0%	0	.0%	0	.0%
Monkswood Retail Park, STEVENAGE	4	.4%	2	1.1%	0	.0%	0	.0%	2	1.6%	0	.0%
Waltham Cross town centre	2	.2%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Roebuck Retail Park, STEVENAGE	2	.2%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%
Royston town centre	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.5%
Saffron Walden town centre	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%
A10 Retail Park	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%
Buntingford town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Letchworth town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Sawbridgeworth town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Hatfield Road, ST ALBANS	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, CHELMSFORD	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
St Albans town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?

		Weighted base: All respondents (with exc)				Zone							
		Num	%	1		2		3		4		5	
				Num	%	Num	%	Num	%	Num	%	Num	%
Other	Mail order/catalogue	12	1.2%	3	1.6%	2	1.1%	5	1.6%	1	1.1%	0	.0%
	Varies	6	.7%	0	.0%	1	.6%	4	1.1%	2	1.6%	0	.0%
	Bishop Park Centre, Bishops Stortford	5	.5%	0	.0%	0	.0%	4	1.1%	1	.5%	1	.5%
	London	2	.3%	0	.0%	0	.0%	2	.5%	1	.5%	0	.0%
	Princess Gate Retail Park, Harlow	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	1	1.1%
	Great North Road, Hatfield	2	.2%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Shepherds Bush	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%
	Enfield, Middlesex	2	.2%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
	Great North Road, Stevenage	2	.2%	0	.0%	1	.6%	0	.0%	1	.5%	0	.0%
	Riverway, Harlow	1	.2%	0	.0%	1	.6%	0	.0%	0	.0%	1	.5%
	The Stow, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Monkwood Retail Park, Elder Way, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Buntingford	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Mitchams Corner, Cambridge	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Old North Road, Royston	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
Water Gardens, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	

Q10. Where do you do most of your household's shopping for radio, TV, telephone, HiFi, musical instruments and photographic equipment?

		Weighted base: All respondents (with exc)				Zone							
		Num	%	1		2		3		4		5	
				Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)		874	100.0%	191	100.0%	155	100.0%	307	100.0%	121	100.0%	100	100.0%
Harlow town centre		141	16.1%	14	7.1%	42	27.4%	50	16.4%	6	5.0%	28	28.2%
Bishops Stortford town centre		134	15.3%	0	.0%	1	.6%	111	36.3%	11	8.9%	11	11.0%
Internet		122	14.0%	24	12.6%	13	8.4%	59	19.3%	16	13.4%	10	9.8%
Welwyn Garden City town centre		74	8.5%	32	16.9%	24	15.6%	9	2.9%	7	5.6%	2	1.8%
Hertford town centre		68	7.8%	53	27.9%	14	8.9%	0	.0%	1	.6%	1	.6%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, telephone, HiFi, musical instruments and photographic equipment?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Stevenage town centre	63	7.2%	18	9.3%	9	5.6%	2	.6%	35	29.1%	0	.0%
Queensgate Centre, HARLOW	48	5.5%	2	1.1%	10	6.1%	20	6.4%	1	.6%	16	16.0%
St James Park, Edinburgh Way, HARLOW	36	4.2%	4	2.2%	8	5.0%	13	4.1%	3	2.2%	9	9.2%
Roaring Meg North Retail Park, STEVENAGE	35	4.0%	13	6.6%	1	.6%	0	.0%	22	17.9%	0	.0%
Cambridge city centre	10	1.2%	0	.0%	1	.6%	4	1.2%	5	4.5%	1	.6%
Brookfield Centre, CHESHUNT	10	1.1%	2	1.1%	6	3.9%	2	.6%	0	.0%	0	.0%
Hatfield town centre	7	.8%	6	3.3%	1	.6%	0	.0%	0	.0%	0	.0%
Hoddesdon town centre	6	.7%	1	.5%	5	3.4%	0	.0%	0	.0%	0	.0%
Ware town centre	6	.6%	0	.0%	4	2.8%	0	.0%	1	.6%	1	.6%
Oldings Corner, HATFIELD	4	.5%	4	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
Baldock town centre	4	.4%	0	.0%	0	.0%	2	.6%	2	1.7%	0	.0%
Buntingford town centre	3	.4%	0	.0%	0	.0%	2	.6%	1	1.1%	0	.0%
The Oaks Retail Park, HARLOW	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%
A10 Retail Park	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%
Roebuck Retail Park, STEVENAGE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Waltham Cross town centre	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Monkswood Retail Park, STEVENAGE	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
The Forum, STEVENAGE	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Royston town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
St Albans town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Beehive Centre, Coldhams Lane, CAMBRIDGE	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Chelmsford town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
Cambridge Retail Park, CAMBRIDGE	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, telephone, HiFi, musical instruments and photographic equipment?

		Weighted base: All respondents (with exc)		Zone											
		Num	%	1		2		3		4		5			
				Num	%	Num	%	Num	%	Num	%	Num	%		
Other	Edinburgh Way Retail Park, Harlow	42	4.8%	3	1.6%	5	3.4%	18	5.8%	2	1.7%	14	13.5%		
	Mail order/catalogue	11	1.3%	2	1.1%	3	1.7%	5	1.8%	1	.6%	1	.6%		
	London	5	.6%	2	1.1%	0	.0%	2	.6%	1	1.1%	0	.0%		
	Enfield	5	.5%	1	.5%	2	1.1%	2	.6%	0	.0%	0	.0%		
	Varies	3	.4%	1	.5%	1	.6%	0	.0%	1	.6%	1	.6%		
	Great North Road, Hatfield	3	.4%	3	1.6%	0	.0%	0	.0%	0	.0%	0	.0%		
	Bluewater	2	.3%	0	.0%	2	1.1%	0	.0%	0	.0%	1	.6%		
	Abroad	2	.2%	1	.5%	1	.6%	0	.0%	0	.0%	0	.0%		
	Around the Hertfordshire area	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Shepherds Bush	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Bishops Park Centre, Bishops Stortford	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Cheshunt Town Centre	2	.2%	1	.5%	0	.0%	0	.0%	1	.6%	0	.0%		
	Epping	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%		
	Tower Centre, Hoddeston	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%		
	Banbury Town Centre	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%		
	Hunsdon	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%		
	Princess Gate Retail Park, Harlow	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%		
	Stansted Airport	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
	Gatwick	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
	Buntingford	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
Riverway, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%			
The Stow, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%			
Lakeside Shopping Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%			

Q11. Where do you do most of your household's shopping for china, glass and hardware?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)	749	100.0%	151	100.0%	124	100.0%	275	100.0%	108	100.0%	91	100.0%
Bishops Stortford town centre	194	25.9%	0	.0%	3	2.1%	162	58.8%	14	12.6%	16	17.6%
Welwyn Garden City town centre	155	20.6%	66	43.4%	35	28.5%	22	7.8%	20	18.2%	12	13.5%
Harlow town centre	91	12.2%	11	7.6%	25	20.1%	20	7.2%	3	3.1%	31	34.5%
Stevenage town centre	47	6.3%	11	7.6%	8	6.3%	2	.7%	26	24.5%	0	.0%
Hertford town centre	41	5.5%	24	15.9%	14	11.1%	0	.0%	3	2.5%	1	.7%
Cambridge city centre	26	3.4%	0	.0%	0	.0%	16	5.9%	8	7.5%	1	1.4%
Edinburgh Way Retail Park, HARLOW	17	2.3%	1	.7%	3	2.1%	5	2.0%	1	.6%	7	8.1%
Brookfield Centre, CHESHUNT	16	2.1%	5	3.4%	10	7.6%	0	.0%	1	.6%	1	.7%
Internet	13	1.7%	0	.0%	3	2.1%	5	2.0%	4	3.8%	1	.7%
Roaring Meg North Retail Park, STEVENAGE	10	1.3%	5	3.4%	0	.0%	0	.0%	5	4.4%	0	.0%
Hatfield town centre	9	1.3%	5	3.4%	2	1.4%	2	.7%	1	.6%	0	.0%
Ware town centre	9	1.3%	0	.0%	7	5.6%	2	.7%	1	.6%	0	.0%
Waltham Cross town centre	8	1.1%	0	.0%	5	4.2%	2	.7%	1	1.3%	0	.0%
Queensgate Centre, HARLOW	4	.6%	2	1.4%	2	1.4%	0	.0%	0	.0%	1	.7%
Baldock town centre	3	.5%	0	.0%	0	.0%	0	.0%	3	3.1%	0	.0%
Chelmsford town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.4%
Beehive Centre, Coldhams Lane, CAMBRIDGE	2	.3%	0	.0%	2	1.4%	0	.0%	1	.6%	0	.0%
Royston town centre	2	.3%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%
Sawbridgeworth town centre	2	.2%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%
Hoddesdon town centre	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
London Road, STEVENAGE	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Oldings Corner, HATFIELD	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, CHELMSFORD	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Ware Road, HERTFORD	1	.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%
Buntingford town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Waterhouse Lane, CHELMSFORD	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Letchworth Business Park, LETCHWORTH	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%

(cont.)

Q11. Where do you do most of your household's shopping for china, glass and hardware?

	Weighted base: All respondents (with exc)				Zone									
	Num	%	1		2		3		4		5			
			Num	%	Num	%	Num	%	Num	%	Num	%		
The Oaks Retail Park, HARLOW	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
Lakeside Shopping Centre, West Thurrock	19	2.5%	1	.7%	1	.7%	11	3.9%	1	1.3%	5	5.4%		
London	13	1.7%	3	2.1%	0	.0%	7	2.6%	1	1.3%	1	1.4%		
Bishops Park Centre, Bishops Stortford	9	1.1%	0	.0%	0	.0%	7	2.6%	1	1.3%	0	.0%		
Varies	5	.7%	0	.0%	1	.7%	2	.7%	3	2.5%	0	.0%		
The Harvey Centre, Harlow	4	.6%	0	.0%	0	.0%	0	.0%	1	1.3%	3	3.4%		
Edmonton	3	.5%	1	.7%	0	.0%	2	.7%	0	.0%	1	.7%		
Wembley	3	.4%	1	.7%	0	.0%	2	.7%	0	.0%	0	.0%		
Bluewater	2	.3%	0	.0%	0	.0%	2	.7%	0	.0%	1	.7%		
Birchanger, Bishops Stortford	2	.3%	0	.0%	0	.0%	2	.7%	0	.0%	1	.7%		
Mail order/catalogue	2	.3%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.4%		
Fifth Allende Avenue, Harlow	2	.3%	0	.0%	1	.7%	0	.0%	0	.0%	1	1.4%		
Aston, Stevenage	2	.3%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%		
Comet Way, Hatfield	2	.3%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%		
Other														
Great North Road, Hatfield	2	.3%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%		
Monkswood Way, Stevenage	2	.3%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%		
Cheshunt	2	.3%	1	.7%	1	.7%	0	.0%	0	.0%	0	.0%		
Galleria, Hatfield	2	.3%	1	.7%	1	.7%	0	.0%	0	.0%	0	.0%		
Freeport Village, Charter Way, Chaple Hill, Braintree	2	.2%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%		
Abroad	1	.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%		
Madford Retail Park	1	.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%		
Nazeing	1	.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%		
Enfield	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
High Wycombe	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
Corey's Mill, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
Stoke on Trent	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
Old North Road, Royston	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
Heacham Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%		
Edinburgh Way, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%		

(cont.)

Q11. Where do you do most of your household's shopping for china, glass and hardware?

		Weighted base: All respondents (with exc)		Zone									
				1		2		3		4		5	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Romford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Loughton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%

Q12. Where do you do most of your household's shopping for DIY goods, gardening goods and decorating supplies?

		Weighted base: All respondents (with exc)		Zone									
				1		2		3		4		5	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)		894	100.0%	183	100.0%	154	100.0%	329	100.0%	125	100.0%	104	100.0%
Bishops Stortford town centre		187	21.0%	0	.0%	1	.6%	163	49.7%	17	13.5%	6	5.9%
Hertford town centre		129	14.4%	87	47.4%	35	23.0%	2	.5%	5	3.8%	0	.0%
Harlow town centre		120	13.4%	9	5.1%	33	21.3%	36	10.9%	2	1.6%	39	37.9%
Edinburgh Way Retail Park, HARLOW		65	7.2%	3	1.7%	13	8.4%	16	4.9%	4	3.2%	28	27.2%
Fitzroy Park, BISHOPS STORTFORD		55	6.2%	1	.6%	0	.0%	47	14.2%	6	4.9%	1	1.2%
Van Hage Garden Centre, WARE		43	4.9%	7	4.0%	16	10.1%	11	3.3%	7	5.4%	3	3.0%
Stevenage town centre		38	4.3%	4	2.3%	3	2.2%	0	.0%	30	24.3%	0	.0%
Ware Road, HERTFORD		33	3.6%	24	13.1%	9	5.6%	0	.0%	0	.0%	0	.0%
Queensgate Centre, HARLOW		21	2.4%	0	.0%	5	3.4%	5	1.6%	0	.0%	10	10.1%
Ware town centre		19	2.1%	0	.0%	15	9.6%	0	.0%	2	1.6%	2	2.4%
Roaring Meg North Retail Park, STEVENAGE		16	1.8%	5	2.9%	0	.0%	0	.0%	11	8.6%	0	.0%
The Oaks Retail Park, HARLOW		15	1.7%	1	.6%	3	1.7%	7	2.2%	0	.0%	4	4.1%
Welwyn Garden City town centre		13	1.4%	8	4.6%	2	1.1%	2	.5%	1	.5%	0	.0%
Hatfield town centre		7	.8%	6	3.4%	1	.6%	0	.0%	0	.0%	0	.0%
Roaring Meg South, STEVENAGE		7	.7%	1	.6%	1	.6%	0	.0%	5	3.8%	0	.0%
Princes Gate Retail Park, HARLOW		6	.7%	1	.6%	2	1.1%	0	.0%	0	.0%	3	3.0%
Royston town centre		4	.5%	0	.0%	0	.0%	0	.0%	4	3.2%	0	.0%
Internet		4	.4%	2	1.1%	1	.6%	0	.0%	1	.5%	0	.0%
Saffron Walden town centre		4	.4%	0	.0%	0	.0%	4	1.1%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for DIY goods, gardening goods and decorating supplies?

	Weighted base: All respondents (with exc)				Zone									
	Num	%	1		2		3		4		5			
			Num	%	Num	%	Num	%	Num	%	Num	%		
Baldock town centre	3	.4%	0	.0%	0	.0%	2	.5%	1	1.1%	0	.0%		
Cambridge city centre	3	.3%	0	.0%	1	.6%	2	.5%	0	.0%	0	.0%		
London Road, STEVENAGE	3	.3%	1	.6%	1	.6%	0	.0%	1	.5%	0	.0%		
A10 Retail Park	2	.3%	0	.0%	0	.0%	2	.5%	1	.5%	0	.0%		
Oldings Corner, HATFIELD	2	.2%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%		
Letchworth town centre	2	.2%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%		
Hoddesdon town centre	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%		
Sawbridgeworth town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%		
Waterhouse Lane, CHELMSFORD	1	.2%	0	.0%	1	.6%	0	.0%	0	.0%	1	.6%		
Buntingford town centre	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%		
High Street, STEVENAGE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%		
Cambridge Retail Park,, CAMBRIDGE	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	1	.6%		
Riverside Retail Park, CHELMSFORD	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
Waltham Cross town centre	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%		
Elizabeth Way, SAFFRON WALDEN	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%		
Letchworth Business Park, LETCHWORTH	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%		
Plinston Retail Park, LETCHWORTH	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%		

(cont.)

Q12. Where do you do most of your household's shopping for DIY goods, gardening goods and decorating supplies?

	Weighted base: All respondents (with exc)		Zone											
	Num	%	1		2		3		4		5			
			Num	%	Num	%	Num	%	Num	%	Num	%		
Birchanger, Bishops Stortford	22	2.5%	0	.0%	0	.0%	18	5.5%	4	3.2%	0	.0%		
Madford Retail Park, Ware Road, Hertford	12	1.4%	7	4.0%	5	3.4%	0	.0%	0	.0%	0	.0%		
Mail order/catalogue	5	.6%	2	1.1%	0	.0%	2	.5%	1	1.1%	0	.0%		
Varies	5	.5%	0	.0%	2	1.1%	2	.5%	1	1.1%	0	.0%		
Swallowfields, Welwyn Garden City	4	.5%	4	2.3%	0	.0%	0	.0%	0	.0%	0	.0%		
Enfield	4	.5%	1	.6%	2	1.1%	0	.0%	1	1.1%	0	.0%		
London Road, Stevenage	4	.5%	0	.0%	0	.0%	0	.0%	4	3.2%	0	.0%		
Hastingwood, Harlow	2	.3%	0	.0%	0	.0%	2	.5%	0	.0%	1	.6%		
Braintree	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
Clavering	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
Commercial Centre, Saffron Walden	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
The Water Gardens, South Gate, Harlow	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
Lower Hatfield Road, Hertford	2	.2%	1	.6%	0	.0%	0	.0%	1	.5%	0	.0%		
London	2	.2%	0	.0%	1	.6%	0	.0%	1	.5%	0	.0%		
Roydon, Harlow	1	.2%	0	.0%	1	.6%	0	.0%	0	.0%	1	.6%		
Dunsbridge Turnpike, Shepreth, Royst	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%		
Graveley Road, Stevenage	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%		
The Harvey Centre, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%		
Foxholes Business Park, Hertford	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
Cheshunt	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%		
Abroad	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%		
Great Imwell	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%		
Orchard Road Industrial Estate, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%		
Letchworth Garden City	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%		
Much Hadham	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%		
Roxton, Bedford	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%		
Monkswood Way, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%		

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational and luxury goods?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)	835	100.0%	169	100.0%	137	100.0%	318	100.0%	114	100.0%	97	100.0%
Bishops Stortford town centre	244	29.3%	0	.0%	2	1.3%	207	65.0%	18	16.0%	18	18.5%
Internet	127	15.2%	28	16.7%	22	16.4%	45	14.1%	22	18.9%	10	10.2%
Harlow town centre	102	12.2%	8	4.9%	23	17.0%	22	6.8%	4	3.6%	45	46.5%
Hertford town centre	96	11.5%	73	43.2%	21	15.1%	0	.0%	3	2.4%	0	.0%
Stevenage town centre	46	5.6%	9	5.6%	4	3.1%	4	1.1%	29	25.4%	0	.0%
Welwyn Garden City town centre	45	5.4%	21	12.3%	17	12.6%	0	.0%	5	4.1%	2	1.9%
Ware town centre	25	3.0%	0	.0%	23	17.0%	0	.0%	1	1.2%	1	.6%
Cambridge city centre	23	2.8%	0	.0%	2	1.3%	5	1.7%	12	10.7%	4	3.8%
Hoddesdon town centre	9	1.1%	2	1.2%	5	3.8%	2	.6%	0	.0%	0	.0%
Sawbridgeworth town centre	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.1%
Hatfield town centre	5	.6%	3	1.9%	1	.6%	0	.0%	1	.6%	0	.0%
Buntingford town centre	4	.5%	0	.0%	0	.0%	2	.6%	1	1.2%	1	.6%
Saffron Walden town centre	4	.4%	0	.0%	0	.0%	4	1.1%	0	.0%	0	.0%
Letchworth town centre	4	.4%	0	.0%	1	.6%	0	.0%	3	2.4%	0	.0%
Queensgate Centre, HARLOW	3	.4%	0	.0%	2	1.3%	0	.0%	0	.0%	1	1.3%
St Albans town centre	3	.3%	0	.0%	1	.6%	2	.6%	0	.0%	0	.0%
Roaring Meg North Retail Park, STEVENAGE	3	.3%	1	.6%	1	.6%	0	.0%	1	.6%	0	.0%
Van Hage Garden Centre, WARE	3	.3%	1	.6%	1	.6%	0	.0%	1	.6%	0	.0%
Royston town centre	2	.2%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
Baldock town centre	2	.2%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%
Chelmsford town centre	1	.2%	0	.0%	1	.6%	0	.0%	0	.0%	1	.6%

(cont.)

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational and luxury goods?

		Weighted base: All respondents (with exc)				Zone									
		Num		%		1		2		3		4		5	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	London	16	1.9%	4	2.5%	0	.0%	5	1.7%	4	3.6%	2	2.5%		
	Lakeside Shopping Centre, West Thurrock	10	1.2%	4	2.5%	0	.0%	4	1.1%	0	.0%	2	2.5%		
	Bluewater	8	1.0%	0	.0%	1	.6%	5	1.7%	1	.6%	1	1.3%		
	Mail order/catalogue	8	1.0%	3	1.9%	3	1.9%	2	.6%	0	.0%	1	.6%		
	Varies	8	.9%	1	.6%	3	2.5%	0	.0%	2	1.8%	1	1.3%		
	Abroad	6	.7%	1	.6%	3	1.9%	2	.6%	1	.6%	0	.0%		
	Bishops Park Centre, Bishops Stortford	4	.4%	0	.0%	0	.0%	4	1.1%	0	.0%	0	.0%		
	Tower Centre, Hoddeston	2	.2%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%		
	Braintree	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Birchanger, Bishops Stortford	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	Much Hadham	2	.2%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%		
	The Galleria, Comet Way, Hatfield	2	.2%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%		
	Car boot sale	2	.2%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%		
	Harlequin Shopping Centre, Watford	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%		
	Edinburgh Way, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%		
	Clacton	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
	Enfeld	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
	QVC teleshopping	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
	Stanstead Abbott	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%		
	Huntingdon Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%		
Luton town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%			
Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%			
Jersey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%			

Q14. Where do you do most of your household's shopping for chemists goods?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)	985	100.0%	206	100.0%	169	100.0%	356	100.0%	133	100.0%	121	100.0%
Bishops Stortford town centre	305	30.9%	0	.0%	3	1.5%	275	77.3%	18	13.2%	10	8.2%
Hertford town centre	192	19.5%	162	78.3%	25	14.8%	2	.5%	3	2.5%	0	.0%
Ware town centre	101	10.2%	3	1.5%	94	55.6%	0	.0%	3	2.5%	0	.0%
Harlow town centre	88	8.9%	3	1.5%	16	9.2%	13	3.5%	1	1.0%	55	45.9%
Buntingford town centre	47	4.8%	0	.0%	0	.0%	4	1.0%	43	32.5%	0	.0%
Sawbridgeworth town centre	46	4.7%	0	.0%	1	.5%	7	2.0%	0	.0%	38	31.6%
Stevenage town centre	37	3.7%	6	3.0%	1	.5%	2	.5%	28	20.8%	0	.0%
Hatfield town centre	4	.4%	4	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baldock town centre	3	.3%	0	.0%	0	.0%	0	.0%	3	2.0%	1	.5%
Saffron Walden town centre	3	.3%	0	.0%	2	1.0%	0	.0%	1	.5%	1	.5%
Royston town centre	2	.2%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Letchworth town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Roaring Meg North Retail Park, STEVENAGE	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	1	.5%
Cambridge city centre	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Cambridge Retail Park, CAMBRIDGE	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Internet	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Chelmsford town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
St Albans town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%

(cont.)

Q14. Where do you do most of your household's shopping for chemists goods?

		Weighted base: All respondents (with exc)										Zone			
		Num		%		1		2		3		4		5	
						Num	%	Num	%	Num	%	Num	%	Num	%
Other	Puckeridge	17	1.8%	0	.0%	1	.5%	4	1.0%	13	9.6%	0	.0%		
	Bishops Park Centre, Bishops Stortford	13	1.3%	0	.0%	0	.0%	9	2.5%	3	2.0%	1	1.0%		
	Stansted	13	1.3%	0	.0%	0	.0%	13	3.5%	0	.0%	0	.0%		
	Bircherley Green, Hertford	10	1.0%	8	4.0%	2	1.0%	0	.0%	0	.0%	0	.0%		
	Hoddesdon	8	.8%	2	1.0%	6	3.6%	0	.0%	0	.0%	0	.0%		
	West Street, Ware	8	.8%	0	.0%	8	4.6%	0	.0%	0	.0%	0	.0%		
	Brookfield Centre, Cheshunt	8	.8%	2	1.0%	4	2.6%	0	.0%	1	.5%	1	.5%		
	Thorley Centre, Bishops Stortford	6	.6%	0	.0%	0	.0%	5	1.5%	1	.5%	0	.0%		
	Stansted	5	.5%	0	.0%	0	.0%	5	1.5%	0	.0%	0	.0%		
	Sele Farm, Hertford	4	.4%	4	2.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Welwyn Garden City	4	.4%	3	1.5%	1	.5%	0	.0%	0	.0%	0	.0%		
	Fifth Allende Avenue, Harlow	4	.4%	0	.0%	0	.0%	2	.5%	0	.0%	2	1.5%		
	Stanstead Abbots	3	.4%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%		
	Edinburgh Way, Harlow	3	.3%	0	.0%	0	.0%	0	.0%	1	.5%	2	2.0%		
	Sawbridgeworth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.6%		
	Much Hadham	2	.3%	0	.0%	0	.0%	2	.5%	1	.5%	0	.0%		
	Varies	2	.3%	0	.0%	0	.0%	2	.5%	1	.5%	0	.0%		
	Hatfield Road, Welwyn Garden City	2	.2%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Watton at Stone	2	.2%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	The Poplars, Magpie Crescent, Stevenage	2	.2%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%		
	Old Harlow Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%		
	Stow, The Stow, Harlow	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%		
	Braintree	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
	Elsenham	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
	Braughing	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
	Thorley	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
South Woodham	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%			
Church Langley	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%			
Northgate End, Bishops Stortford	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%			

(cont.)

Q14. Where do you do most of your household's shopping for chemists goods?

		Weighted base: All respondents (with exc)				Zone							
		Num	%	1		2		3		4		5	
				Num	%	Num	%	Num	%	Num	%	Num	%
Other	Oaks Cross, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Coreys Mill, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Old Hall Green	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	1	.5%
	Lakeside Shopping Centre	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Luton	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Hoddesdon	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Great North Way, Hatfield	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Amwell	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
	Monkswood Way, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Hitchin	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Knebworth	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Longfield, Kent	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	The Hyde, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Standon	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Old North Road, Royston	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	The Stow, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%

Q15. When you shop for non-food goods, how do you usually travel?

	Weighted base: All respondents		Zone										
	Num	%	1		2		3		4		5		
			Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%	
Car/Van (as driver)	687	68.7%	132	63.5%	124	71.9%	257	71.1%	100	74.0%	74	60.0%	
Car/Van (as passenger)	114	11.4%	22	10.5%	19	11.1%	38	10.4%	19	14.0%	17	13.5%	
Walk	92	9.2%	28	13.5%	15	8.5%	34	9.5%	7	5.5%	8	6.5%	
Bus	82	8.2%	20	9.5%	10	6.0%	25	7.0%	7	5.0%	20	16.5%	
Train	10	1.0%	5	2.5%	1	.5%	4	1.0%	1	.5%	0	.0%	
Goods delivered	5	.5%	0	.0%	1	.5%	2	.5%	1	1.0%	1	1.0%	
Taxi	4	.4%	0	.0%	1	.5%	2	.5%	0	.0%	1	1.0%	
Bicycle	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	
Other													
	Scooter	3	.3%	0	.0%	1	.5%	0	.0%	0	.0%	2	1.5%
	Either passenger or driver	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%

Q16a. Do you use the weekly markets in the town centre?

	Weighted base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
Yes	407	40.7%	103	49.5%	60	35.2%	162	44.8%	51	37.5%	31	25.0%
No	593	59.3%	105	50.5%	111	64.8%	199	55.2%	85	62.5%	92	75.0%

Q16b. How would you rate these markets in terms of quality?

	Weighted base: Those using markets		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: Those using markets	407	100.0%	103	100.0%	60	100.0%	162	100.0%	51	100.0%	31	100.0%
Very good	80	19.6%	29	28.3%	7	11.4%	29	17.8%	7	13.3%	8	26.0%
Good	171	41.9%	44	42.4%	18	30.0%	75	46.7%	20	40.0%	13	42.0%
Fair	114	28.0%	22	21.2%	23	38.6%	47	28.9%	18	34.7%	4	14.0%
Poor	26	6.4%	8	8.1%	6	10.0%	5	3.3%	3	6.7%	3	10.0%
Very poor	17	4.1%	0	.0%	6	10.0%	5	3.3%	3	5.3%	2	8.0%

Q16c. Do you use the monthly Farmer's market in Hertford?

	Weighted base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
Yes	206	20.6%	106	51.0%	44	25.6%	29	8.0%	14	10.5%	13	10.5%
No	794	79.4%	102	49.0%	128	74.4%	332	92.0%	121	89.5%	110	89.5%

Q16d. How would you rate this market in terms of quality?

	Weighted base: Those using Farmers market		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: Those using Farmers market	206	100.0%	106	100.0%	44	100.0%	29	100.0%	14	100.0%	13	100.0%
Very good	89	43.3%	45	42.2%	16	35.3%	11	37.5%	10	71.4%	8	61.9%
Good	94	45.5%	46	43.1%	22	49.0%	18	62.5%	4	28.6%	4	33.3%
Fair	18	8.8%	11	10.8%	6	13.7%	0	.0%	0	.0%	1	4.8%
Poor	3	1.4%	2	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%
Very poor	2	1.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q17. What improvements would make you use the markets such as the Farmer's market in Hertford or the weekly town centre markets?

	Weighted base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
Better facilities for the disabled	4	.4%	1	.5%	3	1.5%	0	.0%	0	.0%	1	.5%
Better public toilet facilities	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Better quality goods	58	5.8%	17	8.0%	16	9.0%	18	5.0%	2	1.5%	6	4.5%
Improved security in car parks	12	1.2%	0	.0%	5	3.0%	5	1.5%	1	.5%	1	.5%
Improvements to accessibility by car	33	3.3%	5	2.5%	8	4.5%	13	3.5%	4	3.0%	4	3.0%
Improvements to pedestrian environment/ pedestrianisation	8	.8%	2	1.0%	1	.5%	4	1.0%	1	1.0%	0	.0%
Improvements to public transport / more buses	24	2.4%	1	.5%	3	2.0%	13	3.5%	5	3.5%	2	2.0%
Lower parking charges/ fees/ costs	35	3.5%	7	3.5%	7	4.0%	13	3.5%	5	3.5%	4	3.0%
Safety/ more police/ CCTV/ lighting/ safety improvements	3	.3%	1	.5%	2	1.0%	0	.0%	0	.0%	0	.0%
Too far to travel	108	10.8%	4	2.0%	5	3.0%	65	17.9%	15	11.0%	19	15.5%
Nothing	490	49.0%	108	52.0%	80	46.2%	172	47.8%	70	51.5%	60	49.0%

(cont.)

Q17. What improvements would make you use the markets such as the Farmer's market in Hertford or the weekly town centre markets?

		Weighted base: All respondents						Zone							
		Num		%		1		2		3		4		5	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Other	More stalls/ variety	43	4.3%	13	6.0%	7	4.0%	11	3.0%	5	4.0%	7	6.0%		
	Reduce prices	43	4.3%	16	7.5%	10	6.0%	7	2.0%	4	3.0%	6	4.5%		
	Larger range of goods	39	3.9%	7	3.5%	8	4.5%	11	3.0%	8	6.0%	5	4.0%		
	Improved publicity/ advertising	31	3.1%	6	3.0%	5	3.0%	9	2.5%	7	5.0%	4	3.0%		
	Open more often/ more regularly	30	3.0%	7	3.5%	5	3.0%	9	2.5%	4	3.0%	5	4.0%		
	Improved parking facilities	16	1.6%	2	1.0%	2	1.0%	7	2.0%	4	3.0%	1	.5%		
	Open weekends	15	1.5%	1	.5%	3	2.0%	7	2.0%	3	2.0%	1	.5%		
	Longer opening times	11	1.1%	5	2.5%	2	1.0%	4	1.0%	1	.5%	0	.0%		
	More space/ make it larger	8	.8%	4	2.0%	2	1.0%	2	.5%	0	.0%	0	.0%		
	Open at a better time	8	.8%	0	.0%	1	.5%	5	1.5%	1	.5%	1	.5%		
	Include more locally produced fresh food	7	.7%	0	.0%	3	2.0%	2	.5%	1	1.0%	1	.5%		
	Location/ open one nearer/ more convenient	7	.7%	0	.0%	2	1.0%	4	1.0%	1	.5%	1	.5%		
	Having it on a week day	6	.6%	2	1.0%	2	1.0%	0	.0%	2	1.5%	0	.0%		
	More fruit and veg stands	5	.5%	2	1.0%	1	.5%	0	.0%	0	.0%	2	1.5%		
	Different day of the week	5	.5%	0	.0%	3	2.0%	0	.0%	0	.0%	1	1.0%		
	More food stalls	4	.4%	0	.0%	2	1.0%	2	.5%	0	.0%	0	.0%		
	Cheaper non-food goods	3	.3%	1	.5%	1	.5%	0	.0%	1	.5%	0	.0%		
	More non-food stalls	3	.3%	1	.5%	1	.5%	0	.0%	0	.0%	1	.5%		
	Better facilities for elderly people	2	.2%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Parking closer to market entrance	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%		
	Have baby stall	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%		
	Evidence that the produce on sale is genuinely local	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%		
	Better cover	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%		
	Better location because of congestion	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%		
	Better value for money	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%		
Fresher produce	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%			
More organic produce	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%			
Turn off the radio's on the stands	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%			

(cont.)

Q17. What improvements would make you use the markets such as the Farmer's market in Hertford or the weekly town centre markets?

		Weighted base: All respondents						Zone					
		Num	%	1		2		3		4		5	
				Num	%	Num	%	Num	%	Num	%	Num	%
Other	Keeping the markets more compact	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
	Sell toiletries and household products	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
	Closer	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Management of market should be returned to stallholders	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%

Q18a. Which of the following is your main town centre for shopping and services?

	Weighted base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
Bishops Stortford	418	41.8%	2	1.0%	5	3.0%	334	92.5%	40	29.5%	36	29.5%
Hertford	222	22.2%	173	83.0%	35	20.6%	7	2.0%	5	4.0%	1	.5%
Ware	108	10.8%	0	.0%	97	56.3%	2	.5%	9	7.0%	0	.0%
Buntingford	28	2.8%	0	.0%	0	.0%	0	.0%	28	20.5%	0	.0%
Sawbridgeworth	18	1.8%	0	.0%	1	.5%	0	.0%	0	.0%	17	14.0%
Harlow	107	10.7%	3	1.5%	20	11.6%	14	4.0%	2	1.5%	68	55.0%
Stevenage	56	5.6%	10	5.0%	3	2.0%	2	.5%	40	29.5%	0	.0%
Welwyn Garden City	21	2.1%	14	6.5%	3	2.0%	0	.0%	3	2.5%	1	.5%
Hoddesdon	4	.4%	1	.5%	3	2.0%	0	.0%	0	.0%	0	.0%
Royston	4	.4%	0	.0%	0	.0%	0	.0%	4	3.0%	0	.0%
Herford	3	.3%	2	1.0%	1	.5%	0	.0%	0	.0%	0	.0%
Cambridge	2	.2%	0	.0%	0	.0%	2	.5%	1	.5%	0	.0%
Other	2	.2%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baldock	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Letchworth	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Cheshunt	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Do not shop in town centres	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Milton Keynes	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Varies	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Epping	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%

Q18b. What do yo like about Q18a town centre for shopping and services?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents (with exc)	986	100.0%	206	100.0%	168	100.0%	359	100.0%	134	100.0%	119	100.0%
Close to home	340	34.5%	75	36.4%	56	33.5%	138	38.5%	39	29.3%	31	26.4%

(cont.)

Q18b. What do you like about Q18a town centre for shopping and services?

	Weighted base: All respondents (with exc)		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Good range of non-food shops	199	20.2%	37	17.7%	32	19.1%	70	19.5%	34	25.3%	26	22.3%
Nothing/very little	133	13.5%	24	11.6%	29	17.5%	45	12.5%	15	11.1%	20	17.1%
Attractive environment/nice place	109	11.0%	31	15.2%	20	11.9%	27	7.5%	13	9.6%	18	15.0%
Easy to park	33	3.3%	3	1.5%	4	2.6%	11	3.0%	9	6.6%	6	4.7%
Particular shops or stores in the town centre	30	3.0%	5	2.5%	7	4.1%	7	2.0%	5	4.0%	5	4.1%
Good food stores	15	1.5%	2	1.0%	2	1.0%	7	2.0%	3	2.0%	1	1.0%
Easy to get to by car	10	1.0%	2	1.0%	2	1.0%	4	1.0%	3	2.0%	0	.0%
Close to work	8	.8%	1	.5%	2	1.0%	4	1.0%	1	1.0%	1	.5%
Easy to get to by bus	6	.6%	1	.5%	1	.5%	4	1.0%	1	.5%	0	.0%
Good pubs, cafes or restaurants	6	.6%	0	.0%	2	1.0%	4	1.0%	0	.0%	1	.5%
Close to friends or relatives	5	.5%	2	1.0%	0	.0%	2	.5%	1	.5%	0	.0%
Traffic free shopping centre	4	.5%	2	1.0%	0	.0%	2	.5%	0	.0%	1	.5%
Safe and secure	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%

(cont.)

Q18b. What do yo like about Q18a town centre for shopping and services?

		Weighted base: All respondents (with exc)				Zone							
		Num	%	1		2		3		4		5	
				Num	%	Num	%	Num	%	Num	%	Num	%
Other	Compact town centre/ easy to get around	35	3.6%	5	2.5%	3	2.1%	20	5.5%	2	1.5%	5	4.1%
	Got everything you could need	12	1.2%	4	2.0%	2	1.0%	4	1.0%	2	1.5%	1	.5%
	Live there/ born there/ familiarity	7	.7%	1	.5%	2	1.0%	2	.5%	3	2.0%	0	.0%
	Traditional/ has retained its individuality	5	.5%	0	.0%	1	.5%	4	1.0%	1	.5%	0	.0%
	Not too crowded	4	.4%	2	1.0%	0	.0%	2	.5%	0	.0%	0	.0%
	Good customer service in most shops	4	.4%	1	.5%	0	.0%	0	.0%	1	1.0%	1	1.0%
	Good range of independent stores	4	.4%	2	1.0%	1	.5%	0	.0%	1	.5%	0	.0%
	Don't like it	3	.3%	0	.0%	1	.5%	2	.5%	0	.0%	0	.0%
	Like the old part of the town	2	.2%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.0%
	Likes to support local stores	2	.2%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Small country town	2	.2%	0	.0%	0	.0%	2	.5%	0	.0%	0	.0%
	Free car parking	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Maintained properly	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Big town centre	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
	Do not shop in town centres	1	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
	Close to petrol station	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Like to support local stores	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
	Early learning resource centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Good facilities for the disabled	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	

Q19. SEG

	Weighted base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
A/B	338	33.8%	62	29.5%	54	31.7%	147	40.8%	39	28.5%	36	29.5%
C1	290	29.0%	60	29.0%	59	34.2%	86	23.9%	41	30.5%	43	35.0%
C2	188	18.8%	45	21.5%	30	17.6%	63	17.4%	30	22.0%	20	16.5%
D/E	112	11.2%	22	10.5%	18	10.6%	41	11.4%	17	12.5%	14	11.0%
Refused	72	7.2%	20	9.5%	10	6.0%	23	6.5%	9	6.5%	10	8.0%

Q20. Age group

	Weighted base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
18 - 24 years	22	2.2%	9	4.5%	1	.5%	7	2.0%	2	1.5%	2	2.0%
25 - 34 years	41	4.1%	8	4.0%	8	4.5%	13	3.5%	9	6.5%	3	2.5%
35 - 44 years	139	13.9%	27	13.0%	23	13.6%	56	15.4%	24	18.0%	9	7.0%
45 - 54 years	202	20.2%	39	18.5%	37	21.6%	74	20.4%	31	23.0%	22	17.5%
55 - 64 years	194	19.4%	30	14.5%	35	20.1%	77	21.4%	27	20.0%	25	20.0%
65 years or above	379	37.9%	88	42.0%	67	38.7%	126	34.8%	39	29.0%	60	48.5%
Refused	24	2.4%	7	3.5%	2	1.0%	9	2.5%	3	2.0%	3	2.5%

Q21. How many people including yourself are there in your household?

	Weighted base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
One	228	22.8%	55	26.5%	48	27.6%	61	16.9%	25	18.5%	39	31.5%
Two	381	38.1%	74	35.5%	64	37.2%	147	40.8%	53	39.5%	42	34.5%
Three	152	15.2%	30	14.5%	22	12.6%	61	16.9%	21	15.5%	18	15.0%
Four	139	13.9%	32	15.5%	25	14.6%	47	12.9%	24	17.5%	12	9.5%
Five	45	4.5%	5	2.5%	8	4.5%	18	5.0%	8	6.0%	6	5.0%
Six or more	25	2.5%	4	2.0%	4	2.5%	14	4.0%	1	1.0%	1	1.0%
Refused	29	2.9%	7	3.5%	2	1.0%	13	3.5%	3	2.0%	4	3.5%

Q22. How many vehicles does your household own or have the use of?

	Weighted base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
None	100	10.0%	23	11.0%	14	8.0%	31	8.5%	9	6.5%	24	19.5%
One	346	34.6%	86	41.0%	75	43.7%	102	28.4%	37	27.5%	46	37.5%
Two	369	36.9%	66	31.5%	56	32.7%	154	42.8%	56	41.5%	36	29.5%
Three or more	154	15.4%	26	12.5%	25	14.6%	61	16.9%	30	22.0%	12	10.0%
Refused	30	3.0%	8	4.0%	2	1.0%	13	3.5%	3	2.5%	4	3.5%

Q23. Gender of respondent

	Weighted base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
Male	269	26.9%	66	31.5%	37	21.6%	104	28.9%	34	25.0%	28	23.0%
Female	731	73.1%	143	68.5%	135	78.4%	257	71.1%	102	75.0%	95	77.0%

Q24. Would you be willing to be recontacted for future quality control purposes?

	Weighted base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Weighted base: All respondents	1000	100.0%	209	100.0%	172	100.0%	361	100.0%	135	100.0%	123	100.0%
Yes	636	63.6%	145	69.5%	111	64.8%	219	60.7%	87	64.0%	74	60.0%
No	364	36.4%	64	30.5%	60	35.2%	142	39.3%	49	36.0%	49	40.0%