

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

| | Base: All respondents | | Postcode District | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% |
| Sainsbury's, Brentwood | 271 | 27.0% | 14 | 20.6% | 0 | .0% | 2 | 1.5% | 79 | 47.6% | 75 | 63.0% | 92 | 61.7% |
| Tesco, Gallows Corner, Romford | 225 | 22.4% | 4 | 5.9% | 0 | .0% | 0 | .0% | 12 | 7.2% | 20 | 16.8% | 18 | 12.1% |
| Waitrose, Billericay | 92 | 9.2% | 6 | 8.8% | 23 | 25.0% | 53 | 39.0% | 7 | 4.2% | 0 | .0% | 3 | 2.0% |
| Asda, Pipp's Hill, Basildon | 37 | 3.7% | 0 | .0% | 13 | 14.1% | 9 | 6.6% | 12 | 7.2% | 0 | .0% | 1 | .7% |
| Tesco, Mayflower, Basildon (A127) | 34 | 3.4% | 0 | .0% | 10 | 10.9% | 21 | 15.4% | 1 | .6% | 1 | .8% | 1 | .7% |
| Tesco, Laindon Hills, Basildon | 30 | 3.0% | 0 | .0% | 4 | 4.3% | 8 | 5.9% | 15 | 9.0% | 2 | 1.7% | 1 | .7% |
| Co-op, Queens Park, Billericay | 23 | 2.3% | 0 | .0% | 5 | 5.4% | 14 | 10.3% | 4 | 2.4% | 0 | .0% | 0 | .0% |
| M&S, High Street, Brentwood | 19 | 1.9% | 1 | 1.5% | 0 | .0% | 0 | .0% | 5 | 3.0% | 8 | 6.7% | 5 | 3.4% |
| Internet | 18 | 1.8% | 1 | 1.5% | 3 | 3.3% | 5 | 3.7% | 0 | .0% | 4 | 3.4% | 3 | 2.0% |
| Asda, Romford | 14 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Sainsbury's, Hornchurch | 12 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Co-op, Chapel High, Brentwood (Baytree Centre) | 11 | 1.1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 3 | 1.8% | 3 | 2.5% | 4 | 2.7% |
| Co-op, Shenfield | 8 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 5 | 3.4% |
| Co-op, High Street, Billericay | 8 | .8% | 0 | .0% | 4 | 4.3% | 4 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% |
| Co-op, Harold Hill, Romford | 8 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Sainsbury's (Local), Harold Hill | 7 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Asda, Eastgate | 6 | .6% | 0 | .0% | 2 | 2.2% | 3 | 2.2% | 1 | .6% | 0 | .0% | 0 | .0% |
| Co-op, Hutton, Brentwood | 6 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 2.4% | 1 | .8% | 0 | .0% |
| Aldi, Upminster | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 1 | .7% |
| Co-op, Ingatestone | 4 | .4% | 4 | 5.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Co-op, Harold Wood, Romford | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Sainsbury's, Chipping Ongar | 3 | .3% | 2 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% |
| Tesco, Hornchurch | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| Waitrose, Upminster | 3 | .3% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .6% | 1 | .8% | 0 | .0% |
| Aldi, Romford | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.3% |
| Aldi, Wickford | 2 | .2% | 0 | .0% | 1 | 1.1% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| Asda, Chelmsford | 2 | .2% | 2 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

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| | Base: All respondents | | Postcode District | | | | | | | | | | | |
|----------------------------------|-----------------------|-----|-------------------|------|------|------|------|-----|------|-----|------|-----|------|-----|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Co-op, Stock Road, Billericay | 2 | .2% | 1 | 1.5% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Lidl, Chelmsford | 2 | .2% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Lidl, Laindon | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .6% | 0 | .0% | 0 | .0% |
| M&S, Romford | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Tesco, Ongar Express | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% |
| Aldi, Chelmsford | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Co-op, Pilgrims Hatch, Brentwood | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| Lidl, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% |
| Morrisons, Becontree Heath | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Tesco, Shenfield Express | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| Tesco, Brentwood Express | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% |

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| | | Base: All respondents | | Postcode District | | | | | | | | | | | |
|---|---|-----------------------|------|-------------------|-------|------|------|------|------|------|------|------|------|------|------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Tesco, Princes Road, Chelmsford | 29 | 2.9% | 17 | 25.0% | 3 | 3.3% | 2 | 1.5% | 2 | 1.2% | 0 | .0% | 5 | 3.4% |
| | Sainsbury's, Cricketers Retail Park, Basildon | 15 | 1.5% | 1 | 1.5% | 7 | 7.6% | 6 | 4.4% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Iceland, Farnham Road, Romford | 9 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Iceland, High Street, Brentwood | 9 | .9% | 2 | 2.9% | 0 | .0% | 0 | .0% | 4 | 2.4% | 0 | .0% | 2 | 1.3% |
| | Sainsbury's, The Brewery, Romford | 8 | .8% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% |
| | Local stores, Harold Hill | 5 | .5% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% |
| | Sainsbury's, Farnham Road, Romford | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Tesco, Parkway, Chelmsford | 5 | .5% | 3 | 4.4% | 1 | 1.1% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Varies | 5 | .5% | 0 | .0% | 3 | 3.3% | 0 | .0% | 0 | .0% | 2 | 1.7% | 0 | .0% |
| | Budgens, High Street, Ingatestone | 4 | .4% | 4 | 5.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Iceland, Hill Dean, Romford | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, Ingatestone | 3 | .3% | 3 | 4.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Sainsbury's, White Hart Lane, Springfield, Chelmsford | 3 | .3% | 2 | 2.9% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Somerfield, High Sreet, Billericay | 3 | .3% | 0 | .0% | 1 | 1.1% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Brentwood | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| | Iceland, High Street, Billericay | 2 | .2% | 0 | .0% | 2 | 2.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, Shenfield | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 1 | .7% |
| | Marks & Spencer, Lakeside Thurrock, Grays | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Morrisons, Wood Lane, Dagenham | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Asda, Thurrock Park Way, Tilbury | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| Costco, West Thurrock Way, West Thurrock | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Hemmings, Crays Hill, Billericay | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Iceland, Harold Hill, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Little Burstead Farm Shop, Tye Common Road, Little Burstead | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Local stores, Basildon | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | |

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| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|-------|---|-----------------------|-----|-------------------|-----|------|------|------|-----|------|-----|------|-----|------|-----|---|-----|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | | |
| Other | Local stores, Billericay | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, Doddinghurst | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Local stores, Ramsden Bellhouse | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Marks & Spencer, Liverpool Street, London | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Morrisons, Chingford Road, Chingford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Morrisons, High Road, Loughton | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Morrisons, London Road, Grays | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Sainsbury's, Stadium Trading Estate, Benfleet | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Sainsbury's, Rayleigh Road, Canvey Island, Rayleigh | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Somerfield, High Street, Wickford | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

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

| | Postcode District | | | |
|--|-------------------|--------|-----|--------|
| | RM3 | | RM4 | |
| | Num | % | Num | % |
| Base: All respondents | 269 | 100.0% | 2 | 100.0% |
| Sainsbury's, Brentwood | 8 | 3.0% | 1 | 50.0% |
| Tesco, Gallows Corner, Romford | 169 | 62.8% | 0 | .0% |
| Waitrose, Billericay | 0 | .0% | 0 | .0% |
| Asda, Pipp's Hill, Basildon | 2 | .7% | 0 | .0% |
| Tesco, Mayflower, Basildon (A127) | 0 | .0% | 0 | .0% |
| Tesco, Laindon Hills, Basildon | 0 | .0% | 0 | .0% |
| Co-op, Queens Park, Billericay | 0 | .0% | 0 | .0% |
| M&S, High Street, Brentwood | 0 | .0% | 0 | .0% |
| Internet | 2 | .7% | 0 | .0% |
| Asda, Romford | 14 | 5.2% | 0 | .0% |
| Sainsbury's, Hornchurch | 11 | 4.1% | 0 | .0% |
| Co-op, Chapel High, Brentwood (Baytree Centre) | 0 | .0% | 0 | .0% |
| Co-op, Shenfield | 1 | .4% | 0 | .0% |
| Co-op, High Street, Billericay | 0 | .0% | 0 | .0% |
| Co-op, Harold Hill, Romford | 8 | 3.0% | 0 | .0% |
| Sainsbury's (Local), Harold Hill | 6 | 2.2% | 0 | .0% |
| Asda, Eastgate | 0 | .0% | 0 | .0% |
| Co-op, Hutton, Brentwood | 1 | .4% | 0 | .0% |
| Aldi, Upminster | 1 | .4% | 0 | .0% |
| Co-op, Ingatestone | 0 | .0% | 0 | .0% |
| Co-op, Harold Wood, Romford | 4 | 1.5% | 0 | .0% |
| Sainsbury's, Chipping Ongar | 0 | .0% | 0 | .0% |
| Tesco, Hornchurch | 2 | .7% | 0 | .0% |
| Waitrose, Upminster | 0 | .0% | 0 | .0% |
| Aldi, Romford | 0 | .0% | 0 | .0% |
| Aldi, Wickford | 0 | .0% | 0 | .0% |
| Asda, Chelmsford | 0 | .0% | 0 | .0% |

(cont.)

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

| | Postcode District | | | |
|----------------------------------|-------------------|-----|-----|-----|
| | RM3 | | RM4 | |
| | Num | % | Num | % |
| Co-op, Stock Road, Billericay | 0 | .0% | 0 | .0% |
| Lidl, Chelmsford | 1 | .4% | 0 | .0% |
| Lidl, Laindon | 0 | .0% | 0 | .0% |
| M&S, Romford | 2 | .7% | 0 | .0% |
| Tesco, Ongar Express | 1 | .4% | 0 | .0% |
| Aldi, Chelmsford | 0 | .0% | 0 | .0% |
| Co-op, Pilgrims Hatch, Brentwood | 0 | .0% | 0 | .0% |
| Lidl, Romford | 0 | .0% | 0 | .0% |
| Morrisons, Becontree Heath | 0 | .0% | 0 | .0% |
| Tesco, Shenfield Express | 0 | .0% | 0 | .0% |
| Tesco, Brentwood Express | 0 | .0% | 0 | .0% |

(cont.)

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

| | | Postcode District | | | |
|-------|---|-------------------|------|-----|-----|
| | | RM3 | | RM4 | |
| | | Num | % | Num | % |
| Other | Tesco, Princes Road, Chelmsford | 0 | .0% | 0 | .0% |
| | Sainsbury's, Cricketers Retail Park, Basildon | 0 | .0% | 0 | .0% |
| | Iceland, Farnham Road, Romford | 9 | 3.3% | 0 | .0% |
| | Iceland, High Street, Brentwood | 1 | .4% | 0 | .0% |
| | Sainsbury's, The Brewery, Romford | 6 | 2.2% | 0 | .0% |
| | Local stores, Harold Hill | 3 | 1.1% | 0 | .0% |
| | Sainsbury's, Farnham Road, Romford | 5 | 1.9% | 0 | .0% |
| | Tesco, Parkway, Chelmsford | 0 | .0% | 0 | .0% |
| | Varies | 0 | .0% | 0 | .0% |
| | Budgens, High Street, Ingatestone | 0 | .0% | 0 | .0% |
| | Iceland, Hill Dean, Romford | 4 | 1.5% | 0 | .0% |
| | Local stores, Ingatestone | 0 | .0% | 0 | .0% |
| | Sainsbury's, White Hart Lane, Springfield, Chelmsford | 0 | .0% | 0 | .0% |
| | Somerfield, High Sreet, Billericay | 0 | .0% | 0 | .0% |
| | Brentwood | 0 | .0% | 0 | .0% |
| | Iceland, High Street, Billericay | 0 | .0% | 0 | .0% |
| | Local stores, Shenfield | 0 | .0% | 0 | .0% |
| | Marks & Spencer, Lakeside Thurrock, Grays | 1 | .4% | 0 | .0% |
| | Morrisons, Wood Lane, Dagenham | 2 | .7% | 0 | .0% |
| | Asda, Thurrock Park Way, Tilbury | 0 | .0% | 0 | .0% |
| | Costco, West Thurrock Way, West Thurrock | 1 | .4% | 0 | .0% |
| | Hemmings, Crays Hill, Billericay | 0 | .0% | 0 | .0% |
| | Iceland, Harold Hill, Romford | 1 | .4% | 0 | .0% |
| | Little Burstead Farm Shop, Tye Common Road, Little Burstead | 0 | .0% | 0 | .0% |
| | Local stores, Basildon | 0 | .0% | 0 | .0% |

(cont.)

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

| | | Postcode District | | | |
|-------|---|-------------------|-----|-----|-------|
| | | RM3 | | RM4 | |
| | | Num | % | Num | % |
| Other | Local stores, Billericay | 0 | .0% | 0 | .0% |
| | Local stores, Doddinghurst | 0 | .0% | 0 | .0% |
| | Local stores, Ramsden Bellhouse | 0 | .0% | 0 | .0% |
| | Marks & Spencer, Liverpool Street, London | 1 | .4% | 0 | .0% |
| | Morrisons, Chingford Road, Chingford | 1 | .4% | 0 | .0% |
| | Morrisons, High Road, Loughton | 0 | .0% | 1 | 50.0% |
| | Morrisons, London Road, Grays | 1 | .4% | 0 | .0% |
| | Sainsbury's, Stadium Trading Estate, Benfleet | 0 | .0% | 0 | .0% |
| | Sainsbury's, Rayleigh Road, Canvey Island, Rayleigh | 0 | .0% | 0 | .0% |
| | Somerfield, High Street, Wickford | 0 | .0% | 0 | .0% |

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

| | | Base: Excluding internet | | Postcode District | | | | | | | | | | | | | | | |
|---------------------------|--|--------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Excluding internet | | 987 | 100.0% | 67 | 100.0% | 89 | 100.0% | 131 | 100.0% | 166 | 100.0% | 115 | 100.0% | 146 | 100.0% | 267 | 100.0% | 2 | 100.0% |
| Car/Van (as driver) | | 636 | 64.4% | 49 | 73.1% | 67 | 75.3% | 81 | 61.8% | 114 | 68.7% | 77 | 67.0% | 104 | 71.2% | 140 | 52.4% | 2 | 100.0% |
| Car/Van (as passenger) | | 149 | 15.1% | 6 | 9.0% | 8 | 9.0% | 15 | 11.5% | 26 | 15.7% | 15 | 13.0% | 16 | 11.0% | 62 | 23.2% | 0 | .0% |
| Walk | | 95 | 9.6% | 4 | 6.0% | 6 | 6.7% | 28 | 21.4% | 4 | 2.4% | 15 | 13.0% | 10 | 6.8% | 27 | 10.1% | 0 | .0% |
| Bus | | 81 | 8.2% | 5 | 7.5% | 8 | 9.0% | 4 | 3.1% | 13 | 7.8% | 5 | 4.3% | 14 | 9.6% | 32 | 12.0% | 0 | .0% |
| Goods delivered | | 10 | 1.0% | 1 | 1.5% | 0 | .0% | 1 | .8% | 2 | 1.2% | 2 | 1.7% | 1 | .7% | 3 | 1.1% | 0 | .0% |
| Taxi | | 7 | .7% | 1 | 1.5% | 0 | .0% | 1 | .8% | 3 | 1.8% | 0 | .0% | 1 | .7% | 1 | .4% | 0 | .0% |
| Bicycle | | 4 | .4% | 1 | 1.5% | 0 | .0% | 0 | .0% | 3 | 1.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Train | | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 1 | .4% | 0 | .0% |
| Other Mobility scooter | | 3 | .3% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 1 | .9% | 0 | .0% | 1 | .4% | 0 | .0% |

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

| | Base: Excluding internet | | Postcode District | | | | | | | | | | | | | | | |
|--------------------------|--------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Excluding internet | 987 | 100.0% | 67 | 100.0% | 89 | 100.0% | 131 | 100.0% | 166 | 100.0% | 115 | 100.0% | 146 | 100.0% | 267 | 100.0% | 2 | 100.0% |
| Yes | 528 | 53.5% | 39 | 58.2% | 38 | 42.7% | 71 | 54.2% | 97 | 58.4% | 67 | 58.3% | 87 | 59.6% | 128 | 47.9% | 0 | .0% |
| No | 459 | 46.5% | 28 | 41.8% | 51 | 57.3% | 60 | 45.8% | 69 | 41.6% | 48 | 41.7% | 59 | 40.4% | 139 | 52.1% | 2 | 100.0% |

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

| | Base: Excluding internet | | Postcode District | | | | | | | | | | | | | | | |
|--|--------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|--|--|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | | |
| Base: Excluding internet | 528 | 100.0% | 39 | 100.0% | 38 | 100.0% | 71 | 100.0% | 97 | 100.0% | 67 | 100.0% | 87 | 100.0% | 128 | 100.0% | | |
| Brentwood Town Centre/High Street/Baytree Centre | 192 | 36.4% | 9 | 23.1% | 1 | 2.6% | 1 | 1.4% | 61 | 62.9% | 50 | 74.6% | 61 | 70.1% | 9 | 7.0% | | |
| Romford Town Centre | 62 | 11.7% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 2.1% | 5 | 7.5% | 2 | 2.3% | 52 | 40.6% | | |
| Billericay Town Centre | 58 | 11.0% | 5 | 12.8% | 15 | 39.5% | 34 | 47.9% | 4 | 4.1% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| Basildon Town Centre | 43 | 8.1% | 0 | .0% | 11 | 28.9% | 23 | 32.4% | 8 | 8.2% | 0 | .0% | 1 | 1.1% | 0 | .0% | | |
| Chelmsford Town Centre | 28 | 5.3% | 16 | 41.0% | 2 | 5.3% | 3 | 4.2% | 4 | 4.1% | 0 | .0% | 2 | 2.3% | 1 | .8% | | |
| Lakeside Shopping Centre | 21 | 4.0% | 1 | 2.6% | 0 | .0% | 0 | .0% | 2 | 2.1% | 4 | 6.0% | 7 | 8.0% | 7 | 5.5% | | |
| Shenfield District Centre/Hutton Road | 8 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 3.1% | 0 | .0% | 5 | 5.7% | 0 | .0% | | |
| Ingatestone High Street/District Centre | 4 | .8% | 4 | 10.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| The Brewery Shopping Centre, Romford | 4 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% | 3 | 2.3% | | |
| Southend Town Centre | 4 | .8% | 0 | .0% | 1 | 2.6% | 1 | 1.4% | 0 | .0% | 2 | 3.0% | 0 | .0% | 0 | .0% | | |
| Hornchurch Town Centre | 3 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 2.3% | | |
| Ilford Town Centre | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | | |
| The Mall, Ilford | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | | |

(cont.)

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

| | | Base: Excluding internet | | Postcode District | | | | | | | | | | | | | |
|---|--|--------------------------|------|-------------------|------|------|------|------|------|------|------|------|------|------|------|-----|-------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Tesco, Gallows Corner, Romford | 26 | 4.9% | 0 | .0% | 1 | 2.6% | 0 | .0% | 1 | 1.0% | 2 | 3.0% | 1 | 1.1% | 21 | 16.4% |
| | Harold Hill | 12 | 2.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.5% | 0 | .0% | 11 | 8.6% |
| | Gallows Corner Retail Park, Colchester Road, Romford | 11 | 2.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.5% | 1 | 1.1% | 9 | 7.0% |
| | Varies | 10 | 1.9% | 2 | 5.1% | 2 | 5.3% | 2 | 2.8% | 1 | 1.0% | 0 | .0% | 1 | 1.1% | 2 | 1.6% |
| | Sainsbury's, William Hunter Way, Brentwood | 5 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 1 | 1.5% | 2 | 2.3% | 1 | .8% |
| | Hilldene Shopping Centre | 4 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 3 | 2.3% |
| | B&Q, Tangent Link, Harold Hill, Romford | 3 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 3.1% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 3 | .6% | 1 | 2.6% | 1 | 2.6% | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Sainsbury's, Basildon | 3 | .6% | 0 | .0% | 0 | .0% | 1 | 1.4% | 1 | 1.0% | 0 | .0% | 0 | .0% | 1 | .8% |
| | Sainsbury's, Brentwood | 3 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 1 | 1.5% | 1 | 1.1% | 0 | .0% |
| | Mayflower Retail Park, Basildon | 2 | .4% | 0 | .0% | 1 | 2.6% | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Queens Park, Billericay | 2 | .4% | 0 | .0% | 0 | .0% | 2 | 2.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Tesco, Hornchurch | 2 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 1 | .8% |
| | Upminster Town Centre | 2 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 1 | .8% |
| | Billericay and Shenfield | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Budgens, High Street, Ingatestone | 1 | .2% | 1 | 2.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Co-op, Queens Park, Billericay | 1 | .2% | 0 | .0% | 0 | .0% | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Crays Hill Town Centre | 1 | .2% | 0 | .0% | 1 | 2.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Eastgate Shopping Centre, Basildon | 1 | .2% | 0 | .0% | 1 | 2.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Heron Retail Park, Miles Gray Road, Basildon | 1 | .2% | 0 | .0% | 0 | .0% | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Marks & Spencer, High Street, Brentwood | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% | 0 | .0% | |
| Ongar Town Centre | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% | 0 | .0% | |

(cont.)

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

| | | Base: Excluding internet | | Postcode District | | | | | | | | | | | | | | | |
|-------|---------------------------------|--------------------------|-----|-------------------|-----|------|------|------|-----|------|------|------|-----|------|-----|-----|-----|---|-----|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | | |
| Other | Superdrug, Harold Hill | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% |
| | Tesco, Laindon Hills | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Tesco, Princes Road, Chelmsford | 1 | .2% | 0 | .0% | 1 | 2.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

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

| | Base: All respondents | | Postcode District | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% |
| Don't do 'top-up' shopping | 148 | 14.7% | 4 | 5.9% | 12 | 13.0% | 15 | 11.0% | 32 | 19.3% | 22 | 18.5% | 18 | 12.1% |
| Waitrose, Billericay | 66 | 6.6% | 0 | .0% | 21 | 22.8% | 41 | 30.1% | 3 | 1.8% | 0 | .0% | 1 | .7% |
| Sainsbury's, Brentwood | 63 | 6.3% | 2 | 2.9% | 0 | .0% | 0 | .0% | 22 | 13.3% | 21 | 17.6% | 17 | 11.4% |
| Tesco, Gallows Corner, Romford | 49 | 4.9% | 1 | 1.5% | 0 | .0% | 0 | .0% | 2 | 1.2% | 1 | .8% | 0 | .0% |
| Co-op, Queens Park, Billericay | 41 | 4.1% | 2 | 2.9% | 6 | 6.5% | 33 | 24.3% | 0 | .0% | 0 | .0% | 0 | .0% |
| Co-op, Harold Wood, Romford | 32 | 3.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| M&S, High Street, Brentwood | 28 | 2.8% | 0 | .0% | 0 | .0% | 0 | .0% | 6 | 3.6% | 11 | 9.2% | 9 | 6.0% |
| Co-op, Shenfield | 26 | 2.6% | 0 | .0% | 0 | .0% | 0 | .0% | 20 | 12.0% | 0 | .0% | 6 | 4.0% |
| Co-op, Hutton, Brentwood | 21 | 2.1% | 0 | .0% | 0 | .0% | 0 | .0% | 17 | 10.2% | 0 | .0% | 4 | 2.7% |
| Tesco, Shenfield Express | 18 | 1.8% | 0 | .0% | 0 | .0% | 0 | .0% | 9 | 5.4% | 1 | .8% | 8 | 5.4% |
| Budgens, Ingatestone | 15 | 1.5% | 14 | 20.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% |
| Co-op, Harold Hill, Romford | 15 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Tesco, Brentwood Express | 15 | 1.5% | 1 | 1.5% | 0 | .0% | 0 | .0% | 1 | .6% | 12 | 10.1% | 1 | .7% |
| Budgens, Doddinghurst | 14 | 1.4% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 13 | 8.7% |
| Co-op, Chapel High, Brentwood (Baytree Centre) | 12 | 1.2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 8 | 6.7% | 3 | 2.0% |
| Shenfield independent traders - butchers, fish monger, green grocers etc | 11 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 1.8% | 0 | .0% | 8 | 5.4% |
| Co-op, Ingatestone | 10 | 1.0% | 8 | 11.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.3% |
| Co-op, High Street, Billericay | 9 | .9% | 0 | .0% | 4 | 4.3% | 5 | 3.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Co-op, Stock Road, Billericay | 8 | .8% | 1 | 1.5% | 2 | 2.2% | 5 | 3.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Asda, Romford | 7 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Asda, Basildon | 7 | .7% | 0 | .0% | 0 | .0% | 4 | 2.9% | 2 | 1.2% | 0 | .0% | 1 | .7% |
| Shenfield Road (65-73), Shenfield, Brentwood | 7 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 2.4% | 0 | .0% | 3 | 2.0% |
| Sainsbury's (Local), Harold Hill | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Tesco, Laindon Hills, Basildon | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 2.4% | 1 | .8% | 0 | .0% |
| Co-op, Pilgrims Hatch | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 2.7% |

(cont.)

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

| | Base: All respondents | | Postcode District | | | | | | | | | | | |
|---|-----------------------|-----|-------------------|------|------|------|------|------|------|-----|------|-----|------|------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| M&S, Romford | 4 | .4% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% |
| Internet | 4 | .4% | 0 | .0% | 0 | .0% | 2 | 1.5% | 0 | .0% | 0 | .0% | 1 | .7% |
| Sainsbury's, Hornchurch | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Asda, Eastgate | 2 | .2% | 1 | 1.5% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Morrisons, Becontree Heath | 2 | .2% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| M&S, Upminster | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Ongar Road (245-267), Brentwood | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.3% |
| Asda, Chelmsford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% |
| Lidl, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| M&S, Basildon | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Sainsbury's, Chipping Ongar | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| Danes Way/Hatch Road, Pilgrims Hatch, Brentwood | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% |
| Church Lane, Doddinghurst | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% |
| Blackmore Road, Kelvedon Hatch | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% |
| Hanging Hill Lane Post Office, Hanging Hill Lane, Hutton, Brentwood | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| Doddinghurst Post Office, Doddinghurst Road, Doddinghurst | 1 | .1% | 0 | .0% | 1 | 1.1% | 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?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | |
|-------|--|-----------------------|------|-------------------|-------|------|-------|------|-------|------|------|------|-------|------|-------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Local stores, Brentwood | 46 | 4.6% | 1 | 1.5% | 2 | 2.2% | 0 | .0% | 10 | 6.0% | 17 | 14.3% | 16 | 10.7% |
| | Local stores, Billericay | 30 | 3.0% | 1 | 1.5% | 14 | 15.2% | 14 | 10.3% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Local stores, Harold Hill | 27 | 2.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% |
| | Local stores, Romford | 25 | 2.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% |
| | Iceland, High Street, Brentwood | 14 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 4 | 3.4% | 6 | 4.0% |
| | Local stores, Ingatestone | 14 | 1.4% | 12 | 17.6% | 1 | 1.1% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Iceland, Hilldene, Harold Hill, Romford | 13 | 1.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores Hilldene, Romford | 13 | 1.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Varies | 11 | 1.1% | 2 | 2.9% | 0 | .0% | 2 | 1.5% | 1 | .6% | 2 | 1.7% | 2 | 1.3% |
| | Iceland, Farnham Road, Romford | 9 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Budgens, High Street, Ingatestone | 6 | .6% | 6 | 8.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, Pilgrims Hatch | 6 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.7% | 4 | 2.7% |
| | One Stop, Grange Road, South Green, Billericay | 6 | .6% | 0 | .0% | 5 | 5.4% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Somerfield, High Street, Billericay | 6 | .6% | 0 | .0% | 3 | 3.3% | 3 | 2.2% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Brentwood Town Centre | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 1.8% | 0 | .0% | 1 | .7% |
| | Iceland, High Street, Billericay | 5 | .5% | 0 | .0% | 2 | 2.2% | 2 | 1.5% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Local stores, Doddinghurst | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 5 | 3.4% |
| | Local stores, Harold Wood | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, Kelvedon Hatch | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 4 | 2.7% |
| | Local stores, South Green, Billericay | 5 | .5% | 0 | .0% | 5 | 5.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, Hutton | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 1.8% | 0 | .0% | 1 | .7% |
| | Londis, Brook Street, Brentwood | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.7% | 1 | .7% |
| | McColls, Ongar Road, Brentwood | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 1 | .8% | 1 | .7% |
| | Somerfield, Baytree Centre, Brentwood | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 2 | 1.7% | 0 | .0% |
| | Tesco, Mayflower Retail Park, Basildon | 4 | .4% | 0 | .0% | 3 | 3.3% | 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?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | |
|--------------------------|--|-----------------------|-----|-------------------|------|------|------|------|------|------|------|------|------|------|------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | High street, Billericay | 3 | .3% | 0 | .0% | 1 | 1.1% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, Warley | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 1 | .8% | 0 | .0% |
| | Barleylands, Barleyland Road, Billericay | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 1 | .8% | 0 | .0% |
| | Co-op, Blackmore, Brentwood | 2 | .2% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Costco, West Thurrock Way, West Thurrock | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% |
| | Costcutter, Brentwood | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.3% |
| | Iceland, North Street, Hornchurch | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Local stores, Blackmore | 2 | .2% | 2 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, West Horndon | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| | Londis, Warley Hill, Warley, Brentwood | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.7% | 0 | .0% |
| | Petersfield Shops, Harold Hill | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Sainsbury's, Farnham Road, Romford | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Sainsbury's, The Brewery, Romford | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Tesco, Princes Road, Chelmsford | 2 | .2% | 2 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Asda, Merriellands Crescent, Dagenham | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Asda, Pipp's Hill Retail Park, Basildon | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Costcutter, Wickford | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Hemmings Too, Church Road, Ramsdon Bellhouse | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Iceland, Market Place, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, Basildon | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Local stores, Bulphan | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | |
| Local stores, Heronsgate | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | |
| Local stores, Ingrave | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | |
| Local stores, Langdon | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 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?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | |
|---|---|-----------------------|-----|-------------------|------|------|------|------|-----|------|-----|------|-----|------|-----|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Local stores, Little Burstead, Billericay | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, South Horndon | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Local stores, Upminster | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Local stores, Warley hill | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% |
| | Local stores, Wickford | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | London | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% |
| | Marks & Spencer, High Road, Loughton | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% |
| | Marks & Spencer, Liverpool street, London | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Morrisons, London Road, Grays | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Morrisons, Wood Lane, Dagenham | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Nisa Stores, Billericay | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Nisa Stores, Chelmsford Road, Blackmore | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Ravens, High Street, Ingatestone | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Romford Market | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Sainsburys, Cricketers Retail Park, Basildon | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Somerfield, High Street, Wickford | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Stockbrook Farm Shop, Stock Road, Stock | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Tesco, Theydon Bois | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Tesco, Aldersgate Street, Barbican, London | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Tesco, Ardleigh Green Road, Road, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Tesco, Broomfield Road, Chelmsford | 1 | .1% | 0 | .0% | 1 | 1.1% | 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?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | |
|-------|---|-----------------------|-----|-------------------|------|------|-----|------|-----|------|-----|------|-----|------|-----|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Tesco, Liverpool Street Station, London | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Tesco, Potters Bar | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Tescos, Bryant Avenue, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 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?

| | Postcode District | | | |
|--|-------------------|--------|-----|--------|
| | RM3 | | RM4 | |
| | Num | % | Num | % |
| Base: All respondents | 269 | 100.0% | 2 | 100.0% |
| Don't do 'top-up' shopping | 42 | 15.6% | 1 | 50.0% |
| Waitrose, Billericay | 0 | .0% | 0 | .0% |
| Sainsbury's, Brentwood | 1 | .4% | 0 | .0% |
| Tesco, Gallows Corner, Romford | 44 | 16.4% | 0 | .0% |
| Co-op, Queens Park, Billericay | 0 | .0% | 0 | .0% |
| Co-op, Harold Wood, Romford | 32 | 11.9% | 0 | .0% |
| M&S, High Street, Brentwood | 2 | .7% | 0 | .0% |
| Co-op, Shenfield | 0 | .0% | 0 | .0% |
| Co-op, Hutton, Brentwood | 0 | .0% | 0 | .0% |
| Tesco, Shenfield Express | 0 | .0% | 0 | .0% |
| Budgens, Ingatestone | 0 | .0% | 0 | .0% |
| Co-op, Harold Hill, Romford | 15 | 5.6% | 0 | .0% |
| Tesco, Brentwood Express | 0 | .0% | 0 | .0% |
| Budgens, Doddinghurst | 0 | .0% | 0 | .0% |
| Co-op, Chapel High, Brentwood (Baytree Centre) | 0 | .0% | 0 | .0% |
| Shenfield independent traders - butchers, fish monger, green grocers etc | 0 | .0% | 0 | .0% |
| Co-op, Ingatestone | 0 | .0% | 0 | .0% |
| Co-op, High Street, Billericay | 0 | .0% | 0 | .0% |
| Co-op, Stock Road, Billericay | 0 | .0% | 0 | .0% |
| Asda, Romford | 7 | 2.6% | 0 | .0% |
| Asda, Basildon | 0 | .0% | 0 | .0% |
| Shenfield Road (65-73), Shenfield, Brentwood | 0 | .0% | 0 | .0% |
| Sainsbury's (Local), Harold Hill | 5 | 1.9% | 0 | .0% |
| Tesco, Laindon Hills, Basildon | 0 | .0% | 0 | .0% |
| Co-op, Pilgrims Hatch | 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?

| | Postcode District | | | |
|---|-------------------|------|-----|-----|
| | RM3 | | RM4 | |
| | Num | % | Num | % |
| M&S, Romford | 2 | .7% | 0 | .0% |
| Internet | 1 | .4% | 0 | .0% |
| Sainsbury's, Hornchurch | 3 | 1.1% | 0 | .0% |
| Asda, Eastgate | 0 | .0% | 0 | .0% |
| Morrisons, Becontree Heath | 1 | .4% | 0 | .0% |
| M&S, Upminster | 1 | .4% | 0 | .0% |
| Ongar Road (245-267), Brentwood | 0 | .0% | 0 | .0% |
| Asda, Chelmsford | 0 | .0% | 0 | .0% |
| Lidl, Romford | 1 | .4% | 0 | .0% |
| M&S, Basildon | 0 | .0% | 0 | .0% |
| Sainsbury's, Chipping Ongar | 0 | .0% | 0 | .0% |
| Danes Way/Hatch Road, Pilgrims Hatch, Brentwood | 0 | .0% | 0 | .0% |
| Church Lane, Doddinghurst | 0 | .0% | 0 | .0% |
| Blackmore Road, Kelvedon Hatch | 0 | .0% | 0 | .0% |
| Hanging Hill Lane Post Office, Hanging Hill Lane, Hutton, Brentwood | 0 | .0% | 0 | .0% |
| Doddinghurst Post Office, Doddinghurst Road, Doddinghurst | 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?

| | | Postcode District | | | |
|-------|--|-------------------|------|-----|-----|
| | | RM3 | | RM4 | |
| | | Num | % | Num | % |
| Other | Local stores, Brentwood | 0 | .0% | 0 | .0% |
| | Local stores, Billericay | 0 | .0% | 0 | .0% |
| | Local stores, Harold Hill | 25 | 9.3% | 0 | .0% |
| | Local stores, Romford | 24 | 8.9% | 0 | .0% |
| | Iceland, High Street, Brentwood | 2 | .7% | 0 | .0% |
| | Local stores, Ingatestone | 0 | .0% | 0 | .0% |
| | Iceland, Hilldene, Harold Hill, Romford | 13 | 4.8% | 0 | .0% |
| | Local stores Hilldene, Romford | 13 | 4.8% | 0 | .0% |
| | Varies | 2 | .7% | 0 | .0% |
| | Iceland, Farnham Road, Romford | 9 | 3.3% | 0 | .0% |
| | Budgens, High Street, Ingatestone | 0 | .0% | 0 | .0% |
| | Local stores, Pilgrims Hatch | 0 | .0% | 0 | .0% |
| | One Stop, Grange Road, South Green, Billericay | 0 | .0% | 0 | .0% |
| | Somerfield, High Street, Billericay | 0 | .0% | 0 | .0% |
| | Brentwood Town Centre | 1 | .4% | 0 | .0% |
| | Iceland, High Street, Billericay | 0 | .0% | 0 | .0% |
| | Local stores, Doddinghurst | 0 | .0% | 0 | .0% |
| | Local stores, Harold Wood | 5 | 1.9% | 0 | .0% |
| | Local stores, Kelvedon Hatch | 0 | .0% | 0 | .0% |
| | Local stores, South Green, Billericay | 0 | .0% | 0 | .0% |
| | Local stores, Hutton | 0 | .0% | 0 | .0% |
| | Londis, Brook Street, Brentwood | 1 | .4% | 0 | .0% |
| | McColls, Ongar Road, Brentwood | 0 | .0% | 0 | .0% |
| | Somerfield, Baytree Centre, Brentwood | 0 | .0% | 0 | .0% |
| | Tesco, Mayflower Retail Park, Basildon | 1 | .4% | 0 | .0% |

(cont.)

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

| | | Postcode District | | | |
|-----------------------|--|-------------------|-----|-----|-----|
| | | RM3 | | RM4 | |
| | | Num | % | Num | % |
| Other | High street, Billericay | 0 | .0% | 0 | .0% |
| | Local stores, Warley | 0 | .0% | 0 | .0% |
| | Barleylands, Barleyland Road, Billericay | 0 | .0% | 0 | .0% |
| | Co-op, Blackmore, Brentwood | 1 | .4% | 0 | .0% |
| | Costco, West Thurrock Way, West Thurrock | 1 | .4% | 0 | .0% |
| | Costcutter, Brentwood | 0 | .0% | 0 | .0% |
| | Iceland, North Street, Hornchurch | 1 | .4% | 0 | .0% |
| | Local stores, Blackmore | 0 | .0% | 0 | .0% |
| | Local stores, West Horndon | 0 | .0% | 0 | .0% |
| | Londis, Warley Hill, Warley, Brentwood | 0 | .0% | 0 | .0% |
| | Petersfield Shops, Harold Hill | 2 | .7% | 0 | .0% |
| | Sainsbury's, Farnham Road, Romford | 2 | .7% | 0 | .0% |
| | Sainsbury's, The Brewery, Romford | 2 | .7% | 0 | .0% |
| | Tesco, Princes Road, Chelmsford | 0 | .0% | 0 | .0% |
| | Asda, Merriellands Crescent, Dagenham | 1 | .4% | 0 | .0% |
| | Asda, Pipp's Hill Retail Park, Basildon | 0 | .0% | 0 | .0% |
| | Costcutter, Wickford | 0 | .0% | 0 | .0% |
| | Hemmings Too, Church Road, Ramsdon Bellhouse | 0 | .0% | 0 | .0% |
| | Iceland, Market Place, Romford | 1 | .4% | 0 | .0% |
| | Local stores, Basildon | 0 | .0% | 0 | .0% |
| | Local stores, Bulphan | 0 | .0% | 0 | .0% |
| | Local stores, Heronsgate | 0 | .0% | 0 | .0% |
| Local stores, Ingrave | 0 | .0% | 0 | .0% | |
| Local stores, Langdon | 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?

| | | Postcode District | | | |
|-------|---|-------------------|-----|-----|-------|
| | | RM3 | | RM4 | |
| | | Num | % | Num | % |
| Other | Local stores, Little Burstead, Billericay | 0 | .0% | 0 | .0% |
| | Local stores, South Horndon | 0 | .0% | 0 | .0% |
| | Local stores, Upminster | 0 | .0% | 0 | .0% |
| | Local stores, Warley hill | 0 | .0% | 0 | .0% |
| | Local stores, Wickford | 0 | .0% | 0 | .0% |
| | London | 0 | .0% | 0 | .0% |
| | Marks & Spencer, High Road, Loughton | 0 | .0% | 0 | .0% |
| | Marks & Spencer, Liverpool street, London | 1 | .4% | 0 | .0% |
| | Morrisons, London Road, Grays | 0 | .0% | 0 | .0% |
| | Morrisons, Wood Lane, Dagenham | 0 | .0% | 0 | .0% |
| | Nisa Stores, Billericay | 0 | .0% | 0 | .0% |
| | Nisa Stores, Chelmsford Road, Blackmore | 0 | .0% | 0 | .0% |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 0 | .0% | 0 | .0% |
| | Ravens, High Street, Ingatestone | 0 | .0% | 0 | .0% |
| | Romford Market | 1 | .4% | 0 | .0% |
| | Sainsburys, Cricketers Retail Park, Basildon | 0 | .0% | 0 | .0% |
| | Somerfield, High Street, Wickford | 0 | .0% | 0 | .0% |
| | Stockbrook Farm Shop, Stock Road, Stock | 0 | .0% | 0 | .0% |
| | Tesco, Theydon Bois | 0 | .0% | 1 | 50.0% |
| | Tesco, Aldersgate Street, Barbican, London | 1 | .4% | 0 | .0% |
| | Tesco, Ardleigh Green Road, Road, Romford | 1 | .4% | 0 | .0% |
| | Tesco, Broomfield Road, Chelmsford | 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?

| | | Postcode District | | | |
|-------|---|-------------------|-----|-----|-----|
| | | RM3 | | RM4 | |
| | | Num | % | Num | % |
| Other | Tesco, Liverpool Street Station, London | 0 | .0% | 0 | .0% |
| | Tesco, Potters Bar | 0 | .0% | 0 | .0% |
| | Tescos, Bryant Avenue, Romford | 1 | .4% | 0 | .0% |

Q6. Do you buy food or other produce from a local farm shop?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|-----------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| No | 618 | 61.5% | 41 | 60.3% | 47 | 51.1% | 78 | 57.4% | 107 | 64.5% | 58 | 48.7% | 65 | 43.6% | 216 | 80.3% |

(cont.)

Q6. Do you buy food or other produce from a local farm shop?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|---|---|-----------------------|-------|-------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|-----|------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Calcott Hall Farm, Ongar Road, Brentwood | 198 | 19.7% | 13 | 19.1% | 2 | 2.2% | 1 | .7% | 37 | 22.3% | 55 | 46.2% | 71 | 47.7% | 19 | 7.1% |
| | Barleylands, Barleylands Road, Billericay | 63 | 6.3% | 1 | 1.5% | 28 | 30.4% | 28 | 20.6% | 5 | 3.0% | 1 | .8% | 0 | .0% | 0 | .0% |
| | Occasionally but no regular store/ varies | 58 | 5.8% | 4 | 5.9% | 4 | 4.3% | 10 | 7.4% | 10 | 6.0% | 4 | 3.4% | 9 | 6.0% | 17 | 6.3% |
| | Little Burstead Farm Shop, Tye Common Road, Little Burstead, Billericay | 18 | 1.8% | 0 | .0% | 3 | 3.3% | 13 | 9.6% | 2 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Lathcoats Farm Shop, Galleywood, Chelmsford | 9 | .9% | 5 | 7.4% | 1 | 1.1% | 2 | 1.5% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Stockbrook Farm Shop, Stock Road, Stock, Essex | 4 | .4% | 1 | 1.5% | 2 | 2.2% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Upminster Farmer's Market, Station Road, Upminster | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 1.5% |
| | Farmers market, Blackmore | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.3% | 1 | .4% |
| | Harold Hill | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 1.1% |
| | A P Mee, Manor Farm, Ockendon Road, Upminster | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Button Farm, Herongate | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Elm Farm, London Road, Crays Hill, Billericay | 2 | .2% | 0 | .0% | 2 | 2.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Farm Shop, Billericay | 2 | .2% | 0 | .0% | 1 | 1.1% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Olivers, Rayleigh Road, Hutton | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 1 | .8% | 0 | .0% | 0 | .0% |
| | Stony Hills Farm, Brentwood | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Bloom & Veg, Aveley Road, Upminster | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Blunts Farm Shop, Billericay | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Brentwood | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Budgens, Hook End | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Carpenters & Mitchells, Clapton-on-Sea | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Dale Farm, Oak Lane, Crays Hill, Billericay | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |

(cont.)

Q6. Do you buy food or other produce from a local farm shop?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-------|---|-----------------------|-----|-------------------|------|------|------|------|-----|------|-----|------|-----|------|-----|-----|-----|---|-----|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | | |
| Other | Essex Farmers Markets | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Farmers Market, Billericay | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Giggly Pigs, Headley, Great Warley, Brentwood | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Harwood Hall Livery, West Lodge, Harwood Hall Lane, Upminster | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Knights Farm, Rainham | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Lathbothys Farm Shop, Ingastone | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Manor Farm Shop, Sandford Mill Lane, Great Baddow, Chelmsford | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Rainham | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | The Farm Shop, Pilgrims Hatch | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q6. Do you buy food or other produce from a local farm shop?

| | Postcode District | |
|-----------------------|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| No | 2 | 100.0% |

(cont.)

Q6. Do you buy food or other produce from a local farm shop?

| | | Postcode District | |
|---|---|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Calcott Hall Farm, Ongar Road, Brentwood | 0 | .0% |
| | Barleylands, Barleylands Road, Billericay | 0 | .0% |
| | Occasionally but no regular store/ varies | 0 | .0% |
| | Little Burstead Farm Shop, Tye Common Road, Little Burstead, Billericay | 0 | .0% |
| | Lathcoats Farm Shop, Galleywood, Chelmsford | 0 | .0% |
| | Stockbrook Farm Shop, Stock Road, Stock, Essex | 0 | .0% |
| | Upminster Farmer's Market, Station Road, Upminster | 0 | .0% |
| | Farmers market, Blackmore | 0 | .0% |
| | Harold Hill | 0 | .0% |
| | A P Mee, Manor Farm, Ockendon Road, Upminster | 0 | .0% |
| | Button Farm, Herongate | 0 | .0% |
| | Elm Farm, London Road, Crays Hill, Billericay | 0 | .0% |
| | Farm Shop, Billericay | 0 | .0% |
| | Olivers, Rayleigh Road, Hutton | 0 | .0% |
| | Stony Hills Farm, Brentwood | 0 | .0% |
| | Bloom & Veg, Aveley Road, Upminster | 0 | .0% |
| | Blunts Farm Shop, Billericay | 0 | .0% |
| | Brentwood | 0 | .0% |
| | Budgens, Hook End | 0 | .0% |
| | Carpenters & Mitchells, Clapton-on-Sea | 0 | .0% |
| Dale Farm, Oak Lane, Crays Hill, Billericay | 0 | .0% | |

(cont.)

Q6. Do you buy food or other produce from a local farm shop?

| | | Postcode District | |
|-------|---|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Essex Farmers Markets | 0 | .0% |
| | Farmers Market, Billericay | 0 | .0% |
| | Giggly Pigs, Headley, Great Warley, Brentwood | 0 | .0% |
| | Harwood Hall Livery, West Lodge, Harwood Hall Lane, Upminster | 0 | .0% |
| | Knights Farm, Rainham | 0 | .0% |
| | Lathbothys Farm Shop, Ingastone | 0 | .0% |
| | Manor Farm Shop, Sandford Mill Lane, Great Baddow, Chelmsford | 0 | .0% |
| | Rainham | 0 | .0% |
| | The Farm Shop, Pilgrims Hatch | 0 | .0% |

Q7. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Romford Town Centre | 226 | 22.5% | 0 | .0% | 1 | 1.1% | 0 | .0% | 13 | 7.8% | 10 | 8.4% | 12 | 8.1% | 185 | 68.8% |
| Lakeside Shopping Centre | 219 | 21.8% | 4 | 5.9% | 15 | 16.3% | 24 | 17.6% | 52 | 31.3% | 39 | 32.8% | 45 | 30.2% | 40 | 14.9% |
| Chelmsford Town Centre | 132 | 13.1% | 39 | 57.4% | 15 | 16.3% | 31 | 22.8% | 16 | 9.6% | 6 | 5.0% | 24 | 16.1% | 1 | .4% |
| Brentwood Town Centre/High Street/Baytree Centre | 129 | 12.8% | 9 | 13.2% | 1 | 1.1% | 0 | .0% | 35 | 21.1% | 41 | 34.5% | 31 | 20.8% | 11 | 4.1% |
| Basildon Town Centre | 108 | 10.7% | 2 | 2.9% | 35 | 38.0% | 47 | 34.6% | 16 | 9.6% | 3 | 2.5% | 5 | 3.4% | 0 | .0% |
| Bluewater Shopping Centre | 43 | 4.3% | 5 | 7.4% | 6 | 6.5% | 7 | 5.1% | 6 | 3.6% | 7 | 5.9% | 6 | 4.0% | 6 | 2.2% |
| Catalogue/ mail order | 31 | 3.1% | 1 | 1.5% | 2 | 2.2% | 6 | 4.4% | 6 | 3.6% | 4 | 3.4% | 4 | 2.7% | 8 | 3.0% |
| Central London | 23 | 2.3% | 5 | 7.4% | 0 | .0% | 4 | 2.9% | 4 | 2.4% | 6 | 5.0% | 4 | 2.7% | 0 | .0% |
| Internet | 21 | 2.1% | 2 | 2.9% | 3 | 3.3% | 1 | .7% | 1 | .6% | 1 | .8% | 7 | 4.7% | 6 | 2.2% |
| Don't buy | 17 | 1.7% | 0 | .0% | 1 | 1.1% | 1 | .7% | 5 | 3.0% | 0 | .0% | 5 | 3.4% | 5 | 1.9% |
| Billericay Town Centre | 15 | 1.5% | 1 | 1.5% | 8 | 8.7% | 5 | 3.7% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| Shenfield District Centre/Hutton Road | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% |
| Southend Town Centre | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 1 | .4% |
| Braintree Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Hornchurch Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Ilford Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Maldon Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Brewery Shopping Centre, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q7. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|----------|---------------------------------|-----------------------|------|-------------------|-----|------|------|------|------|------|------|------|-----|------|------|-----|------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Varies/ best deal | 19 | 1.9% | 0 | .0% | 2 | 2.2% | 6 | 4.4% | 4 | 2.4% | 1 | .8% | 2 | 1.3% | 4 | 1.5% |
| | Abroad | 2 | .2% | 0 | .0% | 1 | 1.1% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Colchester | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.3% | 0 | .0% |
| | Upminster | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Devon | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Kent | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Pips Hill Retail Park, Basildon | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Rayleigh Weir | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Spalding | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Westcliff | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% |
| Wickford | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |

(cont.)

Q7. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

| | Postcode District | |
|--|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Romford Town Centre | 1 | 50.0% |
| Lakeside Shopping Centre | 0 | .0% |
| Chelmsford Town Centre | 0 | .0% |
| Brentwood Town Centre/High Street/Baytree Centre | 1 | 50.0% |
| Basildon Town Centre | 0 | .0% |
| Bluewater Shopping Centre | 0 | .0% |
| Catalogue/ mail order | 0 | .0% |
| Central London | 0 | .0% |
| Internet | 0 | .0% |
| Don't buy | 0 | .0% |
| Billericay Town Centre | 0 | .0% |
| Shenfield District Centre/Hutton Road | 0 | .0% |
| Southend Town Centre | 0 | .0% |
| Braintree Town Centre | 0 | .0% |
| Hornchurch Town Centre | 0 | .0% |
| Ilford Town Centre | 0 | .0% |
| Maldon Town Centre | 0 | .0% |
| The Brewery Shopping Centre, Romford | 0 | .0% |

(cont.)

Q7. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

| | | Postcode District | |
|-------|---------------------------------|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Varies/ best deal | 0 | .0% |
| | Abroad | 0 | .0% |
| | Colchester | 0 | .0% |
| | Upminster | 0 | .0% |
| | Devon | 0 | .0% |
| | Kent | 0 | .0% |
| | Pips Hill Retail Park, Basildon | 0 | .0% |
| | Rayleigh Weir | 0 | .0% |
| | Spalding | 0 | .0% |
| | Westcliff | 0 | .0% |
| | Wickford | 0 | .0% |

Q8. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Don't buy | 195 | 19.4% | 12 | 17.6% | 14 | 15.2% | 22 | 16.2% | 41 | 24.7% | 19 | 16.0% | 29 | 19.5% | 55 | 20.4% |
| Lakeside Shopping Centre | 178 | 17.7% | 6 | 8.8% | 10 | 10.9% | 25 | 18.4% | 31 | 18.7% | 45 | 37.8% | 33 | 22.1% | 27 | 10.0% |
| Romford Town Centre | 106 | 10.5% | 1 | 1.5% | 0 | .0% | 0 | .0% | 6 | 3.6% | 4 | 3.4% | 11 | 7.4% | 83 | 30.9% |
| Basildon Town Centre | 90 | 9.0% | 0 | .0% | 30 | 32.6% | 32 | 23.5% | 22 | 13.3% | 4 | 3.4% | 2 | 1.3% | 0 | .0% |
| Chelmsford Town Centre | 66 | 6.6% | 27 | 39.7% | 6 | 6.5% | 11 | 8.1% | 6 | 3.6% | 1 | .8% | 15 | 10.1% | 0 | .0% |
| Brentwood Town Centre/High Street/Baytree Centre | 60 | 6.0% | 4 | 5.9% | 0 | .0% | 2 | 1.5% | 11 | 6.6% | 20 | 16.8% | 18 | 12.1% | 5 | 1.9% |
| Internet | 29 | 2.9% | 2 | 2.9% | 2 | 2.2% | 2 | 1.5% | 4 | 2.4% | 3 | 2.5% | 8 | 5.4% | 8 | 3.0% |
| Bluewater Shopping Centre | 22 | 2.2% | 1 | 1.5% | 3 | 3.3% | 3 | 2.2% | 5 | 3.0% | 5 | 4.2% | 3 | 2.0% | 2 | .7% |
| Billericay Town Centre | 21 | 2.1% | 0 | .0% | 6 | 6.5% | 13 | 9.6% | 1 | .6% | 0 | .0% | 1 | .7% | 0 | .0% |
| Shenfield District Centre/Hutton Road | 11 | 1.1% | 1 | 1.5% | 0 | .0% | 1 | .7% | 6 | 3.6% | 0 | .0% | 3 | 2.0% | 0 | .0% |
| Catalogue/ mail order | 8 | .8% | 1 | 1.5% | 0 | .0% | 0 | .0% | 2 | 1.2% | 1 | .8% | 2 | 1.3% | 2 | .7% |
| Central London | 7 | .7% | 1 | 1.5% | 1 | 1.1% | 0 | .0% | 2 | 1.2% | 0 | .0% | 2 | 1.3% | 1 | .4% |
| Hornchurch Town Centre | 7 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 1 | .7% | 4 | 1.5% |
| High Chelmer Shopping Centre, Chelmsford | 3 | .3% | 2 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Laindon Shopping Centre | 2 | .2% | 0 | .0% | 1 | 1.1% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Ingatestone High Street/District Centre | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Pitsea Shopping Centre | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Brewery Shopping Centre, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |

(cont.)

Q8. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|---------|--|-----------------------|------|-------------------|------|------|------|------|------|------|------|------|------|------|------|-----|-------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Varies/ best deal | 62 | 6.2% | 5 | 7.4% | 6 | 6.5% | 6 | 4.4% | 11 | 6.6% | 8 | 6.7% | 10 | 6.7% | 16 | 5.9% |
| | Gallows Corner Retail Park, Colchester Road, Romford | 58 | 5.8% | 2 | 2.9% | 0 | .0% | 0 | .0% | 5 | 3.0% | 3 | 2.5% | 3 | 2.0% | 45 | 16.7% |
| | Upminster | 31 | 3.1% | 1 | 1.5% | 2 | 2.2% | 5 | 3.7% | 2 | 1.2% | 5 | 4.2% | 6 | 4.0% | 10 | 3.7% |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 16 | 1.6% | 0 | .0% | 4 | 4.3% | 7 | 5.1% | 5 | 3.0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Basildon Retail Parks | 6 | .6% | 0 | .0% | 2 | 2.2% | 3 | 2.2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Harold Hill | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 5 | 1.9% |
| | Mayflower Retail Park, Basildon | 5 | .5% | 0 | .0% | 2 | 2.2% | 2 | 1.5% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Thurrock | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 1 | .8% | 0 | .0% | 2 | .7% |
| | Wickford | 3 | .3% | 0 | .0% | 2 | 2.2% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Bury St Edmunds | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Colchester | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Davidson Way, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Hutton | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Rom Valley Way, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Whitton | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | |

(cont.)

Q8. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

| | Postcode District | |
|--|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Don't buy | 1 | 50.0% |
| Lakeside Shopping Centre | 0 | .0% |
| Romford Town Centre | 1 | 50.0% |
| Basildon Town Centre | 0 | .0% |
| Chelmsford Town Centre | 0 | .0% |
| Brentwood Town Centre/High Street/Baytree Centre | 0 | .0% |
| Internet | 0 | .0% |
| Bluewater Shopping Centre | 0 | .0% |
| Billericay Town Centre | 0 | .0% |
| Shenfield District Centre/Hutton Road | 0 | .0% |
| Catalogue/ mail order | 0 | .0% |
| Central London | 0 | .0% |
| Hornchurch Town Centre | 0 | .0% |
| High Chelmer Shopping Centre, Chelmsford | 0 | .0% |
| Laindon Shopping Centre | 0 | .0% |
| Ingatestone High Street/District Centre | 0 | .0% |
| Pitsea Shopping Centre | 0 | .0% |
| The Brewery Shopping Centre, Romford | 0 | .0% |

(cont.)

Q8. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

| | | Postcode District | |
|-------|--|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Varies/ best deal | 0 | .0% |
| | Gallows Corner Retail Park, Colchester Road, Romford | 0 | .0% |
| | Upminster | 0 | .0% |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 0 | .0% |
| | Basildon Retail Parks | 0 | .0% |
| | Harold Hill | 0 | .0% |
| | Mayflower Retail Park, Basildon | 0 | .0% |
| | Thurrock | 0 | .0% |
| | Wickford | 0 | .0% |
| | Bury St Edmunds | 0 | .0% |
| | Colchester | 0 | .0% |
| | Davidson Way, Romford | 0 | .0% |
| | Hutton | 0 | .0% |
| | Rom Valley Way, Romford | 0 | .0% |
| | Whitton | 0 | .0% |

Q9. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Romford Town Centre | 203 | 20.2% | 1 | 1.5% | 0 | .0% | 0 | .0% | 16 | 9.6% | 13 | 10.9% | 21 | 14.1% | 149 | 55.4% |
| Lakeside Shopping Centre | 175 | 17.4% | 5 | 7.4% | 9 | 9.8% | 26 | 19.1% | 43 | 25.9% | 33 | 27.7% | 34 | 22.8% | 25 | 9.3% |
| Basildon Town Centre | 104 | 10.3% | 1 | 1.5% | 36 | 39.1% | 42 | 30.9% | 16 | 9.6% | 4 | 3.4% | 5 | 3.4% | 0 | .0% |
| Don't buy | 100 | 10.0% | 6 | 8.8% | 8 | 8.7% | 11 | 8.1% | 13 | 7.8% | 14 | 11.8% | 15 | 10.1% | 31 | 11.5% |
| Chelmsford Town Centre | 90 | 9.0% | 32 | 47.1% | 12 | 13.0% | 17 | 12.5% | 9 | 5.4% | 5 | 4.2% | 14 | 9.4% | 1 | .4% |
| Brentwood Town Centre/High Street/Baytree Centre | 82 | 8.2% | 8 | 11.8% | 1 | 1.1% | 1 | .7% | 21 | 12.7% | 27 | 22.7% | 17 | 11.4% | 7 | 2.6% |
| Bluewater Shopping Centre | 41 | 4.1% | 4 | 5.9% | 6 | 6.5% | 6 | 4.4% | 8 | 4.8% | 6 | 5.0% | 8 | 5.4% | 3 | 1.1% |
| Internet | 39 | 3.9% | 4 | 5.9% | 4 | 4.3% | 7 | 5.1% | 8 | 4.8% | 4 | 3.4% | 8 | 5.4% | 4 | 1.5% |
| Catalogue/ mail order | 29 | 2.9% | 4 | 5.9% | 2 | 2.2% | 3 | 2.2% | 4 | 2.4% | 3 | 2.5% | 3 | 2.0% | 10 | 3.7% |
| Central London | 10 | 1.0% | 2 | 2.9% | 1 | 1.1% | 0 | .0% | 2 | 1.2% | 1 | .8% | 3 | 2.0% | 1 | .4% |
| Billericay Town Centre | 9 | .9% | 0 | .0% | 1 | 1.1% | 5 | 3.7% | 2 | 1.2% | 0 | .0% | 1 | .7% | 0 | .0% |
| Hornchurch Town Centre | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.3% | 1 | .4% |
| Ilford Town Centre | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Maldon Town Centre | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| The Brewery Shopping Centre, Romford | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | .7% |
| Shenfield District Centre/Hutton Road | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 1 | .7% | 0 | .0% |
| Ingatestone High Street/District Centre | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Liberty Shopping Centre, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |

(cont.)

Q9. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|-------|---|-----------------------|------|-------------------|-----|------|------|------|------|------|------|------|------|------|------|-----|------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Varies/ best deal | 36 | 3.6% | 0 | .0% | 6 | 6.5% | 5 | 3.7% | 6 | 3.6% | 3 | 2.5% | 8 | 5.4% | 8 | 3.0% |
| | Gallows Corner, Harold Wood, Romford | 26 | 2.6% | 0 | .0% | 0 | .0% | 0 | .0% | 5 | 3.0% | 4 | 3.4% | 2 | 1.3% | 15 | 5.6% |
| | Upminster | 20 | 2.0% | 0 | .0% | 1 | 1.1% | 2 | 1.5% | 5 | 3.0% | 2 | 1.7% | 4 | 2.7% | 6 | 2.2% |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 14 | 1.4% | 0 | .0% | 3 | 3.3% | 6 | 4.4% | 4 | 2.4% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Basildon Retail Parks | 3 | .3% | 0 | .0% | 0 | .0% | 2 | 1.5% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Rayleigh | 3 | .3% | 0 | .0% | 1 | 1.1% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Abroad | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Chadwell Heath | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Colchester | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Davidson Way, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Harold Hill, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Manningtree | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Mayflower Retail Park, Basildon | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Southend-on-Sea | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q9. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

| | Postcode District | |
|--|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Romford Town Centre | 1 | 50.0% |
| Lakeside Shopping Centre | 0 | .0% |
| Basildon Town Centre | 0 | .0% |
| Don't buy | 0 | .0% |
| Chelmsford Town Centre | 0 | .0% |
| Brentwood Town Centre/High Street/Baytree Centre | 0 | .0% |
| Bluewater Shopping Centre | 0 | .0% |
| Internet | 0 | .0% |
| Catalogue/ mail order | 0 | .0% |
| Central London | 0 | .0% |
| Billericay Town Centre | 0 | .0% |
| Hornchurch Town Centre | 0 | .0% |
| Ilford Town Centre | 1 | 50.0% |
| Maldon Town Centre | 0 | .0% |
| The Brewery Shopping Centre, Romford | 0 | .0% |
| Shenfield District Centre/Hutton Road | 0 | .0% |
| Ingatestone High Street/District Centre | 0 | .0% |
| The Liberty Shopping Centre, Romford | 0 | .0% |

(cont.)

Q9. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

| | | Postcode District | |
|-------|---|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Varies/ best deal | 0 | .0% |
| | Gallows Corner, Harold Wood, Romford | 0 | .0% |
| | Upminster | 0 | .0% |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 0 | .0% |
| | Basildon Retail Parks | 0 | .0% |
| | Rayleigh | 0 | .0% |
| | Abroad | 0 | .0% |
| | Chadwell Heath | 0 | .0% |
| | Colchester | 0 | .0% |
| | Davidson Way, Romford | 0 | .0% |
| | Harold Hill, Romford | 0 | .0% |
| | Manningtree | 0 | .0% |
| | Mayflower Retail Park, Basildon | 0 | .0% |
| | Southend-on-Sea | 0 | .0% |

Q10. Where do you do most of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Internet | 125 | 12.4% | 7 | 10.3% | 12 | 13.0% | 24 | 17.6% | 23 | 13.9% | 20 | 16.8% | 22 | 14.8% | 17 | 6.3% |
| Brentwood Town Centre/High Street/Baytree Centre | 112 | 11.1% | 2 | 2.9% | 2 | 2.2% | 6 | 4.4% | 32 | 19.3% | 33 | 27.7% | 34 | 22.8% | 3 | 1.1% |
| Romford Town Centre | 102 | 10.1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 8 | 4.8% | 9 | 7.6% | 7 | 4.7% | 77 | 28.6% |
| Lakeside Shopping Centre | 93 | 9.3% | 3 | 4.4% | 5 | 5.4% | 10 | 7.4% | 26 | 15.7% | 21 | 17.6% | 18 | 12.1% | 10 | 3.7% |
| Basildon Town Centre | 82 | 8.2% | 0 | .0% | 29 | 31.5% | 33 | 24.3% | 13 | 7.8% | 3 | 2.5% | 4 | 2.7% | 0 | .0% |
| Don't buy | 73 | 7.3% | 2 | 2.9% | 6 | 6.5% | 8 | 5.9% | 15 | 9.0% | 7 | 5.9% | 12 | 8.1% | 22 | 8.2% |
| Chelmsford Town Centre | 57 | 5.7% | 35 | 51.5% | 3 | 3.3% | 5 | 3.7% | 4 | 2.4% | 0 | .0% | 10 | 6.7% | 0 | .0% |
| Bluewater Shopping Centre | 21 | 2.1% | 3 | 4.4% | 3 | 3.3% | 3 | 2.2% | 2 | 1.2% | 4 | 3.4% | 5 | 3.4% | 1 | .4% |
| Catalogue/ mail order | 12 | 1.2% | 2 | 2.9% | 0 | .0% | 1 | .7% | 4 | 2.4% | 2 | 1.7% | 0 | .0% | 3 | 1.1% |
| Billericay Town Centre | 10 | 1.0% | 0 | .0% | 4 | 4.3% | 5 | 3.7% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| Hornchurch Town Centre | 8 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 7 | 2.6% |
| Central London | 8 | .8% | 1 | 1.5% | 2 | 2.2% | 1 | .7% | 1 | .6% | 1 | .8% | 1 | .7% | 1 | .4% |
| Shenfield District Centre/Hutton Road | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 2 | 1.3% | 0 | .0% |
| High Chelmer Shopping Centre, Chelmsford | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.3% | 0 | .0% |
| Ingatestone High Street/District Centre | 2 | .2% | 2 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Braintree Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| Meadows Shopping Centre, Chelmsford | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Ilford Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Exchange Shopping Centre, Ilford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| Pitsea Shopping Centre | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Southend Town Centre | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q10. Where do you do most of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-------|--|-----------------------|-------|-------------------|------|------|------|------|-------|------|------|------|-------|------|-------|-----|-------|--|--|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | | |
| Other | Gallows Corner Retail Park, Colchester Road, Romford | 160 | 15.9% | 1 | 1.5% | 1 | 1.1% | 0 | .0% | 12 | 7.2% | 13 | 10.9% | 16 | 10.7% | 113 | 42.0% | | |
| | Varies/ best deal | 38 | 3.8% | 1 | 1.5% | 3 | 3.3% | 7 | 5.1% | 8 | 4.8% | 4 | 3.4% | 11 | 7.4% | 4 | 1.5% | | |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 30 | 3.0% | 0 | .0% | 7 | 7.6% | 15 | 11.0% | 6 | 3.6% | 0 | .0% | 1 | .7% | 1 | .4% | | |
| | Mayflower Retail Park, Basildon | 19 | 1.9% | 0 | .0% | 8 | 8.7% | 7 | 5.1% | 2 | 1.2% | 1 | .8% | 1 | .7% | 0 | .0% | | |
| | Basildon Industrial Estate | 12 | 1.2% | 0 | .0% | 2 | 2.2% | 6 | 4.4% | 2 | 1.2% | 0 | .0% | 2 | 1.3% | 0 | .0% | | |
| | Harold Hill, Romford | 7 | .7% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 6 | 2.2% | | |
| | Heron Retail Park, Miles Gray Road, Basildon | 7 | .7% | 0 | .0% | 2 | 2.2% | 4 | 2.9% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Chelmer Village Retail Park, Chelmsford | 6 | .6% | 3 | 4.4% | 1 | 1.1% | 0 | .0% | 1 | .6% | 0 | .0% | 1 | .7% | 0 | .0% | | |
| | Harold Wood Industrial Estate | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | .7% | | |
| | Chadwell Heath | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% | | |
| | Colchester | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Ongar | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% | | |
| | Rayleigh | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Tunbridge | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Upton | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% | | |
| | Wickford | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Yardley Business Park, Basildon | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |

(cont.)

Q10. Where do you do most of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?

| | Postcode District | |
|--|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Internet | 0 | .0% |
| Brentwood Town Centre/High Street/Baytree Centre | 0 | .0% |
| Romford Town Centre | 0 | .0% |
| Lakeside Shopping Centre | 0 | .0% |
| Basildon Town Centre | 0 | .0% |
| Don't buy | 0 | .0% |
| Chelmsford Town Centre | 0 | .0% |
| Bluewater Shopping Centre | 0 | .0% |
| Catalogue/ mail order | 0 | .0% |
| Billericay Town Centre | 0 | .0% |
| Hornchurch Town Centre | 0 | .0% |
| Central London | 0 | .0% |
| Shenfield District Centre/Hutton Road | 0 | .0% |
| High Chelmer Shopping Centre, Chelmsford | 0 | .0% |
| Ingatestone High Street/District Centre | 0 | .0% |
| Braintree Town Centre | 0 | .0% |
| Meadows Shopping Centre, Chelmsford | 0 | .0% |
| Ilford Town Centre | 1 | 50.0% |
| Exchange Shopping Centre, Ilford | 0 | .0% |
| Pitsea Shopping Centre | 0 | .0% |
| Southend Town Centre | 0 | .0% |

(cont.)

Q10. Where do you do most of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?

| | | Postcode District | |
|---------------------------------|--|-------------------|-------|
| | | RM4 | |
| | | Num | % |
| Other | Gallows Corner Retail Park, Colchester Road, Romford | 1 | 50.0% |
| | Varies/ best deal | 0 | .0% |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 0 | .0% |
| | Mayflower Retail Park, Basildon | 0 | .0% |
| | Basildon Industrial Estate | 0 | .0% |
| | Harold Hill, Romford | 0 | .0% |
| | Heron Retail Park, Miles Gray Road, Basildon | 0 | .0% |
| | Chelmer Village Retail Park, Chelmsford | 0 | .0% |
| | Harold Wood Industrial Estate | 0 | .0% |
| | Chadwell Heath | 0 | .0% |
| | Colchester | 0 | .0% |
| | Ongar | 0 | .0% |
| | Rayleigh | 0 | .0% |
| | Tunbridge | 0 | .0% |
| | Upton | 0 | .0% |
| | Wickford | 0 | .0% |
| Yardley Business Park, Basildon | 0 | .0% | |

Q11. Where do you do most of your household's shopping for radio, TV, telephone, Hi-fi and photographic equipment?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Internet | 131 | 13.0% | 7 | 10.3% | 12 | 13.0% | 25 | 18.4% | 23 | 13.9% | 20 | 16.8% | 25 | 16.8% | 19 | 7.1% |
| Brentwood Town Centre/High Street/Baytree Centre | 113 | 11.2% | 2 | 2.9% | 2 | 2.2% | 7 | 5.1% | 26 | 15.7% | 32 | 26.9% | 39 | 26.2% | 5 | 1.9% |
| Romford Town Centre | 112 | 11.1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 8 | 4.8% | 11 | 9.2% | 11 | 7.4% | 78 | 29.0% |
| Don't buy | 103 | 10.2% | 4 | 5.9% | 11 | 12.0% | 13 | 9.6% | 17 | 10.2% | 9 | 7.6% | 10 | 6.7% | 38 | 14.1% |
| Lakeside Shopping Centre | 82 | 8.2% | 2 | 2.9% | 2 | 2.2% | 9 | 6.6% | 27 | 16.3% | 16 | 13.4% | 17 | 11.4% | 9 | 3.3% |
| Basildon Town Centre | 79 | 7.9% | 1 | 1.5% | 31 | 33.7% | 27 | 19.9% | 12 | 7.2% | 4 | 3.4% | 4 | 2.7% | 0 | .0% |
| Chelmsford Town Centre | 61 | 6.1% | 33 | 48.5% | 4 | 4.3% | 8 | 5.9% | 5 | 3.0% | 1 | .8% | 10 | 6.7% | 0 | .0% |
| Bluewater Shopping Centre | 26 | 2.6% | 3 | 4.4% | 3 | 3.3% | 5 | 3.7% | 5 | 3.0% | 4 | 3.4% | 4 | 2.7% | 2 | .7% |
| Hornchurch Town Centre | 11 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% | 9 | 3.3% |
| Billericay Town Centre | 9 | .9% | 0 | .0% | 3 | 3.3% | 6 | 4.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Catalogue/ mail order | 9 | .9% | 3 | 4.4% | 1 | 1.1% | 0 | .0% | 1 | .6% | 2 | 1.7% | 0 | .0% | 2 | .7% |
| Central London | 5 | .5% | 1 | 1.5% | 1 | 1.1% | 1 | .7% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .4% |
| Ilford Town Centre | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| Southend Town Centre | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% |
| Braintree Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| High Chelmer Shopping Centre, Chelmsford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| Exchange Shopping Centre, Ilford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Laindon Shopping Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% |
| Pitsea Shopping Centre | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q11. Where do you do most of your household's shopping for radio, TV, telephone, Hi-fi and photographic equipment?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------|--|-----------------------|-------|-------------------|------|------|------|------|-------|------|------|------|-------|------|------|-----|-------|--|--|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | | |
| Other | Gallows Corner Retail Park, Colchester Road, Romford | 124 | 12.3% | 2 | 2.9% | 0 | .0% | 0 | .0% | 8 | 4.8% | 14 | 11.8% | 12 | 8.1% | 87 | 32.3% | | |
| | Varies/ best deal | 42 | 4.2% | 2 | 2.9% | 2 | 2.2% | 4 | 2.9% | 15 | 9.0% | 3 | 2.5% | 9 | 6.0% | 7 | 2.6% | | |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 27 | 2.7% | 0 | .0% | 5 | 5.4% | 15 | 11.0% | 7 | 4.2% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Mayflower Retail Park, Basildon | 17 | 1.7% | 1 | 1.5% | 6 | 6.5% | 7 | 5.1% | 1 | .6% | 1 | .8% | 0 | .0% | 1 | .4% | | |
| | Basildon Retail Parks | 12 | 1.2% | 0 | .0% | 1 | 1.1% | 6 | 4.4% | 3 | 1.8% | 1 | .8% | 1 | .7% | 0 | .0% | | |
| | Harold Hill | 6 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 6 | 2.2% | | |
| | Heron Retail Park, Miles Gray Road, Basildon | 6 | .6% | 0 | .0% | 2 | 2.2% | 1 | .7% | 2 | 1.2% | 0 | .0% | 1 | .7% | 0 | .0% | | |
| | Chelmer Village Retail Park, Chelmsford | 5 | .5% | 3 | 4.4% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | | |
| | Rayleigh | 3 | .3% | 0 | .0% | 3 | 3.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Gidea Park, Romford | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .4% | | |
| | Thurrock | 2 | .2% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | | |
| | Bishops Stortford, Hertfordshire | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% | | |
| | Cornwall | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% | | |
| | Downham | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Great Baddow, Chelmsford | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Manningtree | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Mayflower Retail Park, Basildon | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Southend-on-Sea | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| | Tollgate Retail Park, Colchester | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| Upminster | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% | | | |

(cont.)

Q11. Where do you do most of your household's shopping for radio, TV, telephone, Hi-fi and photographic equipment?

| | Postcode District | |
|--|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Internet | 0 | .0% |
| Brentwood Town Centre/High Street/Baytree Centre | 0 | .0% |
| Romford Town Centre | 0 | .0% |
| Don't buy | 0 | .0% |
| Lakeside Shopping Centre | 0 | .0% |
| Basildon Town Centre | 0 | .0% |
| Chelmsford Town Centre | 0 | .0% |
| Bluewater Shopping Centre | 0 | .0% |
| Hornchurch Town Centre | 0 | .0% |
| Billericay Town Centre | 0 | .0% |
| Catalogue/ mail order | 0 | .0% |
| Central London | 0 | .0% |
| Ilford Town Centre | 1 | 50.0% |
| Southend Town Centre | 0 | .0% |
| Braintree Town Centre | 0 | .0% |
| High Chelmer Shopping Centre, Chelmsford | 0 | .0% |
| Exchange Shopping Centre, Ilford | 0 | .0% |
| Laindon Shopping Centre | 0 | .0% |
| Pitsea Shopping Centre | 0 | .0% |

(cont.)

Q11. Where do you do most of your household's shopping for radio, TV, telephone, Hi-fi and photographic equipment?

| | | Postcode District | |
|-------|--|-------------------|-------|
| | | RM4 | |
| | | Num | % |
| Other | Gallows Corner Retail Park, Colchester Road, Romford | 1 | 50.0% |
| | Varies/ best deal | 0 | .0% |
| | Pipps Hill Retail Park, Miles Gray Road, Basildon | 0 | .0% |
| | Mayflower Retail Park, Basildon | 0 | .0% |
| | Basildon Retail Parks | 0 | .0% |
| | Harold Hill | 0 | .0% |
| | Heron Retail Park, Miles Gray Road, Basildon | 0 | .0% |
| | Chelmer Village Retail Park, Chelmsford | 0 | .0% |
| | Rayleigh | 0 | .0% |
| | Gidea Park, Romford | 0 | .0% |
| | Thurrock | 0 | .0% |
| | Bishops Stortford, Hertfordshire | 0 | .0% |
| | Cornwall | 0 | .0% |
| | Downham | 0 | .0% |
| | Great Baddow, Chelmsford | 0 | .0% |
| | Manningtree | 0 | .0% |
| | Mayflower Retail Park, Basildon | 0 | .0% |
| | Southend-on-Sea | 0 | .0% |
| | Tollgate Retail Park, Colchester | 0 | .0% |
| | Upminster | 0 | .0% |

Q12. Where do you do most of your household's shopping for china, glass and utensils?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Don't buy | 194 | 19.3% | 10 | 14.7% | 20 | 21.7% | 21 | 15.4% | 37 | 22.3% | 22 | 18.5% | 27 | 18.1% | 55 | 20.4% |
| Romford Town Centre | 150 | 14.9% | 0 | .0% | 1 | 1.1% | 0 | .0% | 7 | 4.2% | 8 | 6.7% | 9 | 6.0% | 122 | 45.4% |
| Lakeside Shopping Centre | 147 | 14.6% | 4 | 5.9% | 12 | 13.0% | 25 | 18.4% | 30 | 18.1% | 33 | 27.7% | 20 | 13.4% | 23 | 8.6% |
| Brentwood Town Centre/High Street/Baytree Centre | 142 | 14.1% | 7 | 10.3% | 1 | 1.1% | 2 | 1.5% | 46 | 27.7% | 34 | 28.6% | 47 | 31.5% | 5 | 1.9% |
| Basildon Town Centre | 84 | 8.4% | 1 | 1.5% | 34 | 37.0% | 35 | 25.7% | 8 | 4.8% | 1 | .8% | 4 | 2.7% | 1 | .4% |
| Chelmsford Town Centre | 61 | 6.1% | 30 | 44.1% | 4 | 4.3% | 11 | 8.1% | 4 | 2.4% | 1 | .8% | 11 | 7.4% | 0 | .0% |
| Bluewater Shopping Centre | 55 | 5.5% | 6 | 8.8% | 5 | 5.4% | 12 | 8.8% | 9 | 5.4% | 7 | 5.9% | 11 | 7.4% | 5 | 1.9% |
| Internet | 21 | 2.1% | 0 | .0% | 1 | 1.1% | 5 | 3.7% | 4 | 2.4% | 4 | 3.4% | 5 | 3.4% | 2 | .7% |
| Billericay Town Centre | 18 | 1.8% | 0 | .0% | 5 | 5.4% | 12 | 8.8% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| Central London | 9 | .9% | 2 | 2.9% | 0 | .0% | 0 | .0% | 2 | 1.2% | 1 | .8% | 2 | 1.3% | 2 | .7% |
| Catalogue/ mail order | 8 | .8% | 3 | 4.4% | 0 | .0% | 0 | .0% | 1 | .6% | 1 | .8% | 1 | .7% | 2 | .7% |
| Shenfield District Centre/Hutton Road | 4 | .4% | 1 | 1.5% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 1 | .7% | 0 | .0% |
| Hornchurch Town Centre | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 2 | .7% |
| Braintree Town Centre | 2 | .2% | 1 | 1.5% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Ingatestone High Street/District Centre | 2 | .2% | 2 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Pitsea Shopping Centre | 2 | .2% | 0 | .0% | 0 | .0% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Bentalls Shopping Centre, Chelmsford | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Ilford Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Brewery Shopping Centre, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |

(cont.)

Q12. Where do you do most of your household's shopping for china, glass and utensils?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|-------|--|-----------------------|------|-------------------|------|------|------|------|------|------|------|------|------|------|------|-----|-------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Gallows Corner Retail Park, Colchester Road, Romford | 42 | 4.2% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 2.4% | 1 | .8% | 1 | .7% | 36 | 13.4% |
| | Varies/ best deal | 34 | 3.4% | 1 | 1.5% | 2 | 2.2% | 6 | 4.4% | 9 | 5.4% | 5 | 4.2% | 7 | 4.7% | 4 | 1.5% |
| | Harold Hill, Romford | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 5 | 1.9% |
| | Mayflower Retail Park, Gardiners Link, Basildon | 5 | .5% | 0 | .0% | 3 | 3.3% | 1 | .7% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% |
| | Upminster | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 2 | 1.3% | 2 | .7% |
| | Pipps Hill Trading Estate, Basildon | 3 | .3% | 0 | .0% | 1 | 1.1% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Cricketers Way Retail Park, Basildon | 2 | .2% | 0 | .0% | 0 | .0% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Abroad | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Cornwall | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Great Oaks, Basildon | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Wickford | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q12. Where do you do most of your household's shopping for china, glass and utensils?

| | Postcode District | |
|--|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Don't buy | 1 | 50.0% |
| Romford Town Centre | 0 | .0% |
| Lakeside Shopping Centre | 0 | .0% |
| Brentwood Town Centre/High Street/Baytree Centre | 0 | .0% |
| Basildon Town Centre | 0 | .0% |
| Chelmsford Town Centre | 0 | .0% |
| Bluewater Shopping Centre | 0 | .0% |
| Internet | 0 | .0% |
| Billericay Town Centre | 0 | .0% |
| Central London | 0 | .0% |
| Catalogue/ mail order | 0 | .0% |
| Shenfield District Centre/Hutton Road | 0 | .0% |
| Hornchurch Town Centre | 0 | .0% |
| Braintree Town Centre | 0 | .0% |
| Ingatestone High Street/District Centre | 0 | .0% |
| Pitsea Shopping Centre | 0 | .0% |
| Bentalls Shopping Centre, Chelmsford | 0 | .0% |
| Ilford Town Centre | 1 | 50.0% |
| The Brewery Shopping Centre, Romford | 0 | .0% |

(cont.)

Q12. Where do you do most of your household's shopping for china, glass and utensils?

| | | Postcode District | |
|-------|--|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Gallows Corner Retail Park, Colchester Road, Romford | 0 | .0% |
| | Varies/ best deal | 0 | .0% |
| | Harold Hill, Romford | 0 | .0% |
| | Mayflower Retail Park, Gardiners Link, Basildon | 0 | .0% |
| | Upminster | 0 | .0% |
| | Pipps Hill Trading Estate, Basildon | 0 | .0% |
| | Cricketers Way Retail Park, Basildon | 0 | .0% |
| | Abroad | 0 | .0% |
| | Cornwall | 0 | .0% |
| | Great Oaks, Basildon | 0 | .0% |
| | Wickford | 0 | .0% |

Q13. Where do you do most of your household's shopping for DIY goods, gardening goods and decorating supplies?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Don't buy | 108 | 10.7% | 7 | 10.3% | 9 | 9.8% | 14 | 10.3% | 23 | 13.9% | 11 | 9.2% | 16 | 10.7% | 27 | 10.0% |
| Brentwood Town Centre/High Street/Baytree Centre | 97 | 9.7% | 4 | 5.9% | 0 | .0% | 1 | .7% | 24 | 14.5% | 30 | 25.2% | 33 | 22.1% | 5 | 1.9% |
| Romford Town Centre | 89 | 8.9% | 1 | 1.5% | 0 | .0% | 1 | .7% | 12 | 7.2% | 11 | 9.2% | 12 | 8.1% | 52 | 19.3% |
| Basildon Town Centre | 88 | 8.8% | 0 | .0% | 31 | 33.7% | 40 | 29.4% | 12 | 7.2% | 2 | 1.7% | 3 | 2.0% | 0 | .0% |
| Chelmsford Town Centre | 39 | 3.9% | 25 | 36.8% | 4 | 4.3% | 4 | 2.9% | 1 | .6% | 0 | .0% | 5 | 3.4% | 0 | .0% |
| Ingatestone High Street/District Centre | 24 | 2.4% | 15 | 22.1% | 0 | .0% | 3 | 2.2% | 2 | 1.2% | 0 | .0% | 4 | 2.7% | 0 | .0% |
| Billericay Town Centre | 19 | 1.9% | 0 | .0% | 4 | 4.3% | 14 | 10.3% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| Lakeside Shopping Centre | 9 | .9% | 1 | 1.5% | 1 | 1.1% | 1 | .7% | 4 | 2.4% | 1 | .8% | 1 | .7% | 0 | .0% |
| Shenfield District Centre/Hutton Road | 9 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 5 | 3.0% | 0 | .0% | 4 | 2.7% | 0 | .0% |
| Internet | 9 | .9% | 2 | 2.9% | 1 | 1.1% | 1 | .7% | 0 | .0% | 1 | .8% | 3 | 2.0% | 1 | .4% |
| Catalogue/ mail order | 3 | .3% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .4% |
| Hornchurch Town Centre | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 1 | .4% |
| High Chelmer Shopping Centre, Chelmsford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| Rubicon West, Chelmsford | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Ilford Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Laindon Shopping Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Pitsea Shopping Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| Maldon Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| Bentalls Shopping Centre, Maldon | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |

(cont.)

Q13. Where do you do most of your household's shopping for DIY goods, gardening goods and decorating supplies?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|-------|--|-----------------------|-------|-------------------|------|------|-------|------|-------|------|-------|------|-------|------|-------|-----|-------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Gallows Corner Retail Park, Colchester Road, Romford | 214 | 21.3% | 5 | 7.4% | 0 | .0% | 1 | .7% | 25 | 15.1% | 39 | 32.8% | 36 | 24.2% | 108 | 40.1% |
| | Harold Hill | 97 | 9.7% | 1 | 1.5% | 3 | 3.3% | 1 | .7% | 16 | 9.6% | 10 | 8.4% | 9 | 6.0% | 54 | 20.1% |
| | Piips Hill Retail Park, Miles Gray Road, Basildon | 66 | 6.6% | 1 | 1.5% | 16 | 17.4% | 34 | 25.0% | 13 | 7.8% | 0 | .0% | 1 | .7% | 1 | .4% |
| | Wickes, Brook Street, Brentwood, | 20 | 2.0% | 0 | .0% | 0 | .0% | 1 | .7% | 6 | 3.6% | 8 | 6.7% | 5 | 3.4% | 0 | .0% |
| | Homelands Retail Park, Cuton Hall Lane, Chelmsford | 17 | 1.7% | 5 | 7.4% | 2 | 2.2% | 3 | 2.2% | 4 | 2.4% | 1 | .8% | 2 | 1.3% | 0 | .0% |
| | Mayflower Retail Park, Basildon | 17 | 1.7% | 0 | .0% | 8 | 8.7% | 6 | 4.4% | 3 | 1.8% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Varies/ best deal | 16 | 1.6% | 0 | .0% | 1 | 1.1% | 0 | .0% | 6 | 3.6% | 1 | .8% | 4 | 2.7% | 4 | 1.5% |
| | Basildon Industrial Estate | 12 | 1.2% | 0 | .0% | 3 | 3.3% | 7 | 5.1% | 1 | .6% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Local stores, Romford | 10 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 1 | .8% | 0 | .0% | 7 | 2.6% |
| | Kelvedon Hatch, Brentwood | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 5 | 3.4% | 0 | .0% |
| | South Ockendon | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 1 | .7% | 1 | .4% |
| | Arterial Road, Billericay | 3 | .3% | 0 | .0% | 2 | 2.2% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Harold Wood | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 2 | .7% |
| | Heron Way, West Thurrock | 2 | .2% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Hutton | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Upminster | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.7% | 0 | .0% | 0 | .0% |
| | Canvey Island | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Chadwell Heath | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Crays Hill, Billericay | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Hilldene, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Loughton | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Newbury Park | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Pilgrims Hatch | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% |
| | South Benfleet | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Springfield, Chelmsford | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q13. Where do you do most of your household's shopping for DIY goods, gardening goods and decorating supplies?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-------|---------------------------------|-----------------------|-----|-------------------|-----|------|------|------|-----|------|-----|------|-----|------|-----|-----|-----|---|-----|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | | |
| Other | Thurrock Retail Park | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Wickford | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Yardley Business Park, Basildon | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q13. Where do you do most of your household's shopping for DIY goods, gardening goods and decorating supplies?

| | Postcode District | |
|--|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Don't buy | 0 | .0% |
| Brentwood Town Centre/High Street/Baytree Centre | 0 | .0% |
| Romford Town Centre | 0 | .0% |
| Basildon Town Centre | 0 | .0% |
| Chelmsford Town Centre | 0 | .0% |
| Ingatestone High Street/District Centre | 0 | .0% |
| Billericay Town Centre | 0 | .0% |
| Lakeside Shopping Centre | 0 | .0% |
| Shenfield District Centre/Hutton Road | 0 | .0% |
| Internet | 0 | .0% |
| Catalogue/ mail order | 0 | .0% |
| Hornchurch Town Centre | 0 | .0% |
| High Chelmer Shopping Centre, Chelmsford | 0 | .0% |
| Rubicon West, Chelmsford | 0 | .0% |
| Ilford Town Centre | 1 | 50.0% |
| Laindon Shopping Centre | 0 | .0% |
| Pitsea Shopping Centre | 0 | .0% |
| Maldon Town Centre | 0 | .0% |
| Bentalls Shopping Centre, Maldon | 0 | .0% |

(cont.)

Q13. Where do you do most of your household's shopping for DIY goods, gardening goods and decorating supplies?

| | | Postcode District | |
|-------------------------|--|-------------------|-------|
| | | RM4 | |
| | | Num | % |
| Other | Gallows Corner Retail Park, Colchester Road, Romford | 0 | .0% |
| | Harold Hill | 1 | 50.0% |
| | Piips Hill Retail Park, Miles Gray Road, Basildon | 0 | .0% |
| | Wickes, Brook Street, Brentwood, | 0 | .0% |
| | Homelands Retail Park, Cuton Hall Lane, Chelmsford | 0 | .0% |
| | Mayflower Retail Park, Basildon | 0 | .0% |
| | Varies/ best deal | 0 | .0% |
| | Basildon Industrial Estate | 0 | .0% |
| | Local stores, Romford | 0 | .0% |
| | Kelvedon Hatch, Brentwood | 0 | .0% |
| | South Ockendon | 0 | .0% |
| | Arterial Road, Billericay | 0 | .0% |
| | Harold Wood | 0 | .0% |
| | Heron Way, West Thurrock | 0 | .0% |
| | Hutton | 0 | .0% |
| | Upminster | 0 | .0% |
| | Canvey Island | 0 | .0% |
| | Chadwell Heath | 0 | .0% |
| | Crays Hill, Billericay | 0 | .0% |
| | Hilldene, Romford | 0 | .0% |
| | Loughton | 0 | .0% |
| | Newbury Park | 0 | .0% |
| | Pilgrims Hatch | 0 | .0% |
| South Benfleet | 0 | .0% | |
| Springfield, Chelmsford | 0 | .0% | |

(cont.)

Q13. Where do you do most of your household's shopping for DIY goods, gardening goods and decorating supplies?

| | | Postcode District | |
|-------|---------------------------------|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Thurrock Retail Park | 0 | .0% |
| | Wickford | 0 | .0% |
| | Yardley Business Park, Basildon | 0 | .0% |

Q14. Where do you do most of your household's shopping for books, jewellery, sporting, recreational and luxury goods?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Brentwood Town Centre/High Street/Baytree Centre | 168 | 16.7% | 11 | 16.2% | 0 | .0% | 1 | .7% | 45 | 27.1% | 51 | 42.9% | 54 | 36.2% | 6 | 2.2% |
| Don't buy | 158 | 15.7% | 7 | 10.3% | 7 | 7.6% | 19 | 14.0% | 31 | 18.7% | 13 | 10.9% | 20 | 13.4% | 60 | 22.3% |
| Romford Town Centre | 136 | 13.5% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 2.4% | 4 | 3.4% | 1 | .7% | 123 | 45.7% |
| Internet | 129 | 12.8% | 7 | 10.3% | 20 | 21.7% | 23 | 16.9% | 16 | 9.6% | 18 | 15.1% | 19 | 12.8% | 25 | 9.3% |
| Lakeside Shopping Centre | 110 | 10.9% | 0 | .0% | 4 | 4.3% | 10 | 7.4% | 31 | 18.7% | 17 | 14.3% | 25 | 16.8% | 23 | 8.6% |
| Chelmsford Town Centre | 66 | 6.6% | 24 | 35.3% | 11 | 12.0% | 15 | 11.0% | 3 | 1.8% | 1 | .8% | 12 | 8.1% | 0 | .0% |
| Basildon Town Centre | 59 | 5.9% | 0 | .0% | 24 | 26.1% | 25 | 18.4% | 8 | 4.8% | 0 | .0% | 2 | 1.3% | 0 | .0% |
| Billericay Town Centre | 37 | 3.7% | 0 | .0% | 14 | 15.2% | 23 | 16.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Bluewater Shopping Centre | 26 | 2.6% | 1 | 1.5% | 3 | 3.3% | 8 | 5.9% | 6 | 3.6% | 4 | 3.4% | 1 | .7% | 3 | 1.1% |
| Central London | 22 | 2.2% | 6 | 8.8% | 1 | 1.1% | 1 | .7% | 3 | 1.8% | 3 | 2.5% | 5 | 3.4% | 3 | 1.1% |
| Catalogue/ mail order | 15 | 1.5% | 3 | 4.4% | 1 | 1.1% | 3 | 2.2% | 3 | 1.8% | 0 | .0% | 0 | .0% | 5 | 1.9% |
| Ingatestone High Street/District Centre | 6 | .6% | 5 | 7.4% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Hornchurch Town Centre | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | .7% |
| Shenfield District Centre/Hutton Road | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 1 | .7% | 0 | .0% |
| George Yard Shopping Centre, Braintree | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| Ilford Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| The Brewery Shopping Centre, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q14. Where do you do most of your household's shopping for books, jewellery, sporting, recreational and luxury goods?

| | Postcode District | |
|--|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Brentwood Town Centre/High Street/Baytree Centre | 0 | .0% |
| Don't buy | 0 | .0% |
| Romford Town Centre | 1 | 50.0% |
| Internet | 1 | 50.0% |
| Lakeside Shopping Centre | 0 | .0% |
| Chelmsford Town Centre | 0 | .0% |
| Basildon Town Centre | 0 | .0% |
| Billericay Town Centre | 0 | .0% |
| Bluewater Shopping Centre | 0 | .0% |
| Central London | 0 | .0% |
| Catalogue/ mail order | 0 | .0% |
| Ingatestone High Street/District Centre | 0 | .0% |
| Hornchurch Town Centre | 0 | .0% |
| Shenfield District Centre/Hutton Road | 0 | .0% |
| George Yard Shopping Centre, Braintree | 0 | .0% |
| Ilford Town Centre | 0 | .0% |
| The Brewery Shopping Centre, Romford | 0 | .0% |

(cont.)

Q14. Where do you do most of your household's shopping for books, jewellery, sporting, recreational and luxury goods?

| | | Postcode District | |
|-------|------------------------------------|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Varies/ best deal | 0 | .0% |
| | Abroad | 0 | .0% |
| | Gallows Corner, Romford | 0 | .0% |
| | Harold Wood | 0 | .0% |
| | Harold Hill | 0 | .0% |
| | Hilldene, Romford | 0 | .0% |
| | Wickford | 0 | .0% |
| | Oxford | 0 | .0% |
| | Pipps Hill Retail Park, Billericay | 0 | .0% |
| | Southend-on-Sea | 0 | .0% |

Q15. Where do you do most of your household's shopping for chemists goods?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Brentwood Town Centre/High Street/Baytree Centre | 292 | 29.1% | 11 | 16.2% | 1 | 1.1% | 1 | .7% | 80 | 48.2% | 97 | 81.5% | 92 | 61.7% | 9 | 3.3% |
| Billericay Town Centre | 152 | 15.1% | 4 | 5.9% | 52 | 56.5% | 92 | 67.6% | 4 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% |
| Romford Town Centre | 77 | 7.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 1 | .7% | 73 | 27.1% |
| Shenfield District Centre/Hutton Road | 52 | 5.2% | 0 | .0% | 1 | 1.1% | 0 | .0% | 34 | 20.5% | 2 | 1.7% | 15 | 10.1% | 0 | .0% |
| Basildon Town Centre | 31 | 3.1% | 1 | 1.5% | 12 | 13.0% | 9 | 6.6% | 8 | 4.8% | 1 | .8% | 0 | .0% | 0 | .0% |
| Ingatestone High Street/District Centre | 31 | 3.1% | 29 | 42.6% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| Don't buy | 21 | 2.1% | 3 | 4.4% | 2 | 2.2% | 1 | .7% | 4 | 2.4% | 1 | .8% | 2 | 1.3% | 8 | 3.0% |
| Chelmsford Town Centre | 21 | 2.1% | 12 | 17.6% | 1 | 1.1% | 4 | 2.9% | 1 | .6% | 0 | .0% | 2 | 1.3% | 0 | .0% |
| Lakeside Shopping Centre | 10 | 1.0% | 1 | 1.5% | 1 | 1.1% | 0 | .0% | 2 | 1.2% | 0 | .0% | 2 | 1.3% | 4 | 1.5% |
| The Liberty Shopping Centre, Romford | 10 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 2 | 1.3% | 6 | 2.2% |
| Central London | 4 | .4% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .6% | 1 | .8% | 0 | .0% | 1 | .4% |
| Internet | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 2 | 1.3% | 1 | .4% |
| Bluewater Shopping Centre | 2 | .2% | 2 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Hornchurch Town Centre | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .4% |
| Catalogue/ mail order | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | .7% |
| Braintree Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% |
| The Brewery Shopping Centre, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |

(cont.)

Q15. Where do you do most of your household's shopping for chemists goods?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|-------|--|-----------------------|------|-------------------|------|------|------|------|------|------|------|------|------|------|------|-----|-------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Harold Hill, Romford | 69 | 6.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 67 | 24.9% |
| | Gallows Corner Retail Park, Colchester Road, Romford | 54 | 5.4% | 1 | 1.5% | 0 | .0% | 0 | .0% | 1 | .6% | 6 | 5.0% | 1 | .7% | 45 | 16.7% |
| | Harold Wood | 32 | 3.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 32 | 11.9% |
| | Local stores, Billericay | 19 | 1.9% | 2 | 2.9% | 7 | 7.6% | 10 | 7.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | William Hunter Way, Brentwood | 17 | 1.7% | 1 | 1.5% | 0 | .0% | 0 | .0% | 8 | 4.8% | 3 | 2.5% | 5 | 3.4% | 0 | .0% |
| | Local stores, Romford | 13 | 1.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 12 | 4.5% |
| | Hutton | 12 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 10 | 6.0% | 1 | .8% | 0 | .0% | 1 | .4% |
| | Varies/ best deal | 12 | 1.2% | 0 | .0% | 3 | 3.3% | 2 | 1.5% | 3 | 1.8% | 0 | .0% | 4 | 2.7% | 0 | .0% |
| | Doddinghurst | 11 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 11 | 7.4% | 0 | .0% |
| | Local stores, Brentwood | 10 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 3 | 2.5% | 5 | 3.4% | 0 | .0% |
| | Queens Park, Billericay | 8 | .8% | 0 | .0% | 1 | 1.1% | 7 | 5.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Mayflower Retail Park, Basildon | 5 | .5% | 0 | .0% | 2 | 2.2% | 2 | 1.5% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Wickford | 4 | .4% | 0 | .0% | 4 | 4.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Hilldene, Romford | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 1.1% |
| | South Green | 3 | .3% | 0 | .0% | 2 | 2.2% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | The Pantiles, Billericay | 3 | .3% | 0 | .0% | 1 | 1.1% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Upminster | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 1.8% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Cricketers Retail Park, Basildon | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% |
| | Great Warley | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 1 | .7% | 0 | .0% |
| | Chipping Ongar | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Gooshays, Romford | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Hainault | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Ladygate Centre, Wickford | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Laindon Hills, Basildon | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local stores, Basildon | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Loughton | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q15. Where do you do most of your household's shopping for chemists goods?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-------|-----------------------------|-----------------------|-----|-------------------|-----|------|------|------|-----|------|-----|------|-----|------|-----|-----|-----|---|-----|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | | |
| Other | Petersfield | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Stock | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Willowdale Centre, Wickford | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q15. Where do you do most of your household's shopping for chemists goods?

| | Postcode District | |
|--|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Brentwood Town Centre/High Street/Baytree Centre | 1 | 50.0% |
| Billericay Town Centre | 0 | .0% |
| Romford Town Centre | 0 | .0% |
| Shenfield District Centre/Hutton Road | 0 | .0% |
| Basildon Town Centre | 0 | .0% |
| Ingatestone High Street/District Centre | 0 | .0% |
| Don't buy | 0 | .0% |
| Chelmsford Town Centre | 0 | .0% |
| Lakeside Shopping Centre | 0 | .0% |
| The Liberty Shopping Centre, Romford | 0 | .0% |
| Central London | 0 | .0% |
| Internet | 0 | .0% |
| Bluewater Shopping Centre | 0 | .0% |
| Hornchurch Town Centre | 0 | .0% |
| Catalogue/ mail order | 0 | .0% |
| Braintree Town Centre | 0 | .0% |
| The Brewery Shopping Centre, Romford | 0 | .0% |

(cont.)

Q15. Where do you do most of your household's shopping for chemists goods?

| | | Postcode District | |
|-------|--|-------------------|-------|
| | | RM4 | |
| | | Num | % |
| Other | Harold Hill, Romford | 0 | .0% |
| | Gallows Corner Retail Park, Colchester Road, Romford | 0 | .0% |
| | Harold Wood | 0 | .0% |
| | Local stores, Billericay | 0 | .0% |
| | William Hunter Way, Brentwood | 0 | .0% |
| | Local stores, Romford | 0 | .0% |
| | Hutton | 0 | .0% |
| | Varies/ best deal | 0 | .0% |
| | Doddinghurst | 0 | .0% |
| | Local stores, Brentwood | 0 | .0% |
| | Queens Park, Billericay | 0 | .0% |
| | Mayflower Retail Park, Basildon | 0 | .0% |
| | Wickford | 0 | .0% |
| | Hilldene, Romford | 0 | .0% |
| | South Green | 0 | .0% |
| | The Pantiles, Billericay | 0 | .0% |
| | Upminster | 0 | .0% |
| | Cricketers Retail Park, Basildon | 0 | .0% |
| | Great Warley | 0 | .0% |
| | Chipping Ongar | 0 | .0% |
| | Gooshays, Romford | 0 | .0% |
| | Hainault | 0 | .0% |
| | Ladygate Centre, Wickford | 0 | .0% |
| | Laindon Hills, Basildon | 0 | .0% |
| | Local stores, Basildon | 0 | .0% |
| | Loughton | 1 | 50.0% |

(cont.)

Q15. Where do you do most of your household's shopping for chemists goods?

| | | Postcode District | |
|-------|-----------------------------|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Petersfield | 0 | .0% |
| | Stock | 0 | .0% |
| | Willowdale Centre, Wickford | 0 | .0% |

Q16. When you shop for non-food goods, how do you usually travel?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|------------------------|------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| Car/Van (as driver) | | 607 | 60.4% | 51 | 75.0% | 67 | 72.8% | 83 | 61.0% | 105 | 63.3% | 69 | 58.0% | 100 | 67.1% | 128 | 47.6% | 2 | 100.0% |
| Bus | | 138 | 13.7% | 8 | 11.8% | 14 | 15.2% | 13 | 9.6% | 17 | 10.2% | 7 | 5.9% | 19 | 12.8% | 60 | 22.3% | 0 | .0% |
| Car/Van (as passenger) | | 125 | 12.4% | 5 | 7.4% | 7 | 7.6% | 18 | 13.2% | 22 | 13.3% | 12 | 10.1% | 13 | 8.7% | 47 | 17.5% | 0 | .0% |
| Walk | | 88 | 8.8% | 1 | 1.5% | 3 | 3.3% | 18 | 13.2% | 6 | 3.6% | 25 | 21.0% | 14 | 9.4% | 20 | 7.4% | 0 | .0% |
| Train | | 17 | 1.7% | 0 | .0% | 1 | 1.1% | 1 | .7% | 8 | 4.8% | 1 | .8% | 1 | .7% | 5 | 1.9% | 0 | .0% |
| Goods delivered | | 9 | .9% | 0 | .0% | 0 | .0% | 1 | .7% | 4 | 2.4% | 1 | .8% | 1 | .7% | 2 | .7% | 0 | .0% |
| Taxi | | 6 | .6% | 1 | 1.5% | 0 | .0% | 1 | .7% | 2 | 1.2% | 0 | .0% | 0 | .0% | 2 | .7% | 0 | .0% |
| Bicycle | | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Park and Ride | | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Other | Varies | 8 | .8% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 2.5% | 1 | .7% | 3 | 1.1% | 0 | .0% |
| | Mobility scooter | 4 | .4% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 1 | .8% | 0 | .0% | 2 | .7% | 0 | .0% |

Q17a. Which of the following is your main town centre for shopping and services?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|---|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Brentwood Town Centre | 371 | 36.9% | 18 | 26.5% | 2 | 2.2% | 1 | .7% | 104 | 62.7% | 112 | 94.1% | 115 | 77.2% | 18 | 6.7% |
| Romford Town Centre | 247 | 24.6% | 0 | .0% | 1 | 1.1% | 0 | .0% | 7 | 4.2% | 2 | 1.7% | 8 | 5.4% | 225 | 83.6% |
| Basildon Town Centre | 111 | 11.0% | 1 | 1.5% | 38 | 41.3% | 54 | 39.7% | 13 | 7.8% | 2 | 1.7% | 3 | 2.0% | 0 | .0% |
| Chelmsford Town Centre | 91 | 9.1% | 35 | 51.5% | 16 | 17.4% | 21 | 15.4% | 6 | 3.6% | 0 | .0% | 12 | 8.1% | 1 | .4% |
| Shenfield Shopping Centre/Hutton Road | 19 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 15 | 9.0% | 0 | .0% | 4 | 2.7% | 0 | .0% |
| Ingatestone High Street/District Centre | 9 | .9% | 9 | 13.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Central London | 7 | .7% | 2 | 2.9% | 0 | .0% | 0 | .0% | 3 | 1.8% | 0 | .0% | 1 | .7% | 1 | .4% |
| Hornchurch Town Centre | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 1.1% |
| Ilford Town Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Billericay | 92 | 9.2% | 1 | 1.5% | 33 | 35.9% | 54 | 39.7% | 3 | 1.8% | 0 | .0% | 1 | .7% | 0 | .0% |
| Lakeside Shopping Centre | 25 | 2.5% | 1 | 1.5% | 0 | .0% | 2 | 1.5% | 10 | 6.0% | 2 | 1.7% | 4 | 2.7% | 6 | 2.2% |
| Harold Hill | 6 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 6 | 2.2% |
| Bluewater | 5 | .5% | 1 | 1.5% | 0 | .0% | 3 | 2.2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Upminster | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 2.4% | 0 | .0% | 0 | .0% | 1 | .4% |
| Hilldene | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 1.5% |
| Other | | | | | | | | | | | | | | | | |
| Varies/ shopping done for me | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Wickford | 2 | .2% | 0 | .0% | 2 | 2.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Clacton-on-Sea | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Doddinghurst | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| East Mayne | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% |
| Langdon | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| Thurrock | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |

(cont.)

Q17a. Which of the following is your main town centre for shopping and services?

| | Postcode District | |
|---|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Brentwood Town Centre | 1 | 50.0% |
| Romford Town Centre | 0 | .0% |
| Basildon Town Centre | 0 | .0% |
| Chelmsford Town Centre | 0 | .0% |
| Shenfield Shopping Centre/Hutton Road | 0 | .0% |
| Ingatestone High Street/District Centre | 0 | .0% |
| Central London | 0 | .0% |
| Hornchurch Town Centre | 0 | .0% |
| Ilford Town Centre | 1 | 50.0% |
| Billericay | 0 | .0% |
| Lakeside Shopping Centre | 0 | .0% |
| Harold Hill | 0 | .0% |
| Bluewater | 0 | .0% |
| Upminster | 0 | .0% |
| Hilldene | 0 | .0% |
| Other | | |
| Varies/ shopping done for me | 0 | .0% |
| Wickford | 0 | .0% |
| Clacton-on-Sea | 0 | .0% |
| Doddinghurst | 0 | .0% |
| East Mayne | 0 | .0% |
| Langdon | 0 | .0% |
| Thurrock | 0 | .0% |

Q17b. What do you like most about Q17a town centre for shopping and services?

| | Base: All respondents | | Postcode District | | | | | | | | | | | |
|---|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% |
| Close to home | 275 | 27.4% | 12 | 17.6% | 22 | 23.9% | 31 | 22.8% | 45 | 27.1% | 58 | 48.7% | 51 | 34.2% |
| Nothing/very little | 119 | 11.8% | 3 | 4.4% | 6 | 6.5% | 17 | 12.5% | 19 | 11.4% | 11 | 9.2% | 18 | 12.1% |
| Better range of multiple retailers | 74 | 7.4% | 4 | 5.9% | 7 | 7.6% | 11 | 8.1% | 10 | 6.0% | 5 | 4.2% | 8 | 5.4% |
| Good range of non-food shops | 56 | 5.6% | 2 | 2.9% | 5 | 5.4% | 5 | 3.7% | 10 | 6.0% | 2 | 1.7% | 6 | 4.0% |
| Attractive environment/nice place | 41 | 4.1% | 5 | 7.4% | 10 | 10.9% | 10 | 7.4% | 2 | 1.2% | 6 | 5.0% | 4 | 2.7% |
| Easy to park | 37 | 3.7% | 7 | 10.3% | 3 | 3.3% | 5 | 3.7% | 5 | 3.0% | 2 | 1.7% | 5 | 3.4% |
| Better range of independent retailers | 27 | 2.7% | 3 | 4.4% | 2 | 2.2% | 7 | 5.1% | 10 | 6.0% | 0 | .0% | 3 | 2.0% |
| Particular shops or stores in the town centre | 19 | 1.9% | 2 | 2.9% | 1 | 1.1% | 3 | 2.2% | 4 | 2.4% | 3 | 2.5% | 1 | .7% |
| Easy to get to by bus | 18 | 1.8% | 1 | 1.5% | 2 | 2.2% | 2 | 1.5% | 2 | 1.2% | 0 | .0% | 4 | 2.7% |
| Easy to get to by car | 17 | 1.7% | 2 | 2.9% | 2 | 2.2% | 3 | 2.2% | 5 | 3.0% | 0 | .0% | 1 | .7% |
| Close to work | 9 | .9% | 3 | 4.4% | 1 | 1.1% | 0 | .0% | 2 | 1.2% | 2 | 1.7% | 0 | .0% |
| Traffic free shopping centre | 9 | .9% | 2 | 2.9% | 4 | 4.3% | 0 | .0% | 1 | .6% | 1 | .8% | 0 | .0% |
| Good food stores | 7 | .7% | 0 | .0% | 1 | 1.1% | 0 | .0% | 2 | 1.2% | 0 | .0% | 1 | .7% |
| Good pubs, cafes or restaurants | 6 | .6% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .6% | 1 | .8% | 0 | .0% |
| Close to friends or relatives | 3 | .3% | 0 | .0% | 1 | 1.1% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |

(cont.)

Q17b. What do you like most about Q17a town centre for shopping and services?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | |
|-------|--|-----------------------|------|-------------------|------|------|------|------|------|------|------|------|------|------|------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Variety of stores generally | 52 | 5.2% | 6 | 8.8% | 6 | 6.5% | 8 | 5.9% | 5 | 3.0% | 5 | 4.2% | 10 | 6.7% |
| | Has everything/ most things I need | 50 | 5.0% | 5 | 7.4% | 7 | 7.6% | 9 | 6.6% | 5 | 3.0% | 3 | 2.5% | 4 | 2.7% |
| | General convenience | 38 | 3.8% | 3 | 4.4% | 2 | 2.2% | 7 | 5.1% | 4 | 2.4% | 6 | 5.0% | 8 | 5.4% |
| | Compact/ shops close together | 35 | 3.5% | 1 | 1.5% | 2 | 2.2% | 2 | 1.5% | 11 | 6.6% | 5 | 4.2% | 6 | 4.0% |
| | Undercover shopping | 13 | 1.3% | 0 | .0% | 0 | .0% | 1 | .7% | 3 | 1.8% | 0 | .0% | 1 | .7% |
| | Friendly place/ people/ atmosphere | 11 | 1.1% | 0 | .0% | 4 | 4.3% | 1 | .7% | 1 | .6% | 3 | 2.5% | 1 | .7% |
| | Not too busy/ crowded | 11 | 1.1% | 1 | 1.5% | 1 | 1.1% | 2 | 1.5% | 2 | 1.2% | 1 | .8% | 2 | 1.3% |
| | Familiar/ know where shops are | 10 | 1.0% | 1 | 1.5% | 0 | .0% | 1 | .7% | 3 | 1.8% | 0 | .0% | 2 | 1.3% |
| | Free parking/ cheaper parking | 10 | 1.0% | 0 | .0% | 0 | .0% | 2 | 1.5% | 1 | .6% | 0 | .0% | 2 | 1.3% |
| | Good market | 9 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | The layout/ new layout | 8 | .8% | 1 | 1.5% | 0 | .0% | 1 | .7% | 1 | .6% | 0 | .0% | 5 | 3.4% |
| | Clean | 5 | .5% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .6% | 1 | .8% | 0 | .0% |
| | Traditional town with a proper high street | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 2 | 1.7% | 2 | 1.3% |
| | Marks & Spencer | 4 | .4% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 1 | .8% | 1 | .7% |
| | Not too big | 4 | .4% | 2 | 2.9% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Sainsburys | 4 | .4% | 1 | 1.5% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 1 | .7% |
| | Good services/ close to services | 3 | .3% | 0 | .0% | 0 | .0% | 1 | .7% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| | Good established town/ full of character | 3 | .3% | 0 | .0% | 1 | 1.1% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Like to support local shops | 3 | .3% | 1 | 1.5% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Close to school/ college | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 1 | .8% | 0 | .0% |
| | Primark | 2 | .2% | 0 | .0% | 0 | .0% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Rural/ close to countryside | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.3% |
| | Easy to get to by train | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Good service in the shops | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% |
| | Lower prices/ good value | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | The retail parks | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q17b. What do you like most about Q17a town centre for shopping and services?

| | Postcode District | | | |
|---|-------------------|--------|-----|--------|
| | RM3 | | RM4 | |
| | Num | % | Num | % |
| Base: All respondents | 269 | 100.0% | 2 | 100.0% |
| Close to home | 52 | 19.3% | 1 | 50.0% |
| Nothing/very little | 44 | 16.4% | 1 | 50.0% |
| Better range of multiple retailers | 28 | 10.4% | 0 | .0% |
| Good range of non-food shops | 26 | 9.7% | 0 | .0% |
| Attractive environment/nice place | 4 | 1.5% | 0 | .0% |
| Easy to park | 10 | 3.7% | 0 | .0% |
| Better range of independent retailers | 2 | .7% | 0 | .0% |
| Particular shops or stores in the town centre | 5 | 1.9% | 0 | .0% |
| Easy to get to by bus | 7 | 2.6% | 0 | .0% |
| Easy to get to by car | 4 | 1.5% | 0 | .0% |
| Close to work | 1 | .4% | 0 | .0% |
| Traffic free shopping centre | 1 | .4% | 0 | .0% |
| Good food stores | 3 | 1.1% | 0 | .0% |
| Good pubs, cafes or restaurants | 3 | 1.1% | 0 | .0% |
| Close to friends or relatives | 1 | .4% | 0 | .0% |

(cont.)

Q17b. What do you like most about Q17a town centre for shopping and services?

| | | Postcode District | | | |
|-------|--|-------------------|------|-----|-----|
| | | RM3 | | RM4 | |
| | | Num | % | Num | % |
| Other | Variety of stores generally | 12 | 4.5% | 0 | .0% |
| | Has everything/ most things I need | 17 | 6.3% | 0 | .0% |
| | General convenience | 8 | 3.0% | 0 | .0% |
| | Compact/ shops close together | 8 | 3.0% | 0 | .0% |
| | Undercover shopping | 8 | 3.0% | 0 | .0% |
| | Friendly place/ people/ atmosphere | 1 | .4% | 0 | .0% |
| | Not too busy/ crowded | 2 | .7% | 0 | .0% |
| | Familiar/ know where shops are | 3 | 1.1% | 0 | .0% |
| | Free parking/ cheaper parking | 5 | 1.9% | 0 | .0% |
| | Good market | 8 | 3.0% | 0 | .0% |
| | The layout/ new layout | 0 | .0% | 0 | .0% |
| | Clean | 2 | .7% | 0 | .0% |
| | Traditional town with a proper high street | 0 | .0% | 0 | .0% |
| | Marks & Spencer | 1 | .4% | 0 | .0% |
| | Not too big | 1 | .4% | 0 | .0% |
| | Sainsburys | 0 | .0% | 0 | .0% |
| | Good services/ close to services | 0 | .0% | 0 | .0% |
| | Good established town/ full of character | 0 | .0% | 0 | .0% |
| | Like to support local shops | 1 | .4% | 0 | .0% |
| | Close to school/ college | 0 | .0% | 0 | .0% |
| | Primark | 0 | .0% | 0 | .0% |
| | Rural/ close to countryside | 0 | .0% | 0 | .0% |
| | Easy to get to by train | 0 | .0% | 0 | .0% |
| | Good service in the shops | 0 | .0% | 0 | .0% |
| | Lower prices/ good value | 1 | .4% | 0 | .0% |
| | The retail parks | 0 | .0% | 0 | .0% |

Q17c. What improvements would you make to Q17a?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Better facilities for disabled people | 8 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 7 | 2.6% |
| Better public toilet facilities | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 1 | .7% | 2 | .7% |
| Better quality goods | 13 | 1.3% | 3 | 4.4% | 1 | 1.1% | 0 | .0% | 2 | 1.2% | 4 | 3.4% | 3 | 2.0% | 0 | .0% |
| Commercial leisure provision/ private gym | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 1 | .7% | 0 | .0% |
| Free car parking | 82 | 8.2% | 7 | 10.3% | 5 | 5.4% | 5 | 3.7% | 14 | 8.4% | 13 | 10.9% | 16 | 10.7% | 21 | 7.8% |
| Improved security in car parks | 5 | .5% | 1 | 1.5% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | .7% |
| Improvements to accessibility by car | 29 | 2.9% | 4 | 5.9% | 1 | 1.1% | 5 | 3.7% | 4 | 2.4% | 5 | 4.2% | 3 | 2.0% | 7 | 2.6% |
| Improvements to pedestrian environment / pedestrianisation | 26 | 2.6% | 2 | 2.9% | 3 | 3.3% | 4 | 2.9% | 1 | .6% | 9 | 7.6% | 5 | 3.4% | 2 | .7% |
| Improvements to public transport / more buses | 8 | .8% | 3 | 4.4% | 1 | 1.1% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | .7% |
| Longer opening hours | 9 | .9% | 0 | .0% | 2 | 2.2% | 2 | 1.5% | 1 | .6% | 1 | .8% | 1 | .7% | 2 | .7% |
| Lower parking charges/ fees/ costs | 55 | 5.5% | 5 | 7.4% | 2 | 2.2% | 3 | 2.2% | 15 | 9.0% | 6 | 5.0% | 13 | 8.7% | 10 | 3.7% |
| More buses to and from rural areas / in the evening | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| More day / evening entertainment venues | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| More signposting | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| More social facilities/cafes/restaurants | 8 | .8% | 1 | 1.5% | 1 | 1.1% | 0 | .0% | 1 | .6% | 2 | 1.7% | 0 | .0% | 3 | 1.1% |
| Open on a Sunday | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Safety/ more police/ CCTV/ lighting/ safety improvements | 14 | 1.4% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 2.5% | 4 | 2.7% | 6 | 2.2% |
| Too far to travel | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .4% |
| Wider pavements | 5 | .5% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 1 | .8% | 3 | 2.0% | 0 | .0% |
| Wider provision of retail choice specialist and brand | 116 | 11.5% | 7 | 10.3% | 11 | 12.0% | 11 | 8.1% | 29 | 17.5% | 20 | 16.8% | 32 | 21.5% | 6 | 2.2% |
| Nothing | 430 | 42.8% | 27 | 39.7% | 42 | 45.7% | 68 | 50.0% | 61 | 36.7% | 28 | 23.5% | 47 | 31.5% | 154 | 57.2% |

(cont.)

Q17c. What improvements would you make to Q17a?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|-----------------------------|---|-----------------------|------|-------------------|------|------|------|------|------|------|------|------|------|------|------|-----|------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Improve parking/ more available parking | 64 | 6.4% | 4 | 5.9% | 7 | 7.6% | 9 | 6.6% | 15 | 9.0% | 10 | 8.4% | 8 | 5.4% | 11 | 4.1% |
| | Good department store/ larger department store | 28 | 2.8% | 1 | 1.5% | 3 | 3.3% | 5 | 3.7% | 3 | 1.8% | 3 | 2.5% | 11 | 7.4% | 2 | .7% |
| | Cinema | 19 | 1.9% | 1 | 1.5% | 1 | 1.1% | 0 | .0% | 3 | 1.8% | 6 | 5.0% | 4 | 2.7% | 4 | 1.5% |
| | More independent shops | 15 | 1.5% | 1 | 1.5% | 0 | .0% | 4 | 2.9% | 4 | 2.4% | 2 | 1.7% | 2 | 1.3% | 2 | .7% |
| | Improve pavements/ get rid of the cobbled streets | 11 | 1.1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 3 | 1.8% | 5 | 4.2% | 1 | .7% | 1 | .4% |
| | Fewer empty shops/ fill empty shops | 10 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 2 | 1.7% | 2 | 1.3% | 5 | 1.9% |
| | Fewer pubs/ wine bars | 10 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 1 | .8% | 4 | 2.7% | 4 | 1.5% |
| | In need of refurbishment/ modernisation | 10 | 1.0% | 0 | .0% | 2 | 2.2% | 4 | 2.9% | 2 | 1.2% | 1 | .8% | 1 | .7% | 0 | .0% |
| | Ease traffic flow/ reduce congestion | 9 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 1 | .7% | 6 | 2.2% |
| | Fewer food outlets/ cafes | 9 | .9% | 0 | .0% | 1 | 1.1% | 1 | .7% | 1 | .6% | 3 | 2.5% | 3 | 2.0% | 0 | .0% |
| | More undercover shopping | 9 | .9% | 0 | .0% | 2 | 2.2% | 2 | 1.5% | 0 | .0% | 0 | .0% | 1 | .7% | 4 | 1.5% |
| | Another supermarket/ larger supermarket | 7 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 2 | 1.7% | 1 | .7% | 2 | .7% |
| | More/ more fashionable clothes stores | 7 | .7% | 0 | .0% | 1 | 1.1% | 0 | .0% | 2 | 1.2% | 2 | 1.7% | 2 | 1.3% | 0 | .0% |
| | John Lewis | 7 | .7% | 4 | 5.9% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 1 | .7% | 1 | .4% |
| | Less busy/ crowded | 7 | .7% | 1 | 1.5% | 1 | 1.1% | 2 | 1.5% | 1 | .6% | 0 | .0% | 0 | .0% | 2 | .7% |
| | More quality/ up-market shops | 7 | .7% | 0 | .0% | 3 | 3.3% | 2 | 1.5% | 0 | .0% | 1 | .8% | 1 | .7% | 0 | .0% |
| | Fewer charity shops/ pound/cheap shops | 6 | .6% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .6% | 1 | .8% | 1 | .7% | 2 | .7% |
| | Music shop | 6 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 2 | 1.7% | 2 | 1.3% | 1 | .4% |
| | Greengrocer/ butcher/ fishmonger | 5 | .5% | 2 | 2.9% | 1 | 1.1% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 1 | .4% |
| | A market/ improve market | 5 | .5% | 0 | .0% | 1 | 1.1% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 3 | 1.1% |
| More/ better non-food shops | 5 | .5% | 0 | .0% | 1 | 1.1% | 0 | .0% | 3 | 1.8% | 1 | .8% | 0 | .0% | 0 | .0% | |
| Waitrose | 5 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.7% | 3 | 2.0% | 0 | .0% | |

(cont.)

Q17c. What improvements would you make to Q17a?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|--|---|-----------------------|-----|-------------------|------|------|------|------|------|------|------|------|------|------|-----|-----|-----|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Menswear shops/ gentleman's outfitter | 4 | .4% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 2 | 1.7% | 1 | .7% | 0 | .0% |
| | Improve condition of roads | 4 | .4% | 0 | .0% | 1 | 1.1% | 1 | .7% | 2 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Marks & Spencer/ larger Marks & Spencer | 4 | .4% | 1 | 1.5% | 1 | 1.1% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | More shops for the over 30's | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 1 | .7% | 2 | .7% |
| | Better seating/ more seating | 3 | .3% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | .7% |
| | Cleaner streets | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 1 | .7% | 1 | .4% |
| | Clock in town centre/ bring back clock | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 1 | .8% | 1 | .7% | 0 | .0% |
| | Demolish all the 1970s architecture | 3 | .3% | 0 | .0% | 1 | 1.1% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Primark | 3 | .3% | 1 | 1.5% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Better public toilets | 2 | .2% | 0 | .0% | 1 | 1.1% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Better range of clothes shops | 2 | .2% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Discourage anti-social behaviour | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Make more bicycle friendly | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 1 | .7% | 0 | .0% |
| | More ladies' clothes shops | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 1 | .8% | 0 | .0% | 0 | .0% |
| | More shoe shops | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 1 | .7% | 0 | .0% |
| | More shops for teenage clothes | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 1 | .7% | 0 | .0% |
| | No more new buildings | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 1 | .4% |
| | Restore historic parts/ architecture | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Would prefer improvements to Billericay so I wouldn't have to travel as far as Basildon | 2 | .2% | 0 | .0% | 0 | .0% | 2 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | A petrol station | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| A playground | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Basildon town centre needs modernising | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Bring back Bolinbroke & Wenley | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Cheaper rail fares | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% | |

(cont.)

Q17c. What improvements would you make to Q17a?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|-------------------------------|---|-----------------------|-----|-------------------|------|------|------|------|-----|------|-----|------|-----|------|-----|-----|-----|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | DIY store | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Don't know/ not sure | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Fewer hairdressers | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Furniture shops | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Gap store | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | General store | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% |
| | Get rid of the roadworks | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Good book shop | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Haberdashery | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Health food shop | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Hobbycraft shop | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Improve infrastructure | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Lower rates for shop owners to encourage business | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Make it more compact | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Make sure cuts don't affect local facilities | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | More baby changing rooms | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | More greenery | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | More outdoor shopping space | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | More seating | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Morrisons | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| No more food shops | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% | |
| Remove Sainbury's | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% | |
| Speciality food stores - deli | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Toy Shop | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | |
| Woolworths | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |

(cont.)

Q17c. What improvements would you make to Q17a?

| | Postcode District | |
|--|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Better facilities for disabled people | 0 | .0% |
| Better public toilet facilities | 0 | .0% |
| Better quality goods | 0 | .0% |
| Commercial leisure provision/ private gym | 0 | .0% |
| Free car parking | 1 | 50.0% |
| Improved security in car parks | 0 | .0% |
| Improvements to accessibility by car | 0 | .0% |
| Improvements to pedestrian environment / pedestrianisation | 0 | .0% |
| Improvements to public transport / more buses | 0 | .0% |
| Longer opening hours | 0 | .0% |
| Lower parking charges/ fees/ costs | 1 | 50.0% |
| More buses to and from rural areas / in the evening | 0 | .0% |
| More day / evening entertainment venues | 0 | .0% |
| More signposting | 0 | .0% |
| More social facilities/cafes/restaurants | 0 | .0% |
| Open on a Sunday | 0 | .0% |
| Safety/ more police/ CCTV/ lighting/ safety improvements | 0 | .0% |
| Too far to travel | 0 | .0% |
| Wider pavements | 0 | .0% |
| Wider provision of retail choice specialist and brand | 0 | .0% |
| Nothing | 0 | .0% |

(cont.)

Q17c. What improvements would you make to Q17a?

| | | Postcode District | |
|-------|---|-------------------|-------|
| | | RM4 | |
| | | Num | % |
| Other | Improve parking/ more available parking | 0 | .0% |
| | Good department store/ larger department store | 0 | .0% |
| | Cinema | 0 | .0% |
| | More independent shops | 0 | .0% |
| | Improve pavements/ get rid of the cobbled streets | 0 | .0% |
| | Fewer empty shops/ fill empty shops | 0 | .0% |
| | Fewer pubs/ wine bars | 0 | .0% |
| | In need of refurbishment/ modernisation | 0 | .0% |
| | Ease traffic flow/ reduce congestion | 0 | .0% |
| | Fewer food outlets/ cafes | 0 | .0% |
| | More undercover shopping | 0 | .0% |
| | Another supermarket/ larger supermarket | 1 | 50.0% |
| | More/ more fashionable clothes stores | 0 | .0% |
| | John Lewis | 0 | .0% |
| | Less busy/ crowded | 0 | .0% |
| | More quality/ up-market shops | 0 | .0% |
| | Fewer charity shops/ pound/cheap shops | 0 | .0% |
| | Music shop | 0 | .0% |
| | Greengrocer/ butcher/ fishmonger | 0 | .0% |
| | A market/ improve market | 0 | .0% |
| | More/ better non-food shops | 0 | .0% |
| | Waitrose | 0 | .0% |

(cont.)

Q17c. What improvements would you make to Q17a?

| | | Postcode District | |
|--|---|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Menswear shops/ gentleman's outfitter | 0 | .0% |
| | Improve condition of roads | 0 | .0% |
| | Marks & Spencer/ larger Marks & Spencer | 0 | .0% |
| | More shops for the over 30's | 0 | .0% |
| | Better seating/ more seating | 0 | .0% |
| | Cleaner streets | 0 | .0% |
| | Clock in town centre/ bring back clock | 0 | .0% |
| | Demolish all the 1970s architecture | 0 | .0% |
| | Primark | 0 | .0% |
| | Better public toilets | 0 | .0% |
| | Better range of clothes shops | 0 | .0% |
| | Discourage anti-social behaviour | 0 | .0% |
| | Make more bicycle friendly | 0 | .0% |
| | More ladies' clothes shops | 0 | .0% |
| | More shoe shops | 0 | .0% |
| | More shops for teenage clothes | 0 | .0% |
| | No more new buildings | 0 | .0% |
| | Restore historic parts/ architecture | 0 | .0% |
| | Would prefer improvements to Billericay so I wouldn't have to travel as far as Basildon | 0 | .0% |
| | A petrol station | 0 | .0% |
| A playground | 0 | .0% | |
| Basildon town centre needs modernising | 0 | .0% | |
| Bring back Bolinbroke & Wenley | 0 | .0% | |
| Cheaper rail fares | 0 | .0% | |

(cont.)

Q17c. What improvements would you make to Q17a?

| | | Postcode District | |
|-------|---|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | DIY store | 0 | .0% |
| | Don't know/ not sure | 0 | .0% |
| | Fewer hairdressers | 0 | .0% |
| | Furniture shops | 0 | .0% |
| | Gap store | 0 | .0% |
| | General store | 0 | .0% |
| | Get rid of the roadworks | 0 | .0% |
| | Good book shop | 0 | .0% |
| | Haberdashery | 0 | .0% |
| | Health food shop | 0 | .0% |
| | Hobbycraft shop | 0 | .0% |
| | Improve infrastructure | 0 | .0% |
| | Lower rates for shop owners to encourage business | 0 | .0% |
| | Make it more compact | 0 | .0% |
| | Make sure cuts don't affect local facilities | 0 | .0% |
| | More baby changing rooms | 0 | .0% |
| | More greenery | 0 | .0% |
| | More outdoor shopping space | 0 | .0% |
| | More seating | 0 | .0% |
| | Morrisons | 0 | .0% |
| | No more food shops | 0 | .0% |
| | Remove Sainbury's | 0 | .0% |
| | Speciality food stores - deli | 0 | .0% |
| | Toy Shop | 0 | .0% |
| | Woolworths | 0 | .0% |

Q18. Which of the following leisure activities do you or members of your household regularly participate in?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|---|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% |
| Tenpin Bowling | 128 | 12.7% | 7 | 10.3% | 11 | 12.0% | 23 | 16.9% | 17 | 10.2% | 15 | 12.6% | 16 | 10.7% | 39 | 14.5% |
| Visiting café/ restaurants/ food specialists | 658 | 65.5% | 41 | 60.3% | 65 | 70.7% | 96 | 70.6% | 106 | 63.9% | 83 | 69.7% | 99 | 66.4% | 165 | 61.3% |
| Visiting the cinema | 371 | 36.9% | 25 | 36.8% | 40 | 43.5% | 51 | 37.5% | 61 | 36.7% | 55 | 46.2% | 47 | 31.5% | 90 | 33.5% |
| Visiting evening entertainment venues/ late licensed premises | 94 | 9.4% | 4 | 5.9% | 7 | 7.6% | 14 | 10.3% | 16 | 9.6% | 16 | 13.4% | 14 | 9.4% | 23 | 8.6% |
| Going to pubs/ bars | 296 | 29.5% | 21 | 30.9% | 35 | 38.0% | 51 | 37.5% | 41 | 24.7% | 50 | 42.0% | 46 | 30.9% | 52 | 19.3% |
| Visiting a sports, leisure centre | 166 | 16.5% | 5 | 7.4% | 17 | 18.5% | 19 | 14.0% | 31 | 18.7% | 35 | 29.4% | 29 | 19.5% | 29 | 10.8% |
| Swimming - private or public venue | 218 | 21.7% | 9 | 13.2% | 15 | 16.3% | 28 | 20.6% | 40 | 24.1% | 40 | 33.6% | 35 | 23.5% | 50 | 18.6% |
| Visiting the theatre/ other cultural activities e.g. Cultural/ Arts/ Performance Venues | 378 | 37.6% | 23 | 33.8% | 39 | 42.4% | 52 | 38.2% | 60 | 36.1% | 54 | 45.4% | 60 | 40.3% | 88 | 32.7% |
| Organised sport | 110 | 10.9% | 10 | 14.7% | 11 | 12.0% | 22 | 16.2% | 14 | 8.4% | 20 | 16.8% | 17 | 11.4% | 16 | 5.9% |
| Private gym | 129 | 12.8% | 7 | 10.3% | 15 | 16.3% | 27 | 19.9% | 15 | 9.0% | 26 | 21.8% | 24 | 16.1% | 15 | 5.6% |
| Public gym | 52 | 5.2% | 3 | 4.4% | 2 | 2.2% | 3 | 2.2% | 10 | 6.0% | 10 | 8.4% | 10 | 6.7% | 14 | 5.2% |
| Private sport venue e.g. Brentwood Town Football Club | 74 | 7.4% | 6 | 8.8% | 6 | 6.5% | 16 | 11.8% | 7 | 4.2% | 12 | 10.1% | 15 | 10.1% | 12 | 4.5% |
| Don't do any activities | 162 | 16.1% | 7 | 10.3% | 11 | 12.0% | 18 | 13.2% | 33 | 19.9% | 11 | 9.2% | 24 | 16.1% | 57 | 21.2% |

(cont.)

Q18. Which of the following leisure activities do you or members of your household regularly participate in?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|-------|---------------------|-----------------------|------|-------------------|------|------|------|------|------|------|------|------|------|------|------|-----|------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Walking | 22 | 2.2% | 2 | 2.9% | 0 | .0% | 3 | 2.2% | 4 | 2.4% | 2 | 1.7% | 6 | 4.0% | 5 | 1.9% |
| | Golf | 14 | 1.4% | 1 | 1.5% | 1 | 1.1% | 2 | 1.5% | 3 | 1.8% | 0 | .0% | 2 | 1.3% | 5 | 1.9% |
| | Cycling | 7 | .7% | 0 | .0% | 2 | 2.2% | 1 | .7% | 1 | .6% | 0 | .0% | 1 | .7% | 2 | .7% |
| | Bowls/ indoor | 6 | .6% | 1 | 1.5% | 1 | 1.1% | 1 | .7% | 0 | .0% | 0 | .0% | 2 | 1.3% | 1 | .4% |
| | Yoga | 6 | .6% | 0 | .0% | 0 | .0% | 2 | 1.5% | 0 | .0% | 1 | .8% | 1 | .7% | 2 | .7% |
| | Bingo | 3 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 1 | .7% | 1 | .4% |
| | Gardening | 3 | .3% | 0 | .0% | 1 | 1.1% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Horse riding | 3 | .3% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 1 | .8% | 0 | .0% | 1 | .4% |
| | Pensioners Club | 3 | .3% | 1 | 1.5% | 0 | .0% | 1 | .7% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Badminton | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Bridge | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Church | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 1 | .7% | 0 | .0% |
| | Fishing | 2 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | .7% |
| | Kid's activities | 2 | .2% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Motor sports | 2 | .2% | 0 | .0% | 2 | 2.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Choir | 2 | .2% | 0 | .0% | 2 | 2.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | British Legion | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Camping | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Casino | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Charity Work | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Community Centre | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Dancing | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Evening lectures | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Horticultural Club | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Individual sports | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Keep fit | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Model aircraft club | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Mountain climbing | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q18. Which of the following leisure activities do you or members of your household regularly participate in?

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | |
|------------------|--|-----------------------|-----|-------------------|------|------|------|------|-----|------|-----|------|-----|------|-----|-----|-----|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Painting group | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | Pilates | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Political activities/ voluntary groups | 1 | .1% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Running | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Scottish country dancing | 1 | .1% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Table Tennis | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| | Tennis | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Ramblers Society | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% |
| | U3A | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Water ski | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% |
| Womens Institute | 1 | .1% | 0 | .0% | 0 | .0% | 1 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |

(cont.)

Q18. Which of the following leisure activities do you or members of your household regularly participate in?

| | Postcode District | |
|---|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: All respondents | 2 | 100.0% |
| Tenpin Bowling | 0 | .0% |
| Visiting café/ restaurants/ food specialists | 2 | 100.0% |
| Visiting the cinema | 1 | 50.0% |
| Visiting evening entertainment venues/ late licensed premises | 0 | .0% |
| Going to pubs/ bars | 0 | .0% |
| Visiting a sports, leisure centre | 1 | 50.0% |
| Swimming - private or public venue | 0 | .0% |
| Visiting the theatre/ other cultural activities e.g. Cultural/ Arts/ Performance Venues | 1 | 50.0% |
| Organised sport | 0 | .0% |
| Private gym | 0 | .0% |
| Public gym | 0 | .0% |
| Private sport venue e.g. Brentwood Town Football Club | 0 | .0% |
| Don't do any activities | 0 | .0% |

(cont.)

Q18. Which of the following leisure activities do you or members of your household regularly participate in?

| | | Postcode District | |
|-------|---------------------|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Walking | 0 | .0% |
| | Golf | 0 | .0% |
| | Cycling | 0 | .0% |
| | Bowls/ indoor | 0 | .0% |
| | Yoga | 0 | .0% |
| | Bingo | 0 | .0% |
| | Gardening | 0 | .0% |
| | Horse riding | 0 | .0% |
| | Pensioners Club | 0 | .0% |
| | Badminton | 0 | .0% |
| | Bridge | 0 | .0% |
| | Church | 0 | .0% |
| | Fishing | 0 | .0% |
| | Kid's activities | 0 | .0% |
| | Motor sports | 0 | .0% |
| | Choir | 0 | .0% |
| | British Legion | 0 | .0% |
| | Camping | 0 | .0% |
| | Casino | 0 | .0% |
| | Charity Work | 0 | .0% |
| | Community Centre | 0 | .0% |
| | Dancing | 0 | .0% |
| | Evening lectures | 0 | .0% |
| | Horticultural Club | 0 | .0% |
| | Individual sports | 0 | .0% |
| | Keep fit | 0 | .0% |
| | Model aircraft club | 0 | .0% |
| | Mountain climbing | 0 | .0% |

(cont.)

Q18. Which of the following leisure activities do you or members of your household regularly participate in?

| | | Postcode District | |
|-------|--|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Painting group | 0 | .0% |
| | Pilates | 0 | .0% |
| | Political activities/ voluntary groups | 0 | .0% |
| | Running | 0 | .0% |
| | Scottish country dancing | 0 | .0% |
| | Table Tennis | 0 | .0% |
| | Tennis | 0 | .0% |
| | Ramblers Society | 0 | .0% |
| | U3A | 0 | .0% |
| | Water ski | 0 | .0% |
| | Womens Institute | 0 | .0% |

Q18. How often do you or members of your household regularly participate in the following leisure activities – TENPIN BOWLING?

| | Base: Those mentioning tenpin bowling | | Postcode District | | | | | | | | | | | | | |
|---------------------------------------|---------------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning tenpin bowling | 128 | 100.0% | 7 | 100.0% | 11 | 100.0% | 23 | 100.0% | 17 | 100.0% | 15 | 100.0% | 16 | 100.0% | 39 | 100.0% |
| Once A Week | 9 | 7.0% | 0 | .0% | 1 | 9.1% | 3 | 13.0% | 0 | .0% | 2 | 13.3% | 2 | 12.5% | 1 | 2.6% |
| Once A Fortnight | 3 | 2.3% | 0 | .0% | 0 | .0% | 1 | 4.3% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 5.1% |
| Once A Month | 21 | 16.4% | 0 | .0% | 1 | 9.1% | 3 | 13.0% | 4 | 23.5% | 5 | 33.3% | 3 | 18.8% | 5 | 12.8% |
| Less Often | 95 | 74.2% | 7 | 100.0% | 9 | 81.8% | 16 | 69.6% | 13 | 76.5% | 8 | 53.3% | 11 | 68.8% | 31 | 79.5% |

**Q18. How often do you or members of your household regularly participate in the following leisure activities – VISITING CAFE/
RESTAURANT/ FOOD SPECIALISTS?**

| | Base: Those mentioning cafe/ restaurant etc | | Postcode District | | | | | | | | | | | | | | | |
|---|---|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning cafe/ restaurant etc | 658 | 100.0% | 41 | 100.0% | 65 | 100.0% | 96 | 100.0% | 106 | 100.0% | 83 | 100.0% | 99 | 100.0% | 165 | 100.0% | 2 | 100.0% |
| Daily | 4 | .6% | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.2% | 1 | 1.0% | 1 | .6% | 0 | .0% |
| 2-3 Times A Week | 66 | 10.0% | 6 | 14.6% | 6 | 9.2% | 9 | 9.4% | 6 | 5.7% | 14 | 16.9% | 12 | 12.1% | 13 | 7.9% | 0 | .0% |
| 4-6 Times A Week | 9 | 1.4% | 0 | .0% | 0 | .0% | 1 | 1.0% | 3 | 2.8% | 0 | .0% | 1 | 1.0% | 4 | 2.4% | 0 | .0% |
| Once A Week | 175 | 26.6% | 13 | 31.7% | 18 | 27.7% | 37 | 38.5% | 30 | 28.3% | 23 | 27.7% | 19 | 19.2% | 34 | 20.6% | 0 | .0% |
| Once A Fortnight | 141 | 21.4% | 5 | 12.2% | 13 | 20.0% | 19 | 19.8% | 28 | 26.4% | 13 | 15.7% | 21 | 21.2% | 42 | 25.5% | 0 | .0% |
| Once A Month | 166 | 25.2% | 9 | 22.0% | 19 | 29.2% | 19 | 19.8% | 19 | 17.9% | 20 | 24.1% | 34 | 34.3% | 44 | 26.7% | 2 | 100.0% |
| Less Often | 92 | 14.0% | 7 | 17.1% | 9 | 13.8% | 10 | 10.4% | 18 | 17.0% | 12 | 14.5% | 10 | 10.1% | 26 | 15.8% | 0 | .0% |
| Don't know/Can't remember | 5 | .8% | 0 | .0% | 0 | .0% | 1 | 1.0% | 2 | 1.9% | 0 | .0% | 1 | 1.0% | 1 | .6% | 0 | .0% |

Q18. How often do you or members of your household regularly participate in the following leisure activities – VISITING THE CINEMA?

| | Base: Those mentioning cinema | | Postcode District | | | | | | | | | | | | | | | |
|-------------------------------|-------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning cinema | 371 | 100.0% | 25 | 100.0% | 40 | 100.0% | 51 | 100.0% | 61 | 100.0% | 55 | 100.0% | 47 | 100.0% | 90 | 100.0% | 1 | 100.0% |
| 2-3 Times A Week | 2 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.6% | 0 | .0% | 0 | .0% | 0 | .0% |
| Once A Week | 16 | 4.3% | 1 | 4.0% | 0 | .0% | 1 | 2.0% | 4 | 6.6% | 3 | 5.5% | 2 | 4.3% | 4 | 4.4% | 1 | 100.0% |
| Once A Fortnight | 41 | 11.1% | 1 | 4.0% | 8 | 20.0% | 4 | 7.8% | 7 | 11.5% | 2 | 3.6% | 4 | 8.5% | 15 | 16.7% | 0 | .0% |
| Once A Month | 144 | 38.8% | 9 | 36.0% | 13 | 32.5% | 20 | 39.2% | 24 | 39.3% | 27 | 49.1% | 18 | 38.3% | 32 | 35.6% | 0 | .0% |
| Less Often | 164 | 44.2% | 13 | 52.0% | 19 | 47.5% | 25 | 49.0% | 25 | 41.0% | 21 | 38.2% | 23 | 48.9% | 38 | 42.2% | 0 | .0% |
| Don't know/Can't remember | 4 | 1.1% | 1 | 4.0% | 0 | .0% | 1 | 2.0% | 1 | 1.6% | 0 | .0% | 0 | .0% | 1 | 1.1% | 0 | .0% |

Q18. How often do you or members of your household regularly participate in the following leisure activities – GOING TO PUBS/ BARS LICENSED PREMISES?

| | Base: Those mentioning evening entertainment | | | Postcode District | | | | | | | | | | | | | |
|--|--|--------|-----|-------------------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|--|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | |
| Base: Those mentioning evening entertainment | 94 | 100.0% | 4 | 100.0% | 7 | 100.0% | 14 | 100.0% | 16 | 100.0% | 16 | 100.0% | 14 | 100.0% | 23 | 100.0% | |
| 2-3 Times A Week | 9 | 9.6% | 0 | .0% | 0 | .0% | 3 | 21.4% | 1 | 6.3% | 1 | 6.3% | 3 | 21.4% | 1 | 4.3% | |
| 4-6 Times A Week | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 4.3% | |
| Once A Week | 17 | 18.1% | 2 | 50.0% | 1 | 14.3% | 1 | 7.1% | 4 | 25.0% | 3 | 18.8% | 1 | 7.1% | 5 | 21.7% | |
| Once A Fortnight | 16 | 17.0% | 1 | 25.0% | 2 | 28.6% | 3 | 21.4% | 3 | 18.8% | 1 | 6.3% | 2 | 14.3% | 4 | 17.4% | |
| Once A Month | 21 | 22.3% | 0 | .0% | 1 | 14.3% | 3 | 21.4% | 4 | 25.0% | 2 | 12.5% | 4 | 28.6% | 7 | 30.4% | |
| Less Often | 27 | 28.7% | 1 | 25.0% | 3 | 42.9% | 4 | 28.6% | 4 | 25.0% | 7 | 43.8% | 4 | 28.6% | 4 | 17.4% | |
| Don't know/Can't remember | 3 | 3.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 12.5% | 0 | .0% | 1 | 4.3% | |

Q18. How often do you or members of your household regularly participate in the following leisure activities – GOING TO PUBS/ BARS?

| | Base: Those mentioning pubs/ bars | | Postcode District | | | | | | | | | | | | | |
|-----------------------------------|-----------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning pubs/ bars | 296 | 100.0% | 21 | 100.0% | 35 | 100.0% | 51 | 100.0% | 41 | 100.0% | 50 | 100.0% | 46 | 100.0% | 52 | 100.0% |
| Daily | 4 | 1.4% | 1 | 4.8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.0% | 1 | 2.2% | 1 | 1.9% |
| 2-3 Times A Week | 36 | 12.2% | 0 | .0% | 5 | 14.3% | 7 | 13.7% | 3 | 7.3% | 8 | 16.0% | 8 | 17.4% | 5 | 9.6% |
| 4-6 Times A Week | 9 | 3.0% | 2 | 9.5% | 1 | 2.9% | 0 | .0% | 1 | 2.4% | 0 | .0% | 3 | 6.5% | 2 | 3.8% |
| Once A Week | 94 | 31.8% | 5 | 23.8% | 13 | 37.1% | 16 | 31.4% | 14 | 34.1% | 20 | 40.0% | 10 | 21.7% | 16 | 30.8% |
| Once A Fortnight | 62 | 20.9% | 6 | 28.6% | 4 | 11.4% | 12 | 23.5% | 9 | 22.0% | 13 | 26.0% | 8 | 17.4% | 10 | 19.2% |
| Once A Month | 60 | 20.3% | 3 | 14.3% | 8 | 22.9% | 9 | 17.6% | 12 | 29.3% | 7 | 14.0% | 11 | 23.9% | 10 | 19.2% |
| Less Often | 28 | 9.5% | 4 | 19.0% | 4 | 11.4% | 6 | 11.8% | 1 | 2.4% | 1 | 2.0% | 5 | 10.9% | 7 | 13.5% |
| Don't know/Can't remember | 3 | 1.0% | 0 | .0% | 0 | .0% | 1 | 2.0% | 1 | 2.4% | 0 | .0% | 0 | .0% | 1 | 1.9% |

Q18. How often do you or members of your household regularly participate in the following leisure activities – VISITING A SPORTS, LEISURE CENTRE?

| | Base: Those mentioning sports/ leisure centre | | Postcode District | | | | | | | | | | | | | | | |
|---|---|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning sports/ leisure centre | 166 | 100.0% | 5 | 100.0% | 17 | 100.0% | 19 | 100.0% | 31 | 100.0% | 35 | 100.0% | 29 | 100.0% | 29 | 100.0% | 1 | 100.0% |
| Daily | 6 | 3.6% | 0 | .0% | 0 | .0% | 1 | 5.3% | 0 | .0% | 1 | 2.9% | 0 | .0% | 4 | 13.8% | 0 | .0% |
| 2-3 Times A Week | 39 | 23.5% | 1 | 20.0% | 3 | 17.6% | 7 | 36.8% | 4 | 12.9% | 11 | 31.4% | 4 | 13.8% | 9 | 31.0% | 0 | .0% |
| 4-6 Times A Week | 8 | 4.8% | 0 | .0% | 3 | 17.6% | 1 | 5.3% | 1 | 3.2% | 1 | 2.9% | 1 | 3.4% | 1 | 3.4% | 0 | .0% |
| Once A Week | 59 | 35.5% | 1 | 20.0% | 9 | 52.9% | 5 | 26.3% | 14 | 45.2% | 10 | 28.6% | 13 | 44.8% | 6 | 20.7% | 1 | 100.0% |
| Once A Fortnight | 7 | 4.2% | 0 | .0% | 1 | 5.9% | 2 | 10.5% | 1 | 3.2% | 1 | 2.9% | 1 | 3.4% | 1 | 3.4% | 0 | .0% |
| Once A Month | 30 | 18.1% | 1 | 20.0% | 0 | .0% | 1 | 5.3% | 6 | 19.4% | 8 | 22.9% | 9 | 31.0% | 5 | 17.2% | 0 | .0% |
| Less Often | 15 | 9.0% | 1 | 20.0% | 1 | 5.9% | 2 | 10.5% | 4 | 12.9% | 3 | 8.6% | 1 | 3.4% | 3 | 10.3% | 0 | .0% |
| Don't know/Can't remember | 2 | 1.2% | 1 | 20.0% | 0 | .0% | 0 | .0% | 1 | 3.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

Q18. How often do you or members of your household regularly participate in the following leisure activities – SWIMMING (PRIVATE OR PUBLIC VENUE)?

| | Base: Those mentioning swimming | | Postcode District | | | | | | | | | | | | | | | |
|---------------------------------|---------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|--|--|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | | |
| Base: Those mentioning swimming | 218 | 100.0% | 9 | 100.0% | 15 | 100.0% | 28 | 100.0% | 40 | 100.0% | 40 | 100.0% | 35 | 100.0% | 50 | 100.0% | | |
| Daily | 4 | 1.8% | 0 | .0% | 0 | .0% | 1 | 3.6% | 1 | 2.5% | 1 | 2.5% | 0 | .0% | 1 | 2.0% | | |
| 2-3 Times A Week | 40 | 18.3% | 2 | 22.2% | 1 | 6.7% | 2 | 7.1% | 8 | 20.0% | 9 | 22.5% | 7 | 20.0% | 10 | 20.0% | | |
| 4-6 Times A Week | 6 | 2.8% | 0 | .0% | 1 | 6.7% | 0 | .0% | 0 | .0% | 1 | 2.5% | 2 | 5.7% | 2 | 4.0% | | |
| Once A Week | 89 | 40.8% | 1 | 11.1% | 6 | 40.0% | 13 | 46.4% | 17 | 42.5% | 18 | 45.0% | 16 | 45.7% | 18 | 36.0% | | |
| Once A Fortnight | 15 | 6.9% | 0 | .0% | 0 | .0% | 2 | 7.1% | 2 | 5.0% | 1 | 2.5% | 4 | 11.4% | 6 | 12.0% | | |
| Once A Month | 30 | 13.8% | 2 | 22.2% | 5 | 33.3% | 6 | 21.4% | 6 | 15.0% | 5 | 12.5% | 1 | 2.9% | 5 | 10.0% | | |
| Less Often | 30 | 13.8% | 3 | 33.3% | 1 | 6.7% | 4 | 14.3% | 4 | 10.0% | 5 | 12.5% | 5 | 14.3% | 8 | 16.0% | | |
| Don't know/Can't remember | 4 | 1.8% | 1 | 11.1% | 1 | 6.7% | 0 | .0% | 2 | 5.0% | 0 | .0% | 0 | .0% | 0 | .0% | | |

Q18. How often do you or members of your household regularly participate in the following leisure activities – VISITING THE THEATRE/ OTHER CULTURAL ACTIVITIES?

| | Base: Those mentioning theatre/ cultural venues | | Postcode District | | | | | | | | | | | | | | | |
|---|---|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning theatre/ cultural venues | 378 | 100.0% | 23 | 100.0% | 39 | 100.0% | 52 | 100.0% | 60 | 100.0% | 54 | 100.0% | 60 | 100.0% | 88 | 100.0% | 1 | 100.0% |
| 2-3 Times A Week | 3 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 2 | 3.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| 4-6 Times A Week | 3 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 0 | .0% | 1 | 1.7% | 0 | .0% | 1 | 100.0% |
| Once A Week | 14 | 3.7% | 2 | 8.7% | 0 | .0% | 1 | 1.9% | 3 | 5.0% | 4 | 7.4% | 1 | 1.7% | 2 | 2.3% | 0 | .0% |
| Once A Fortnight | 13 | 3.4% | 2 | 8.7% | 1 | 2.6% | 2 | 3.8% | 0 | .0% | 4 | 7.4% | 2 | 3.3% | 2 | 2.3% | 0 | .0% |
| Once A Month | 61 | 16.1% | 4 | 17.4% | 6 | 15.4% | 9 | 17.3% | 11 | 18.3% | 5 | 9.3% | 15 | 25.0% | 11 | 12.5% | 0 | .0% |
| Less Often | 276 | 73.0% | 14 | 60.9% | 32 | 82.1% | 39 | 75.0% | 44 | 73.3% | 39 | 72.2% | 39 | 65.0% | 69 | 78.4% | 0 | .0% |
| Don't know/Can't remember | 8 | 2.1% | 1 | 4.3% | 0 | .0% | 1 | 1.9% | 0 | .0% | 0 | .0% | 2 | 3.3% | 4 | 4.5% | 0 | .0% |

Q18. How often do you or members of your household regularly participate in the following leisure activities – ORGANISED SPORT?

| | Base: Those mentioning organised sport | | Postcode District | | | | | | | | | | | | | | | |
|--|--|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|--|--|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | | |
| Base: Those mentioning organised sport | 110 | 100.0% | 10 | 100.0% | 11 | 100.0% | 22 | 100.0% | 14 | 100.0% | 20 | 100.0% | 17 | 100.0% | 16 | 100.0% | | |
| Daily | 4 | 3.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 5.0% | 1 | 5.9% | 2 | 12.5% | | |
| 2-3 Times A Week | 26 | 23.6% | 1 | 10.0% | 2 | 18.2% | 4 | 18.2% | 2 | 14.3% | 10 | 50.0% | 4 | 23.5% | 3 | 18.8% | | |
| 4-6 Times A Week | 6 | 5.5% | 0 | .0% | 1 | 9.1% | 2 | 9.1% | 0 | .0% | 1 | 5.0% | 2 | 11.8% | 0 | .0% | | |
| Once A Week | 45 | 40.9% | 5 | 50.0% | 6 | 54.5% | 11 | 50.0% | 10 | 71.4% | 5 | 25.0% | 6 | 35.3% | 2 | 12.5% | | |
| Once A Fortnight | 5 | 4.5% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 7.1% | 0 | .0% | 1 | 5.9% | 3 | 18.8% | | |
| Once A Month | 9 | 8.2% | 2 | 20.0% | 1 | 9.1% | 2 | 9.1% | 0 | .0% | 2 | 10.0% | 1 | 5.9% | 1 | 6.3% | | |
| Less Often | 14 | 12.7% | 2 | 20.0% | 1 | 9.1% | 3 | 13.6% | 1 | 7.1% | 1 | 5.0% | 2 | 11.8% | 4 | 25.0% | | |
| Don't know/Can't remember | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% | | |

Q18. How often do you or members of your household regularly participate in the following leisure activities – PRIVATE GYM?

| | Base: Those mentioning private gym | | Postcode District | | | | | | | | | | | | | |
|------------------------------------|------------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning private gym | 129 | 100.0% | 7 | 100.0% | 15 | 100.0% | 27 | 100.0% | 15 | 100.0% | 26 | 100.0% | 24 | 100.0% | 15 | 100.0% |
| Daily | 8 | 6.2% | 0 | .0% | 0 | .0% | 3 | 11.1% | 1 | 6.7% | 1 | 3.8% | 1 | 4.2% | 2 | 13.3% |
| 2-3 Times A Week | 58 | 45.0% | 4 | 57.1% | 6 | 40.0% | 11 | 40.7% | 5 | 33.3% | 13 | 50.0% | 12 | 50.0% | 7 | 46.7% |
| 4-6 Times A Week | 9 | 7.0% | 0 | .0% | 2 | 13.3% | 2 | 7.4% | 1 | 6.7% | 2 | 7.7% | 2 | 8.3% | 0 | .0% |
| Once A Week | 37 | 28.7% | 3 | 42.9% | 3 | 20.0% | 8 | 29.6% | 7 | 46.7% | 7 | 26.9% | 6 | 25.0% | 3 | 20.0% |
| Once A Fortnight | 4 | 3.1% | 0 | .0% | 1 | 6.7% | 1 | 3.7% | 0 | .0% | 0 | .0% | 1 | 4.2% | 1 | 6.7% |
| Once A Month | 4 | 3.1% | 0 | .0% | 0 | .0% | 1 | 3.7% | 1 | 6.7% | 2 | 7.7% | 0 | .0% | 0 | .0% |
| Less Often | 8 | 6.2% | 0 | .0% | 3 | 20.0% | 1 | 3.7% | 0 | .0% | 1 | 3.8% | 2 | 8.3% | 1 | 6.7% |
| Don't know/Can't remember | 1 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% |

Q18. How often do you or members of your household regularly participate in the following leisure activities – PUBLIC GYM?

| | Base: Those mentioning public gym | | Postcode District | | | | | | | | | | | | | |
|-----------------------------------|-----------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning public gym | 52 | 100.0% | 3 | 100.0% | 2 | 100.0% | 3 | 100.0% | 10 | 100.0% | 10 | 100.0% | 10 | 100.0% | 14 | 100.0% |
| Daily | 1 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 7.1% |
| 2-3 Times A Week | 20 | 38.5% | 1 | 33.3% | 0 | .0% | 2 | 66.7% | 4 | 40.0% | 4 | 40.0% | 3 | 30.0% | 6 | 42.9% |
| 4-6 Times A Week | 6 | 11.5% | 1 | 33.3% | 0 | .0% | 1 | 33.3% | 0 | .0% | 1 | 10.0% | 1 | 10.0% | 2 | 14.3% |
| Once A Week | 18 | 34.6% | 1 | 33.3% | 2 | 100.0% | 0 | .0% | 3 | 30.0% | 5 | 50.0% | 5 | 50.0% | 2 | 14.3% |
| Once A Fortnight | 2 | 3.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 10.0% | 1 | 7.1% |
| Once A Month | 1 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 10.0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Less Often | 4 | 7.7% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 20.0% | 0 | .0% | 0 | .0% | 2 | 14.3% |

Q18. How often do you or members of your household regularly participate in the following leisure activities – PRIVATE SPORT VENUE?

| | Base: Those mentioning private sport venue | | Postcode District | | | | | | | | | | | | | |
|--|--|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning private sport venue | 74 | 100.0% | 6 | 100.0% | 6 | 100.0% | 16 | 100.0% | 7 | 100.0% | 12 | 100.0% | 15 | 100.0% | 12 | 100.0% |
| Daily | 2 | 2.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 1 | 8.3% |
| 2-3 Times A Week | 9 | 12.2% | 1 | 16.7% | 2 | 33.3% | 3 | 18.8% | 0 | .0% | 0 | .0% | 3 | 20.0% | 0 | .0% |
| 4-6 Times A Week | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% |
| Once A Week | 26 | 35.1% | 2 | 33.3% | 2 | 33.3% | 7 | 43.8% | 6 | 85.7% | 4 | 33.3% | 1 | 6.7% | 4 | 33.3% |
| Once A Fortnight | 10 | 13.5% | 0 | .0% | 1 | 16.7% | 2 | 12.5% | 1 | 14.3% | 3 | 25.0% | 2 | 13.3% | 1 | 8.3% |
| Once A Month | 8 | 10.8% | 0 | .0% | 1 | 16.7% | 2 | 12.5% | 0 | .0% | 2 | 16.7% | 2 | 13.3% | 1 | 8.3% |
| Less Often | 17 | 23.0% | 3 | 50.0% | 0 | .0% | 2 | 12.5% | 0 | .0% | 3 | 25.0% | 5 | 33.3% | 4 | 33.3% |
| Don't know/Can't remember | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% |

Q18. How often do you or members of your household regularly participate in the following leisure activities – OTHER ACTIVITY MENTIONED?

| | Base: Those mentioning other activity | | Postcode District | | | | | | | | | | | | | |
|---------------------------------------|---------------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning other activity | 104 | 100.0% | 9 | 100.0% | 10 | 100.0% | 17 | 100.0% | 16 | 100.0% | 5 | 100.0% | 16 | 100.0% | 31 | 100.0% |
| Daily | 10 | 9.6% | 1 | 11.1% | 0 | .0% | 2 | 11.8% | 2 | 12.5% | 2 | 40.0% | 2 | 12.5% | 1 | 3.2% |
| 2-3 Times A Week | 27 | 26.0% | 1 | 11.1% | 1 | 10.0% | 4 | 23.5% | 3 | 18.8% | 1 | 20.0% | 7 | 43.8% | 10 | 32.3% |
| 4-6 Times A Week | 3 | 2.9% | 0 | .0% | 0 | .0% | 1 | 5.9% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 6.5% |
| Once A Week | 42 | 40.4% | 4 | 44.4% | 7 | 70.0% | 8 | 47.1% | 6 | 37.5% | 2 | 40.0% | 5 | 31.3% | 10 | 32.3% |
| Once A Fortnight | 8 | 7.7% | 0 | .0% | 0 | .0% | 1 | 5.9% | 1 | 6.3% | 0 | .0% | 1 | 6.3% | 5 | 16.1% |
| Once A Month | 9 | 8.7% | 1 | 11.1% | 1 | 10.0% | 1 | 5.9% | 3 | 18.8% | 0 | .0% | 1 | 6.3% | 2 | 6.5% |
| Less Often | 5 | 4.8% | 2 | 22.2% | 1 | 10.0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 1 | 3.2% |

Q18a. In which town do you participate in playing TENPIN BOWLING most often?

| | Base: Those mentioning tenpin bowling | | Postcode District | | | | | | | | | | | | | |
|---------------------------------------|---------------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning tenpin bowling | 128 | 100.0% | 7 | 100.0% | 11 | 100.0% | 23 | 100.0% | 17 | 100.0% | 15 | 100.0% | 16 | 100.0% | 39 | 100.0% |
| Romford | 39 | 30.5% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 11.8% | 2 | 13.3% | 3 | 18.8% | 32 | 82.1% |
| Basildon | 38 | 29.7% | 0 | .0% | 8 | 72.7% | 14 | 60.9% | 7 | 41.2% | 3 | 20.0% | 6 | 37.5% | 0 | .0% |
| Chelmsford | 30 | 23.4% | 7 | 100.0% | 1 | 9.1% | 2 | 8.7% | 8 | 47.1% | 6 | 40.0% | 5 | 31.3% | 1 | 2.6% |
| Billericay | 11 | 8.6% | 0 | .0% | 2 | 18.2% | 7 | 30.4% | 0 | .0% | 1 | 6.7% | 1 | 6.3% | 0 | .0% |
| Brentwood | 2 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 1 | 6.3% | 0 | .0% |
| Other | | | | | | | | | | | | | | | | |
| Collier Row | 5 | 3.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% | 4 | 10.3% |
| Varies | 2 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% | 1 | 2.6% |
| Southend-on-Sea | 1 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.6% |

Q18b. In which town do you visit CAFÉ / RESTAURANTS / FOOD SPECIALISTS most often?

| | Base: Those mentioning cafe/ restaurant etc | | Postcode District | | | | | | | | | | | | | | | |
|---|---|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning cafe/ restaurant etc | 658 | 100.0% | 41 | 100.0% | 65 | 100.0% | 96 | 100.0% | 106 | 100.0% | 83 | 100.0% | 99 | 100.0% | 165 | 100.0% | 2 | 100.0% |
| Brentwood | 242 | 36.8% | 5 | 12.2% | 3 | 4.6% | 2 | 2.1% | 62 | 58.5% | 67 | 80.7% | 60 | 60.6% | 42 | 25.5% | 1 | 50.0% |
| Billericay | 109 | 16.6% | 1 | 2.4% | 36 | 55.4% | 65 | 67.7% | 7 | 6.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Romford | 73 | 11.1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 1 | 1.2% | 1 | 1.0% | 69 | 41.8% | 0 | .0% |
| Central London | 27 | 4.1% | 3 | 7.3% | 1 | 1.5% | 2 | 2.1% | 3 | 2.8% | 4 | 4.8% | 8 | 8.1% | 5 | 3.0% | 1 | 50.0% |
| Basildon | 22 | 3.3% | 0 | .0% | 8 | 12.3% | 6 | 6.3% | 4 | 3.8% | 1 | 1.2% | 1 | 1.0% | 2 | 1.2% | 0 | .0% |
| Chelmsford | 22 | 3.3% | 9 | 22.0% | 3 | 4.6% | 5 | 5.2% | 0 | .0% | 1 | 1.2% | 3 | 3.0% | 1 | .6% | 0 | .0% |
| Shenfield | 18 | 2.7% | 0 | .0% | 1 | 1.5% | 0 | .0% | 9 | 8.5% | 2 | 2.4% | 6 | 6.1% | 0 | .0% | 0 | .0% |
| Hornchurch | 11 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 11 | 6.7% | 0 | .0% |
| Ingatestone | 9 | 1.4% | 8 | 19.5% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Ilford | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% |
| Maldon | 1 | .2% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q18b. In which town do you visit CAFÉ / RESTAURANTS / FOOD SPECIALISTS most often?

| | | Base: Those mentioning cafe/ restaurant etc | | Postcode District | | | | | | | | | | | | | | | |
|--------------------|-----------------|---|-------|-------------------|-------|------|-------|------|------|------|------|------|------|------|-------|-----|-------|-----|-----|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Varies | 67 | 10.2% | 8 | 19.5% | 7 | 10.8% | 8 | 8.3% | 10 | 9.4% | 6 | 7.2% | 10 | 10.1% | 18 | 10.9% | 0 | .0% |
| | Upminster | 7 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 6 | 3.6% | 0 | .0% |
| | Ongar | 4 | .6% | 1 | 2.4% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 1 | .6% | 0 | .0% |
| | Stock | 4 | .6% | 1 | 2.4% | 0 | .0% | 2 | 2.1% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% |
| | Rittle | 3 | .5% | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 2.0% | 0 | .0% | 0 | .0% |
| | Southend-on-Sea | 3 | .5% | 0 | .0% | 1 | 1.5% | 1 | 1.0% | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Blackmore | 2 | .3% | 2 | 4.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Bluewater | 2 | .3% | 1 | 2.4% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Grays | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% |
| | Lakeside | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Suffolk | 2 | .3% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% |
| | Warley | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.2% | 1 | 1.0% | 0 | .0% | 0 | .0% |
| | Wickford | 2 | .3% | 0 | .0% | 2 | 3.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Colchester | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% |
| | Dartford | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% |
| | Hanningfield | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% |
| | Harold's Wood | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% |
| | Holiday | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% |
| | Hutton | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Idea Park | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% |
| | Kent | 1 | .2% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Leyton, London | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Margaretting | 1 | .2% | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Meopham | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% |
| Mountnessing | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | |
| Navestock, Romford | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | |
| Norwich | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |

(cont.)

Q18b. In which town do you visit CAFÉ / RESTAURANTS / FOOD SPECIALISTS most often?

| | | Base: Those mentioning cafe/ restaurant etc | | Postcode District | | | | | | | | | | | | | | | |
|-------|---------------------------------|---|-----|-------------------|-----|------|------|------|-----|------|-----|------|-----|------|-----|-----|-----|-----|-----|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Pipps Hill Festival Retail Park | 1 | .2% | 0 | .0% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Ramsgate | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% |
| | Springfield, Chelmsford | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Stapleton | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% |
| | Thetford | 1 | .2% | 0 | .0% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Thurrock | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 0 | .0% |
| | Warwickshire | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

Q18b_1. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS do you use in Brentwood?

| | Base: Those mentioning cafe/ restaurant etc | | Postcode District | | | | | | | | | | | | | |
|---|---|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning cafe/ restaurant etc | 242 | 100.0% | 5 | 100.0% | 3 | 100.0% | 2 | 100.0% | 62 | 100.0% | 67 | 100.0% | 60 | 100.0% | 42 | 100.0% |
| Balti House | 2 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.3% | 0 | .0% |
| Cafe Rouge | 35 | 14.5% | 1 | 20.0% | 0 | .0% | 1 | 50.0% | 6 | 9.7% | 7 | 10.4% | 10 | 16.7% | 10 | 23.8% |
| Il Bertorelli | 13 | 5.4% | 1 | 20.0% | 0 | .0% | 0 | .0% | 3 | 4.8% | 4 | 6.0% | 4 | 6.7% | 1 | 2.4% |
| Juboraj Restaurant | 3 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 4.5% | 0 | .0% | 0 | .0% |
| La Tasca | 3 | 1.2% | 0 | .0% | 0 | .0% | 1 | 50.0% | 1 | 1.6% | 0 | .0% | 1 | 1.7% | 0 | .0% |
| Marygreen Manor | 2 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 0 | .0% | 1 | 2.4% |
| Masons | 8 | 3.3% | 0 | .0% | 0 | .0% | 0 | .0% | 6 | 9.7% | 1 | 1.5% | 0 | .0% | 1 | 2.4% |
| McDonalds | 3 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 1 | 1.5% | 0 | .0% | 0 | .0% |
| Pizza Express | 23 | 9.5% | 1 | 20.0% | 1 | 33.3% | 0 | .0% | 9 | 14.5% | 3 | 4.5% | 7 | 11.7% | 2 | 4.8% |
| Prezzo | 50 | 20.7% | 1 | 20.0% | 1 | 33.3% | 0 | .0% | 10 | 16.1% | 13 | 19.4% | 12 | 20.0% | 13 | 31.0% |
| Rajmoni | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Red Frog | 3 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 1 | 1.5% | 0 | .0% | 0 | .0% |
| Sugar Hut Village | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Raj | 7 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 2 | 3.0% | 2 | 3.3% | 1 | 2.4% |
| Thai Orchard | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% |
| Toby Carvery | 26 | 10.7% | 0 | .0% | 0 | .0% | 0 | .0% | 7 | 11.3% | 4 | 6.0% | 6 | 10.0% | 8 | 19.0% |
| Zizzi | 24 | 9.9% | 0 | .0% | 2 | 66.7% | 0 | .0% | 5 | 8.1% | 6 | 9.0% | 8 | 13.3% | 3 | 7.1% |

(cont.)

Q18b_1. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS do you use in Brentwood?

| | | Base: Those mentioning cafe/ restaurant etc | | Postcode District | | | | | | | | | | | | | |
|----------------------------|---|---|------|-------------------|-----|------|-----|------|-------|------|------|------|------|------|-------|------|-------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Alec's, Navestockside | 2 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 1 | 1.5% | 0 | .0% | 0 | .0% |
| | Alma Arms, Horseman Side, Naverstockside, Brentwood | 3 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 2 | 3.3% | 0 | .0% |
| | Andy's Fish Bar | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.5% | 0 | .0% | 0 | .0% |
| | Artichoke, Shenfield, Brentwood | 13 | 5.4% | 0 | .0% | 0 | .0% | 1 | 50.0% | 5 | 8.1% | 2 | 3.0% | 1 | 1.7% | 4 | 9.5% |
| | Bakers Oven, The High Street, Brentwood | 4 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 1 | 1.5% | 1 | 1.7% | 0 | .0% |
| | Belgique | 2 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 1 | 1.7% | 0 | .0% |
| | Black Horse, Ongar Road, Brentwood | 7 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 4.5% | 2 | 3.3% | 2 | 4.8% |
| | Brentwood Brasserie, Ongar Road, Brentwood | 4 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 5.0% | 1 | 2.4% |
| | Cafe Amour | 2 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.5% | 0 | .0% | 1 | 2.4% |
| | Cafe Nero | 7 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 4 | 6.0% | 1 | 1.7% | 0 | .0% |
| | Cafe Uno | 7 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 4.5% | 1 | 1.7% | 3 | 7.1% |
| | Chutney Joe's, High Street, Brentwood | 5 | 2.1% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 2 | 3.0% | 1 | 1.7% | 0 | .0% |
| | Costa Coffee | 2 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.5% | 0 | .0% | 1 | 2.4% |
| | Gardeners Arms, Hart Street, Brentwood | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 0 | .0% |
| | George and Dragon | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 0 | .0% |
| | Grahams, Hanging Hill Lane, Hutton, Brentwood | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Green Bean | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Greyhound | 5 | 2.1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 1 | 1.5% | 3 | 5.0% | 0 | .0% |
| | Harvester | 17 | 7.0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 2 | 3.0% | 6 | 10.0% | 7 | 16.7% |
| | Horse and Groom, Brentwood | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.4% |
| Imperial Peking, Brentwood | 3 | 1.2% | 1 | 20.0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 0 | .0% | 1 | 2.4% | |
| Izumi | 7 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 1 | 1.5% | 1 | 1.7% | 3 | 7.1% | |
| Local Cafe | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 0 | .0% | |

(cont.)

Q18b_1. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS do you use in Brentwood?

| | | Base: Those mentioning cafe/ restaurant etc | | Postcode District | | | | | | | | | | | | | |
|-------------|-------------------------------------|---|-------|-------------------|-------|------|-------|------|-----|------|------|------|-------|------|-------|-----|------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Nag's Head, Brook Street, Brentwood | 7 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 3 | 4.5% | 1 | 1.7% | 1 | 2.4% |
| | Nandos | 6 | 2.5% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 1 | 1.5% | 3 | 5.0% | 0 | .0% |
| | Pilgrims Korai | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 0 | .0% |
| | Pizza Hut | 3 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.0% | 1 | 1.7% | 0 | .0% |
| | Refused | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.5% | 0 | .0% | 0 | .0% |
| | Rossi's | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.5% | 0 | .0% | 0 | .0% |
| | Sainsbury's | 3 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 3.2% | 1 | 1.5% | 0 | .0% | 0 | .0% |
| | Sakura | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Slug and Lettuce | 2 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 0 | .0% | 1 | 2.4% |
| | Starbucks | 9 | 3.7% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 4.8% | 3 | 4.5% | 2 | 3.3% | 1 | 2.4% |
| | Swan | 1 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 0 | .0% |
| | Tarantinos | 4 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 2 | 3.0% | 1 | 1.7% | 0 | .0% |
| | Various | 34 | 14.0% | 2 | 40.0% | 1 | 33.3% | 0 | .0% | 6 | 9.7% | 16 | 23.9% | 7 | 11.7% | 2 | 4.8% |
| Whittaker's | 3 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.5% | 2 | 3.3% | 0 | .0% | |

(cont.)

Q18b_1. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS do you use in Brentwood?

| | Postcode District | |
|---|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: Those mentioning cafe/ restaurant etc | 1 | 100.0% |
| Balti House | 0 | .0% |
| Cafe Rouge | 0 | .0% |
| Il Bertorelli | 0 | .0% |
| Juboraj Restaurant | 0 | .0% |
| La Tasca | 0 | .0% |
| Marygreen Manor | 0 | .0% |
| Masons | 0 | .0% |
| McDonalds | 0 | .0% |
| Pizza Express | 0 | .0% |
| Prezzo | 0 | .0% |
| Rajmoni | 0 | .0% |
| Red Frog | 0 | .0% |
| Sugar Hut Village | 0 | .0% |
| The Raj | 0 | .0% |
| Thai Orchard | 0 | .0% |
| Toby Carvery | 1 | 100.0% |
| Zizzi | 0 | .0% |

(cont.)

Q18b_1. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS do you use in Brentwood?

| | | Postcode District | |
|------------|---|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Alec's, Navestockside | 0 | .0% |
| | Alma Arms, Horseman Side, Naverstockside, Brentwood | 0 | .0% |
| | Andy's Fish Bar | 0 | .0% |
| | Artichoke, Shenfield, Brentwood | 0 | .0% |
| | Bakers Oven, The High Street, Brentwood | 0 | .0% |
| | Belgique | 0 | .0% |
| | Black Horse, Ongar Road, Brentwood | 0 | .0% |
| | Brentwood Brasserie, Ongar Road, Brentwood | 0 | .0% |
| | Cafe Amour | 0 | .0% |
| | Cafe Nero | 0 | .0% |
| | Cafe Uno | 0 | .0% |
| | Chutney Joe's, High Street, Brentwood | 0 | .0% |
| | Costa Coffee | 0 | .0% |
| | Gardeners Arms, Hart Street, Brentwood | 0 | .0% |
| | George and Dragon | 0 | .0% |
| | Grahams, Hanging Hill Lane, Hutton, Brentwood | 0 | .0% |
| | Green Bean | 0 | .0% |
| | Greyhound | 0 | .0% |
| | Harvester | 0 | .0% |
| | Horse and Groom, Brentwood | 0 | .0% |
| | Imperial Peking, Brentwood | 0 | .0% |
| | Izumi | 0 | .0% |
| Local Cafe | 0 | .0% | |

(cont.)

Q18b_1. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS do you use in Brentwood?

| | | Postcode District | |
|-------|-------------------------------------|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Nag's Head, Brook Street, Brentwood | 0 | .0% |
| | Nandos | 0 | .0% |
| | Pilgrims Korai | 0 | .0% |
| | Pizza Hut | 0 | .0% |
| | Refused | 0 | .0% |
| | Rossi's | 0 | .0% |
| | Sainsbury's | 0 | .0% |
| | Sakura | 0 | .0% |
| | Slug and Lettuce | 0 | .0% |
| | Starbucks | 0 | .0% |
| | Swan | 0 | .0% |
| | Tarantinos | 0 | .0% |
| | Various | 0 | .0% |
| | Whittaker's | 0 | .0% |

Q18b_2. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS would you like to see located in Brentwood town centres?

| | Base: Those mentioning cafe/ restaurant etc | | Postcode District | | | | | | | | | | | | | |
|---|---|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning cafe/ restaurant etc | 658 | 100.0% | 41 | 100.0% | 65 | 100.0% | 96 | 100.0% | 106 | 100.0% | 83 | 100.0% | 99 | 100.0% | 165 | 100.0% |
| Do not want any café/ restaurants/ food specialists | 568 | 86.3% | 30 | 73.2% | 58 | 89.2% | 84 | 87.5% | 92 | 86.8% | 70 | 84.3% | 88 | 88.9% | 143 | 86.7% |

(cont.)

Q18b_2. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS would you like to see located in Brentwood town centres?

| | | Base: Those mentioning cafe/ restaurant etc | | Postcode District | | | | | | | | | | | | | |
|-------------------------|---|---|------|-------------------|------|------|------|------|------|------|------|------|------|------|------|-----|------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Wider variety in general/ no preference | 18 | 2.7% | 3 | 7.3% | 0 | .0% | 3 | 3.1% | 1 | .9% | 1 | 1.2% | 3 | 3.0% | 7 | 4.2% |
| | Independent restaurants | 13 | 2.0% | 2 | 4.9% | 1 | 1.5% | 1 | 1.0% | 2 | 1.9% | 3 | 3.6% | 3 | 3.0% | 1 | .6% |
| | Strada | 4 | .6% | 0 | .0% | 1 | 1.5% | 2 | 2.1% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% |
| | Tapas bar | 4 | .6% | 0 | .0% | 0 | .0% | 1 | 1.0% | 1 | .9% | 1 | 1.2% | 1 | 1.0% | 0 | .0% |
| | Ask | 3 | .5% | 0 | .0% | 2 | 3.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% |
| | Costa Coffee | 3 | .5% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% |
| | Vegetarian restaurants | 3 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.9% | 0 | .0% | 0 | .0% | 1 | .6% |
| | Wetherspoon | 3 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 2 | 1.2% |
| | Carluccio's | 2 | .3% | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.2% | 0 | .0% | 0 | .0% |
| | Chez Gerard | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 1 | 1.2% | 0 | .0% | 0 | .0% |
| | Gordon Ramsay | 2 | .3% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% |
| | Italian | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 1 | .6% |
| | La Tasca | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.2% | 0 | .0% | 1 | .6% |
| | Marks & Spencer cafe | 2 | .3% | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% |
| | Miller and Carter | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% |
| | Small independent food specialists | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 1 | 1.2% | 0 | .0% | 0 | .0% |
| | Wagamama | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 1 | .6% |
| | Beefeater | 1 | .2% | 0 | .0% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Bella Pasta | 1 | .2% | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Burger King | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.2% | 0 | .0% | 0 | .0% |
| Butcher and fish monger | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.2% | 0 | .0% | 0 | .0% | |
| Cafe, no preference | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Cafes not coffee shops | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | |
| Carvery | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Chinese restaurant | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | |
| Frankie and Benny's | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.2% | 0 | .0% | 0 | .0% | |

(cont.)

Q18b_2. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS would you like to see located in Brentwood town centres?

| | | Base: Those mentioning cafe/ restaurant etc | | Postcode District | | | | | | | | | | | | | |
|-------|-------------------|---|-----|-------------------|------|------|------|------|------|------|-----|------|------|------|------|-----|-----|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | French cuisine | 1 | .2% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | French restaurant | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.2% | 0 | .0% | 0 | .0% |
| | Greek one | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% |
| | Harvester | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Indian | 1 | .2% | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Jamie Oliver | 1 | .2% | 0 | .0% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Mexican | 1 | .2% | 0 | .0% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Nandos | 1 | .2% | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Pret a Manger | 1 | .2% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Prezzo | 1 | .2% | 0 | .0% | 0 | .0% | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Thai restaurants | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Waitrose | 1 | .2% | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q18b_2. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS would you like to see located in Brentwood town centres?

| | Postcode District | |
|---|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: Those mentioning cafe/ restaurant etc | 2 | 100.0% |
| Do not want any café/ restaurants/ food specialists | 2 | 100.0% |

(cont.)

Q18b_2. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS would you like to see located in Brentwood town centres?

| | | Postcode District | |
|-------|---|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | Wider variety in general/ no preference | 0 | .0% |
| | Independent restaurants | 0 | .0% |
| | Strada | 0 | .0% |
| | Tapas bar | 0 | .0% |
| | Ask | 0 | .0% |
| | Costa Coffee | 0 | .0% |
| | Vegetarian restaurants | 0 | .0% |
| | Wetherspoon | 0 | .0% |
| | Carluccio's | 0 | .0% |
| | Chez Gerard | 0 | .0% |
| | Gordon Ramsay | 0 | .0% |
| | Italian | 0 | .0% |
| | La Tasca | 0 | .0% |
| | Marks & Spencer cafe | 0 | .0% |
| | Miller and Carter | 0 | .0% |
| | Small independent food specialists | 0 | .0% |
| | Wagamama | 0 | .0% |
| | Beefeater | 0 | .0% |
| | Bella Pasta | 0 | .0% |
| | Burger King | 0 | .0% |
| | Butcher and fish monger | 0 | .0% |
| | Cafe, no preference | 0 | .0% |
| | Cafes not coffee shops | 0 | .0% |
| | Carvery | 0 | .0% |
| | Chinese restaurant | 0 | .0% |
| | Frankie and Benny's | 0 | .0% |

(cont.)

Q18b_2. Which CAFÉ / RESTAURANTS / FOOD SPECIALISTS would you like to see located in Brentwood town centres?

| | | Postcode District | |
|-------|-------------------|-------------------|-----|
| | | RM4 | |
| | | Num | % |
| Other | French cuisine | 0 | .0% |
| | French restaurant | 0 | .0% |
| | Greek one | 0 | .0% |
| | Harvester | 0 | .0% |
| | Indian | 0 | .0% |
| | Jamie Oliver | 0 | .0% |
| | Mexican | 0 | .0% |
| | Nandos | 0 | .0% |
| | Pret a Manger | 0 | .0% |
| | Prezzo | 0 | .0% |
| | Thai restaurants | 0 | .0% |
| | Waitrose | 0 | .0% |

Q18c. In which town do you visit the CINEMA most often?

| | Base: Those mentioning cinema | | Postcode District | | | | | | | | | | | | | | |
|-------------------------------|-------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | |
| Base: Those mentioning cinema | 371 | 100.0% | 25 | 100.0% | 40 | 100.0% | 51 | 100.0% | 61 | 100.0% | 55 | 100.0% | 47 | 100.0% | 90 | 100.0% | |
| Basildon | 149 | 40.2% | 3 | 12.0% | 33 | 82.5% | 41 | 80.4% | 38 | 62.3% | 18 | 32.7% | 14 | 29.8% | 2 | 2.2% | |
| Romford | 124 | 33.4% | 1 | 4.0% | 0 | .0% | 0 | .0% | 7 | 11.5% | 20 | 36.4% | 12 | 25.5% | 82 | 91.1% | |
| Chelmsford | 58 | 15.6% | 19 | 76.0% | 6 | 15.0% | 8 | 15.7% | 7 | 11.5% | 5 | 9.1% | 13 | 27.7% | 0 | .0% | |
| Lakeside Shopping Centre | 22 | 5.9% | 1 | 4.0% | 0 | .0% | 0 | .0% | 3 | 4.9% | 8 | 14.5% | 5 | 10.6% | 5 | 5.6% | |
| Central London | 6 | 1.6% | 0 | .0% | 1 | 2.5% | 0 | .0% | 3 | 4.9% | 1 | 1.8% | 1 | 2.1% | 0 | .0% | |
| Brentwood | 3 | .8% | 1 | 4.0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 1 | 2.1% | 0 | .0% | |
| Billericay | 1 | .3% | 0 | .0% | 0 | .0% | 1 | 2.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Ilford | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% | |
| Shenfield | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% | |
| | | | Thurrock | 2 | .5% | 0 | .0% | 0 | .0% | 1 | 1.6% | 1 | 1.8% | 0 | .0% | 0 | .0% |
| | | | Blue Water | 1 | .3% | 0 | .0% | 0 | .0% | 1 | 2.0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Other | | | Harlow | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.1% | 0 | .0% |
| | | | Southend-on-Sea | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.8% | 0 | .0% | 0 | .0% |
| | | | Varies | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.8% | 0 | .0% | 0 | .0% |

(cont.)

Q18c. In which town do you visit the CINEMA most often?

| | Postcode District | |
|-------------------------------|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: Those mentioning cinema | 1 | 100.0% |
| Basildon | 0 | .0% |
| Romford | 1 | 100.0% |
| Chelmsford | 0 | .0% |
| Lakeside Shopping Centre | 0 | .0% |
| Central London | 0 | .0% |
| Brentwood | 0 | .0% |
| Billericay | 0 | .0% |
| Ilford | 0 | .0% |
| Shenfield | 0 | .0% |
| | Thurrock | 0 .0% |
| | Blue Water | 0 .0% |
| Other | Harlow | 0 .0% |
| | Southend-on-Sea | 0 .0% |
| | Varies | 0 .0% |

Q18d. In which town do you visit EVENING ENTERTAINMENT VENUES/ LATE LICENSED PREMISES most often?

| | Base: Those mentioning evening entertainment | | | Postcode District | | | | | | | | | | | |
|--|--|--------|-----|-------------------|------|--------|------|--------|------|--------|------|--------|------|--------|--|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | |
| Base: Those mentioning evening entertainment | 94 | 100.0% | 4 | 100.0% | 7 | 100.0% | 14 | 100.0% | 16 | 100.0% | 16 | 100.0% | 14 | 100.0% | |
| Brentwood | 27 | 28.7% | 0 | .0% | 1 | 14.3% | 0 | .0% | 8 | 50.0% | 7 | 43.8% | 7 | 50.0% | |
| Central London | 15 | 16.0% | 0 | .0% | 1 | 14.3% | 1 | 7.1% | 3 | 18.8% | 4 | 25.0% | 2 | 14.3% | |
| Billericay | 9 | 9.6% | 0 | .0% | 3 | 42.9% | 6 | 42.9% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Romford | 9 | 9.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | |
| Chelmsford | 8 | 8.5% | 2 | 50.0% | 0 | .0% | 2 | 14.3% | 1 | 6.3% | 1 | 6.3% | 2 | 14.3% | |
| Hornchurch | 5 | 5.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% | 1 | 7.1% | |
| Basildon | 3 | 3.2% | 0 | .0% | 1 | 14.3% | 0 | .0% | 0 | .0% | 1 | 6.3% | 1 | 7.1% | |
| Shenfield | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | |
| Southend-on-Sea | 5 | 5.3% | 0 | .0% | 1 | 14.3% | 2 | 14.3% | 0 | .0% | 1 | 6.3% | 0 | .0% | |
| Varies | 5 | 5.3% | 0 | .0% | 0 | .0% | 1 | 7.1% | 2 | 12.5% | 0 | .0% | 1 | 7.1% | |
| Blackmore | 2 | 2.1% | 2 | 50.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Colchester | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Mountnessing | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | |
| Seven Kings | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Stock | 1 | 1.1% | 0 | .0% | 0 | .0% | 1 | 7.1% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Westcliffe-on-Sea | 1 | 1.1% | 0 | .0% | 0 | .0% | 1 | 7.1% | 0 | .0% | 0 | .0% | 0 | .0% | |

(cont.)

Q18d. In which town do you visit EVENING ENTERTAINMENT VENUES/ LATE LICENSED PREMISES most often?

| | Postcode | |
|--|-------------------|--------|
| | RM3 | |
| | Num | % |
| Base: Those mentioning evening entertainment | 23 | 100.0% |
| Brentwood | 4 | 17.4% |
| Central London | 4 | 17.4% |
| Billericay | 0 | .0% |
| Romford | 8 | 34.8% |
| Chelmsford | 0 | .0% |
| Hornchurch | 3 | 13.0% |
| Basildon | 0 | .0% |
| Shenfield | 0 | .0% |
| | Southend-on-Sea | 1 4.3% |
| | Varies | 1 4.3% |
| | Blackmore | 0 .0% |
| Other | Colchester | 1 4.3% |
| | Mountnessing | 0 .0% |
| | Seven Kings | 1 4.3% |
| | Stock | 0 .0% |
| | Westcliffe-on-Sea | 0 .0% |

Q18e. In which town do you visit PUBS/BARS most often?

| | Base: Those mentioning pubs/ bars | | Postcode District | | | | | | | | | | | | | |
|-----------------------------------|-----------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning pubs/ bars | 296 | 100.0% | 21 | 100.0% | 35 | 100.0% | 51 | 100.0% | 41 | 100.0% | 50 | 100.0% | 46 | 100.0% | 52 | 100.0% |
| Brentwood | 113 | 38.2% | 3 | 14.3% | 1 | 2.9% | 0 | .0% | 19 | 46.3% | 43 | 86.0% | 30 | 65.2% | 17 | 32.7% |
| Billericay | 60 | 20.3% | 1 | 4.8% | 21 | 60.0% | 36 | 70.6% | 2 | 4.9% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q18e. In which town do you visit PUBS/BARS most often?

| | Base: Those mentioning pubs/ bars | | Postcode District | | | | | | | | | | | | | |
|----------------|-----------------------------------|------|-------------------|-------|------|------|------|------|------|-------|------|------|------|------|-----|-------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Romford | 22 | 7.4% | 0 | .0% | 0 | .0% | 1 | 2.0% | 1 | 2.4% | 0 | .0% | 0 | .0% | 20 | 38.5% |
| Central London | 17 | 5.7% | 1 | 4.8% | 1 | 2.9% | 2 | 3.9% | 5 | 12.2% | 4 | 8.0% | 2 | 4.3% | 2 | 3.8% |
| Shenfield | 9 | 3.0% | 0 | .0% | 0 | .0% | 0 | .0% | 5 | 12.2% | 0 | .0% | 4 | 8.7% | 0 | .0% |
| Chelmsford | 8 | 2.7% | 3 | 14.3% | 1 | 2.9% | 2 | 3.9% | 0 | .0% | 0 | .0% | 2 | 4.3% | 0 | .0% |
| Ingatstone | 8 | 2.7% | 8 | 38.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Basildon | 4 | 1.4% | 0 | .0% | 3 | 8.6% | 1 | 2.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Hornchurch | 4 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 7.7% |
| Braintree | 1 | .3% | 1 | 4.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Maldon | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.0% | 0 | .0% | 0 | .0% |

(cont.)

Q18e. In which town do you visit PUBS/BARS most often?

| | | Base: Those mentioning pubs/ bars | | Postcode District | | | | | | | | | | | | | |
|----------|---------------------|-----------------------------------|------|-------------------|------|------|-------|------|------|------|------|------|------|------|------|-----|------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Varies | 17 | 5.7% | 1 | 4.8% | 4 | 11.4% | 4 | 7.8% | 3 | 7.3% | 0 | .0% | 2 | 4.3% | 3 | 5.8% |
| | Stock | 5 | 1.7% | 1 | 4.8% | 2 | 5.7% | 1 | 2.0% | 0 | .0% | 0 | .0% | 1 | 2.2% | 0 | .0% |
| | Blackmore | 3 | 1.0% | 1 | 4.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 4.3% | 0 | .0% |
| | Hutton | 3 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 7.3% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Ingrave | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 4.9% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Kelvedon Hatch | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 4.3% | 0 | .0% |
| | Navestock, Romford | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.2% | 1 | 1.9% |
| | Upminster | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.0% | 0 | .0% | 1 | 1.9% |
| | Dunmow | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Harold Hill | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.9% |
| | Harrold Wood | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.9% |
| | Havering-Atte-Bower | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.9% |
| | Heronsgate | 1 | .3% | 0 | .0% | 1 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Leyton | 1 | .3% | 0 | .0% | 1 | 2.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Little Burstead | 1 | .3% | 0 | .0% | 0 | .0% | 1 | 2.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Margaretting | 1 | .3% | 1 | 4.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Masons Wood | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.9% |
| | Ramsden | 1 | .3% | 0 | .0% | 0 | .0% | 1 | 2.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Rayleigh | 1 | .3% | 0 | .0% | 0 | .0% | 1 | 2.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Southend-on-Sea | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.0% | 0 | .0% | 0 | .0% |
| Wickford | 1 | .3% | 0 | .0% | 0 | .0% | 1 | 2.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |

Q18e_1. Which PUBS/BARS in Brentwood do you visit?

| | Base: Those mentioning pubs/ bars | | Postcode District | | | | | |
|---|-----------------------------------|--------|-------------------|--------|------|--------|------|--------|
| | Num | % | CM4 | | CM11 | | CM12 | |
| | | | Num | % | Num | % | Num | % |
| Base: Those mentioning pubs/ bars | 296 | 100.0% | 21 | 100.0% | 35 | 100.0% | 51 | 100.0% |
| Alma Arms, Horseman Side, Navestock | 5 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Bar West One, Kings Road, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Bricklayers Arms, Ongar Road, Stondon Massey | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Charlies Bar, Warley Hill, Warley, Brentwood | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Green Man, Navestock Side, Navestock | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Greyhound, Magpie Lane, Warley, Brentwood | 8 | 2.7% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| Halfway House , Southend Arterial Road, West Horndon | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Horse and Groom, Warley Road, Warley, Brentwood | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| King William Fourth, Tan House Lane, Navestock | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Leather Bottle, The Green, Blackmore | 1 | .3% | 1 | 4.8% | 0 | .0% | 0 | .0% |
| Litten Tree, High Street, Brentwood | 11 | 3.7% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| Maxwells, Hanging Hill Lane, Hutton, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Murphys Sports Bar (formerly Scuffy Murphys), Kings Road, Brentwood | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| O'Neill's, High Street Brentwood | 15 | 5.1% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| Prince Albert, The Green, Blackmore | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Robin Hood and Little John, Ongar Road, Brentwood | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |
| Rose and Crown, Ongar Road, Pilgrims Hatch, Brentwood | 5 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Rose Inn, Chelmsford Road, Shenfield, Brentwood | 6 | 2.0% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| Shepherd Inn, Blackmore Road, Kelvedon Hatch | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |
| Spread Eagle, Queens Road, Brentwood | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q18e_1. Which PUBS/BARS in Brentwood do you visit?

| | Base: Those mentioning pubs/ bars | | Postcode District | | | | | |
|--|-----------------------------------|------|-------------------|------|------|------|------|------|
| | Num | % | CM4 | | CM11 | | CM12 | |
| | | | Num | % | Num | % | Num | % |
| Star Inn, High Street, Ingatestone | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Stocks Bar, High Street, Ingatestone | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Thatchers Arms, Warley Road, Warley, Brentwood | 4 | 1.4% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| The Alexandra, Warley Hill, Warley, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Artichoke, Ingrave Road, Brentwood | 8 | 2.7% | 1 | 4.8% | 1 | 2.9% | 0 | .0% |
| The Bell, High Street, Ingatestone | 1 | .3% | 1 | 4.8% | 0 | .0% | 0 | .0% |
| The Black Horse, Ongar Road, Pilgrims Hatch, Brentwood | 11 | 3.7% | 0 | .0% | 2 | 5.7% | 0 | .0% |
| The Brave Nelson, Woodman Road, Warley, Brentwood | 7 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Brewery Tap, Primrose Hill, Brentwood | 7 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Bull, Brook Street, Brentwood | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Bull, Church Street, Blackmore | 1 | .3% | 1 | 4.8% | 0 | .0% | 0 | .0% |
| The Chequers, Chequers Road, Navestock | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Chequers, Rayleigh Road, Hutton, Brentwood | 3 | 1.0% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| The Cherry Tree, Queen Street, Warley, Brentwood | 3 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Clough, Eastham Crescent, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Cricketers, Mill Green Road, Ingatestone | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Crown, High Street, Ingatestone | 1 | .3% | 1 | 4.8% | 0 | .0% | 0 | .0% |
| The Dog and Partridge, Swan Lane, Kelvedon Hatch | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Eagle and Child, Chelmsford Road, Shenfield, Brentwood | 5 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Eagle, Ongar Road, Kelvedon Hatch | 3 | 1.0% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| The Essex Arms, Warley Hill, Warley, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q18e_1. Which PUBS/BARS in Brentwood do you visit?

| | Base: Those mentioning pubs/ bars | | Postcode District | | | | | |
|---|-----------------------------------|------|-------------------|------|------|------|------|------|
| | Num | % | CM4 | | CM11 | | CM12 | |
| | | | Num | % | Num | % | Num | % |
| The Gardners Arms, Hart Street, Brentwood | 5 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| The George and Dragon, Roman Road, Mountnessing | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Golden Fleece, London Road, Brentwood | 2 | .7% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| The Green Man, Cricketers Lane, Herongate | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Headley, Warley Gap, Warley, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Hutton, Rayleigh Road, Hutton | 4 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Nags Head, Brook Street, Brentwood | 5 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Old Dog, Billericay Road, Herongate | 3 | 1.0% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| The Old Plough, Sabines Road, Navestock | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Plough, Rayleigh Road, Hutton, Brentwood | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Plough, Roman Road, Mountnessing | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Prince of Wales, Roman Road, Mountnessing | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Railway, Station Road, West Horndon | 1 | .3% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| The Rising Sun, Ongar Road, Brentwood | 3 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Seven Arches, Hartswood Road, Warley, Brentwood | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Slug and Lettuce, High Street, Brentwood | 27 | 9.1% | 1 | 4.8% | 1 | 2.9% | 2 | 3.9% |
| The Sugar Hut Village, High Street, Brentwood | 9 | 3.0% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| The Swan, High Street, Brentwood | 23 | 7.8% | 1 | 4.8% | 0 | .0% | 1 | 2.0% |
| The Terris Bar, Hart Street, Brentwood | 5 | 1.7% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| The Victoria Arms, Ongar Road, Brentwood | 5 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q18e_1. Which PUBS/BARS in Brentwood do you visit?

| | Base: Those mentioning pubs/ bars | | Postcode District | | | | | | | | |
|--|-----------------------------------|------|---|-----|-------|------|-------|------|-------|----|-------|
| | | | CM4 | | CM11 | | CM12 | | | | |
| | Num | % | Num | % | Num | % | Num | % | | | |
| The Viper, Mill Green Road, Ingatestone | 2 | .7% | 0 | .0% | 0 | .0% | 1 | 2.0% | | | |
| The Willow, Church Lane, Doddinghurst (formerly known as The Moat) | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | | |
| The Woodpecker, Hanging Hill Lane , Hutton | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | | | |
| The Woolpack, Mill Green Road, Ingatestone | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | | |
| Tower Arms, Weald Road, South Weald | 3 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | | | |
| White Hart, High Street, Brentwood | 6 | 2.0% | 0 | .0% | 2 | 5.7% | 1 | 2.0% | | | |
| White Horse, Coxtie Green Road, Pilgrims Hatch, Brentwood | 3 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | | | |
| | | | None in Brentwood | 119 | 40.2% | 15 | 71.4% | 24 | 68.6% | 35 | 68.6% |
| | | | Varies | 29 | 9.8% | 0 | .0% | 4 | 11.4% | 9 | 17.6% |
| | | | Can't remember the names | 13 | 4.4% | 1 | 4.8% | 1 | 2.9% | 1 | 2.0% |
| | | | Bardwell's Social Club, Brentwood | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Other | | | Toby Inn and The Harvester | 2 | .7% | 0 | .0% | 0 | .0% | 0 | .0% |
| | | | The Boar's Head, Herongate, Brentwood | 1 | .3% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| | | | The Lounge and Pieros, Brentwood | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |
| | | | Ye Olde Green Dragon, Shenfield Road, Brentwood | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q18e_1. Which PUBS/BARS in Brentwood do you visit?

| | Postcode District | | | | | | | | | |
|---|-------------------|--------|------|--------|------|--------|-----|--------|--|--|
| | CM13 | | CM14 | | CM15 | | RM3 | | | |
| | Num | % | Num | % | Num | % | Num | % | | |
| Base: Those mentioning pubs/ bars | 41 | 100.0% | 50 | 100.0% | 46 | 100.0% | 52 | 100.0% | | |
| Alma Arms, Horseman Side, Navestock | 2 | 4.9% | 0 | .0% | 1 | 2.2% | 2 | 3.8% | | |
| Bar West One, Kings Road, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| Bricklayers Arms, Ongar Road, Stondon Massey | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| Charlies Bar, Warley Hill, Warley, Brentwood | 1 | 2.4% | 1 | 2.0% | 0 | .0% | 0 | .0% | | |
| Green Man, Navestock Side, Navestock | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| Greyhound, Magpie Lane, Warley, Brentwood | 3 | 7.3% | 3 | 6.0% | 0 | .0% | 1 | 1.9% | | |
| Halfway House , Southend Arterial Road, West Horndon | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| Horse and Groom, Warley Road, Warley, Brentwood | 1 | 2.4% | 0 | .0% | 0 | .0% | 1 | 1.9% | | |
| King William Fourth, Tan House Lane, Navestock | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| Leather Bottle, The Green, Blackmore | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| Litten Tree, High Street, Brentwood | 4 | 9.8% | 3 | 6.0% | 0 | .0% | 3 | 5.8% | | |
| Maxwells, Hanging Hill Lane, Hutton, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| Murphys Sports Bar (formerly Scuffy Murphys), Kings Road, Brentwood | 1 | 2.4% | 0 | .0% | 1 | 2.2% | 0 | .0% | | |
| O'Neill's, High Street Brentwood | 2 | 4.9% | 5 | 10.0% | 4 | 8.7% | 3 | 5.8% | | |
| Prince Albert, The Green, Blackmore | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | |
| Robin Hood and Little John, Ongar Road, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.9% | | |
| Rose and Crown, Ongar Road, Pilgrims Hatch, Brentwood | 1 | 2.4% | 1 | 2.0% | 2 | 4.3% | 1 | 1.9% | | |
| Rose Inn, Chelmsford Road, Shenfield, Brentwood | 3 | 7.3% | 0 | .0% | 2 | 4.3% | 0 | .0% | | |
| Shepherd Inn, Blackmore Road, Kelvedon Hatch | 0 | .0% | 0 | .0% | 1 | 2.2% | 0 | .0% | | |
| Spread Eagle, Queens Road, Brentwood | 1 | 2.4% | 1 | 2.0% | 0 | .0% | 0 | .0% | | |

(cont.)

Q18e_1. Which PUBS/BARS in Brentwood do you visit?

| | Postcode District | | | | | | | |
|--|-------------------|------|------|-------|------|------|-----|------|
| | CM13 | | CM14 | | CM15 | | RM3 | |
| | Num | % | Num | % | Num | % | Num | % |
| Star Inn, High Street, Ingatestone | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Stocks Bar, High Street, Ingatestone | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Thatchers Arms, Warley Road, Warley, Brentwood | 1 | 2.4% | 1 | 2.0% | 0 | .0% | 1 | 1.9% |
| The Alexandra, Warley Hill, Warley, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Artichoke, Ingrave Road, Brentwood | 1 | 2.4% | 2 | 4.0% | 0 | .0% | 3 | 5.8% |
| The Bell, High Street, Ingatestone | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Black Horse, Ongar Road, Pilgrims Hatch, Brentwood | 0 | .0% | 4 | 8.0% | 4 | 8.7% | 1 | 1.9% |
| The Brave Nelson, Woodman Road, Warley, Brentwood | 0 | .0% | 6 | 12.0% | 0 | .0% | 1 | 1.9% |
| The Brewery Tap, Primrose Hill, Brentwood | 1 | 2.4% | 5 | 10.0% | 1 | 2.2% | 0 | .0% |
| The Bull, Brook Street, Brentwood | 0 | .0% | 1 | 2.0% | 0 | .0% | 0 | .0% |
| The Bull, Church Street, Blackmore | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Chequers, Chequers Road, Navestock | 0 | .0% | 0 | .0% | 1 | 2.2% | 1 | 1.9% |
| The Chequers, Rayleigh Road, Hutton, Brentwood | 1 | 2.4% | 0 | .0% | 0 | .0% | 1 | 1.9% |
| The Cherry Tree, Queen Street, Warley, Brentwood | 1 | 2.4% | 2 | 4.0% | 0 | .0% | 0 | .0% |
| The Clough, Eastham Crescent, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Cricketers, Mill Green Road, Ingatestone | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.9% |
| The Crown, High Street, Ingatestone | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Dog and Partridge, Swan Lane, Kelvedon Hatch | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Eagle and Child, Chelmsford Road, Shenfield, Brentwood | 2 | 4.9% | 1 | 2.0% | 2 | 4.3% | 0 | .0% |
| The Eagle, Ongar Road, Kelvedon Hatch | 0 | .0% | 0 | .0% | 2 | 4.3% | 0 | .0% |
| The Essex Arms, Warley Hill, Warley, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q18e_1. Which PUBS/BARS in Brentwood do you visit?

| | Postcode District | | | | | | | |
|---|-------------------|------|------|-------|------|-------|-----|-------|
| | CM13 | | CM14 | | CM15 | | RM3 | |
| | Num | % | Num | % | Num | % | Num | % |
| The Gardners Arms, Hart Street, Brentwood | 1 | 2.4% | 3 | 6.0% | 0 | .0% | 1 | 1.9% |
| The George and Dragon, Roman Road, Mountnessing | 0 | .0% | 0 | .0% | 1 | 2.2% | 0 | .0% |
| The Golden Fleece, London Road, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.9% |
| The Green Man, Cricketers Lane, Herongate | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Headley, Warley Gap, Warley, Brentwood | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Hutton, Rayleigh Road, Hutton | 3 | 7.3% | 0 | .0% | 1 | 2.2% | 0 | .0% |
| The Nags Head, Brook Street, Brentwood | 2 | 4.9% | 2 | 4.0% | 0 | .0% | 1 | 1.9% |
| The Old Dog, Billericay Road, Herongate | 1 | 2.4% | 0 | .0% | 0 | .0% | 1 | 1.9% |
| The Old Plough, Sabines Road, Navestock | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Plough, Rayleigh Road, Hutton, Brentwood | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Plough, Roman Road, Mountnessing | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Prince of Wales, Roman Road, Mountnessing | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Railway, Station Road, West Horndon | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Rising Sun, Ongar Road, Brentwood | 0 | .0% | 1 | 2.0% | 2 | 4.3% | 0 | .0% |
| The Seven Arches, Hartswood Road, Warley, Brentwood | 0 | .0% | 0 | .0% | 1 | 2.2% | 0 | .0% |
| The Slug and Lettuce, High Street, Brentwood | 0 | .0% | 9 | 18.0% | 4 | 8.7% | 10 | 19.2% |
| The Sugar Hut Village, High Street, Brentwood | 0 | .0% | 2 | 4.0% | 2 | 4.3% | 4 | 7.7% |
| The Swan, High Street, Brentwood | 2 | 4.9% | 12 | 24.0% | 7 | 15.2% | 0 | .0% |
| The Terris Bar, Hart Street, Brentwood | 2 | 4.9% | 1 | 2.0% | 0 | .0% | 1 | 1.9% |
| The Victoria Arms, Ongar Road, Brentwood | 0 | .0% | 2 | 4.0% | 3 | 6.5% | 0 | .0% |

(cont.)

Q18e_1. Which PUBS/BARS in Brentwood do you visit?

| | Postcode District | | | | | | | | | | | |
|--|-------------------|------|---|------|------|-------|-----|-------|----|-------|----|-------|
| | CM13 | | CM14 | | CM15 | | RM3 | | | | | |
| | Num | % | Num | % | Num | % | Num | % | | | | |
| The Viper, Mill Green Road, Ingatestone | 0 | .0% | 0 | .0% | 1 | 2.2% | 0 | .0% | | | | |
| The Willow, Church Lane, Doddinghurst (formerly known as The Moat) | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | | | |
| The Woodpecker, Hanging Hill Lane , Hutton | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | | | | |
| The Woolpack, Mill Green Road, Ingatestone | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | | | | |
| Tower Arms, Weald Road, South Weald | 0 | .0% | 3 | 6.0% | 0 | .0% | 0 | .0% | | | | |
| White Hart, High Street, Brentwood | 0 | .0% | 1 | 2.0% | 1 | 2.2% | 1 | 1.9% | | | | |
| White Horse, Coxtie Green Road, Pilgrims Hatch, Brentwood | 0 | .0% | 1 | 2.0% | 1 | 2.2% | 1 | 1.9% | | | | |
| Other | | | | | | | | | | | | |
| | | | None in Brentwood | | 7 | 17.1% | 6 | 12.0% | 10 | 21.7% | 22 | 42.3% |
| | | | Varies | | 4 | 9.8% | 4 | 8.0% | 5 | 10.9% | 3 | 5.8% |
| | | | Can't remember the names | | 5 | 12.2% | 0 | .0% | 1 | 2.2% | 4 | 7.7% |
| | | | Bardwell's Social Club, Brentwood | | 0 | .0% | 1 | 2.0% | 0 | .0% | 1 | 1.9% |
| | | | Toby Inn and The Harvester | | 1 | 2.4% | 0 | .0% | 0 | .0% | 1 | 1.9% |
| | | | The Boar's Head, Herongate, Brentwood | | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | | | The Lounge and Pieros, Brentwood | | 0 | .0% | 0 | .0% | 1 | 2.2% | 0 | .0% |
| | | | Ye Olde Green Dragon, Shenfield Road, Brentwood | | 1 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% |

Q18f. In which town do you visit the SPORTS, LEISURE CENTRE most often?

| | Base: Those mentioning sports/ leisure centre | | Postcode District | | | | | | | | | | | | |
|--|---|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | |
| Base: Those mentioning sports/ leisure centre | 166 | 100.0% | 5 | 100.0% | 17 | 100.0% | 19 | 100.0% | 31 | 100.0% | 35 | 100.0% | 29 | 100.0% | |
| The Brentwood Centre/Brentwood Leisure Centre, Pilgrims Hatc | 87 | 52.4% | 4 | 80.0% | 1 | 5.9% | 2 | 10.5% | 23 | 74.2% | 34 | 97.1% | 21 | 72.4% | |
| Billericay | 22 | 13.3% | 0 | .0% | 12 | 70.6% | 9 | 47.4% | 1 | 3.2% | 0 | .0% | 0 | .0% | |
| Romford | 17 | 10.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Basildon | 9 | 5.4% | 0 | .0% | 2 | 11.8% | 5 | 26.3% | 2 | 6.5% | 0 | .0% | 0 | .0% | |
| Chelmsford | 6 | 3.6% | 0 | .0% | 2 | 11.8% | 1 | 5.3% | 0 | .0% | 0 | .0% | 3 | 10.3% | |
| Brentwood Leisure Park, Warley | 4 | 2.4% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 6.5% | 0 | .0% | 2 | 6.9% | |
| Hornchurch | 3 | 1.8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% | 0 | .0% | 0 | .0% | |
| Clearview Health and Racquets Club, Warley | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.9% | 0 | .0% | |
| Ingatestone | 1 | .6% | 1 | 20.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Laindon | 1 | .6% | 0 | .0% | 0 | .0% | 1 | 5.3% | 0 | .0% | 0 | .0% | 0 | .0% | |
| Central London | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% | 0 | .0% | 0 | .0% | |
| Shenfield | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.4% | |
| | | | Harold Hill | 5 | 3.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | | | Harold Wood | 2 | 1.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | | | Ardleigh Green | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | | | Chipping Ongar | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.4% |
| Other | | | Harlow | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | | | Horndon | 1 | .6% | 0 | .0% | 0 | .0% | 1 | 3.2% | 0 | .0% | 0 | .0% |
| | | | Ramsden | 1 | .6% | 0 | .0% | 0 | .0% | 1 | 5.3% | 0 | .0% | 0 | .0% |
| | | | Warley | 1 | .6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.4% |

(cont.)

Q18f. In which town do you visit the SPORTS, LEISURE CENTRE most often?

| | Postcode District | | | | |
|--|-------------------|--------|-------|--------|-----|
| | RM3 | | RM4 | | |
| | Num | % | Num | % | |
| Base: Those mentioning sports/ leisure centre | 29 | 100.0% | 1 | 100.0% | |
| The Brentwood Centre/Brentwood Leisure Centre, Pilgrims Hatc | 2 | 6.9% | 0 | .0% | |
| Billericay | 0 | .0% | 0 | .0% | |
| Romford | 16 | 55.2% | 1 | 100.0% | |
| Basildon | 0 | .0% | 0 | .0% | |
| Chelmsford | 0 | .0% | 0 | .0% | |
| Brentwood Leisure Park, Warley | 0 | .0% | 0 | .0% | |
| Hornchurch | 2 | 6.9% | 0 | .0% | |
| Clearview Health and Racquets Club, Warley | 0 | .0% | 0 | .0% | |
| Ingatestone | 0 | .0% | 0 | .0% | |
| Laindon | 0 | .0% | 0 | .0% | |
| Central London | 0 | .0% | 0 | .0% | |
| Shenfield | 0 | .0% | 0 | .0% | |
| | Harold Hill | 5 | 17.2% | 0 | .0% |
| | Harold Wood | 2 | 6.9% | 0 | .0% |
| | Ardleigh Green | 1 | 3.4% | 0 | .0% |
| | Chipping Ongar | 0 | .0% | 0 | .0% |
| Other | Harlow | 1 | 3.4% | 0 | .0% |
| | Horndon | 0 | .0% | 0 | .0% |
| | Ramsden | 0 | .0% | 0 | .0% |
| | Warley | 0 | .0% | 0 | .0% |

Q18g. Where do you go SWIMMING – PUBLIC OR PRIVATE VENUE most often?

| | Base: Those mentioning swimming | | Postcode District | | | | | | | | | | | | | |
|--|---------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning swimming | 218 | 100.0% | 9 | 100.0% | 15 | 100.0% | 28 | 100.0% | 40 | 100.0% | 40 | 100.0% | 35 | 100.0% | 50 | 100.0% |
| The Brentwood Centre, Brentwood | 58 | 26.6% | 1 | 11.1% | 0 | .0% | 0 | .0% | 19 | 47.5% | 20 | 50.0% | 17 | 48.6% | 0 | .0% |
| Brentwood Schools Sports Centre, Brentwood | 25 | 11.5% | 1 | 11.1% | 0 | .0% | 0 | .0% | 5 | 12.5% | 10 | 25.0% | 9 | 25.7% | 0 | .0% |
| Billericay Swimming Pool, Billericay | 17 | 7.8% | 1 | 11.1% | 6 | 40.0% | 5 | 17.9% | 4 | 10.0% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| First Stroke Swimming Pool, Billericay | 5 | 2.3% | 0 | .0% | 0 | .0% | 3 | 10.7% | 1 | 2.5% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| Riverside Ice and Leisure Centre, Chelmsford | 5 | 2.3% | 3 | 33.3% | 1 | 6.7% | 1 | 3.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Central Park Leisure Centre, Dagenham | 4 | 1.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 8.0% |
| Gloucester Park Swimming Pool, Basildon | 4 | 1.8% | 0 | .0% | 0 | .0% | 1 | 3.6% | 1 | 2.5% | 0 | .0% | 1 | 2.9% | 1 | 2.0% |
| LA Fitness, Brentwood | 3 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.5% | 2 | 5.0% | 0 | .0% | 0 | .0% |
| Wickford Swimming Pool, Wickford | 3 | 1.4% | 0 | .0% | 1 | 6.7% | 2 | 7.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| LA Fitness, Billericay | 2 | .9% | 0 | .0% | 0 | .0% | 2 | 7.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Spirit Health Club, Brentwood | 2 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.5% | 1 | 2.5% | 0 | .0% | 0 | .0% |
| Ashwells Sports and Country Club, Brentwood | 1 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| Dagenham Swimming Pool, Dagenham | 1 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.5% | 0 | .0% | 0 | .0% | 0 | .0% |
| Reflections Spa, Chelmsford | 1 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.5% | 0 | .0% | 0 | .0% |

(cont.)

Q18g. Where do you go SWIMMING – PUBLIC OR PRIVATE VENUE most often?

| | | Base: Those mentioning swimming | | Postcode District | | | | | | | | | | | | | |
|--------|---|---------------------------------|-------|-------------------|-------|------|-------|------|-------|------|------|------|------|------|------|-----|-------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Central Park Leisure Centre, Gooshays Drive, Harold Hill, Romford | 39 | 17.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.9% | 38 | 76.0% |
| | Stockbrook Country Club, Queens Park Avenue, Billericay | 13 | 6.0% | 2 | 22.2% | 2 | 13.3% | 8 | 28.6% | 0 | .0% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| | Lake Meadows Park, Lake Meadows Avenue, Billericay | 5 | 2.3% | 0 | .0% | 3 | 20.0% | 2 | 7.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | School facilities | 5 | 2.3% | 0 | .0% | 0 | .0% | 1 | 3.6% | 1 | 2.5% | 3 | 7.5% | 0 | .0% | 0 | .0% |
| | Holiday Inn, Brook Street, Brentwood | 4 | 1.8% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 5.0% | 2 | 5.0% | 0 | .0% | 0 | .0% |
| | Clearview Health & Racquet Club, Little Warley, Brentwood | 3 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 5.0% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| | David Lloyd, Gidea Park, Romford | 2 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 4.0% |
| | Esporta Health & Fitness Club, The Brewery, Romford | 2 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.5% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| | Hornchurch Sports Centre, Hornchurch Road, Hornchurch | 2 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 4.0% |
| | Ongar Leisure Centre, The Gables, Ongar | 2 | .9% | 1 | 11.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| | Private/ own facilities | 2 | .9% | 0 | .0% | 0 | .0% | 1 | 3.6% | 0 | .0% | 0 | .0% | 1 | 2.9% | 0 | .0% |
| | Arleigh Green, Romsford | 1 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| | Colchester Leisure Centre | 1 | .5% | 0 | .0% | 1 | 6.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Everyone Active, Central Park, Romford | 1 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.0% |
| | Pipps Hill | 1 | .5% | 0 | .0% | 0 | .0% | 1 | 3.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Quilters - Swimming Pool | 1 | .5% | 0 | .0% | 0 | .0% | 1 | 3.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Rickford Swimming Centre | 1 | .5% | 0 | .0% | 1 | 6.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Tunbridge Wells | 1 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.5% | 0 | .0% | 0 | .0% | 0 | .0% |
| Varies | 1 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 2.5% | 0 | .0% | 0 | .0% | |

Q18h. In which town do you visit the THEATRE OR ANY OTHER CULTURAL ACTIVITIES e.g. Cultural/ Arts/ Performance Venues most often?

| | Base: Those mentioning theatre/ cultural venues | | Postcode District | | | | | | | | | | | | | |
|---|---|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning theatre/ cultural venues | 378 | 100.0% | 23 | 100.0% | 39 | 100.0% | 52 | 100.0% | 60 | 100.0% | 54 | 100.0% | 60 | 100.0% | 88 | 100.0% |
| Queen's Theatre, Hornchurch | 55 | 14.6% | 1 | 4.3% | 0 | .0% | 2 | 3.8% | 7 | 11.7% | 3 | 5.6% | 10 | 16.7% | 31 | 35.2% |
| Chelmsford Civic Theatre, Chelmsford | 24 | 6.3% | 6 | 26.1% | 2 | 5.1% | 4 | 7.7% | 6 | 10.0% | 0 | .0% | 6 | 10.0% | 0 | .0% |
| Brentwood Theatre, Brentwood | 13 | 3.4% | 1 | 4.3% | 0 | .0% | 0 | .0% | 4 | 6.7% | 5 | 9.3% | 2 | 3.3% | 1 | 1.1% |
| C H Elliott Creative Theatre, Hornchurch | 6 | 1.6% | 0 | .0% | 0 | .0% | 1 | 1.9% | 1 | 1.7% | 1 | 1.9% | 2 | 3.3% | 1 | 1.1% |
| Towngate Theatre, Basildon | 6 | 1.6% | 0 | .0% | 2 | 5.1% | 0 | .0% | 1 | 1.7% | 2 | 3.7% | 1 | 1.7% | 0 | .0% |
| Thameside Theatre, Grays | 2 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Kenneth More Theatre, Ilford | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |

(cont.)

Q18h. In which town do you visit the THEATRE OR ANY OTHER CULTURAL ACTIVITIES e.g. Cultural/ Arts/ Performance Venues most often?

| | | Base: Those mentioning theatre/ cultural venues | | Postcode District | | | | | | | | | | | | | |
|----------------|---|---|-------|-------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Central London | 207 | 54.8% | 14 | 60.9% | 22 | 56.4% | 27 | 51.9% | 33 | 55.0% | 39 | 72.2% | 33 | 55.0% | 38 | 43.2% |
| | Southend-on Sea | 17 | 4.5% | 0 | .0% | 4 | 10.3% | 6 | 11.5% | 2 | 3.3% | 1 | 1.9% | 1 | 1.7% | 3 | 3.4% |
| | Cliff Pavillion, Station Road, Southend-on-Sea | 13 | 3.4% | 0 | .0% | 5 | 12.8% | 4 | 7.7% | 2 | 3.3% | 0 | .0% | 1 | 1.7% | 1 | 1.1% |
| | Hornchurch | 6 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.9% | 2 | 3.3% | 3 | 3.4% |
| | Varies | 6 | 1.6% | 1 | 4.3% | 1 | 2.6% | 2 | 3.8% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 2.3% |
| | Billericay | 4 | 1.1% | 0 | .0% | 1 | 2.6% | 3 | 5.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Palace Theatre, London Road, Westcliffe-on-Sea | 4 | 1.1% | 0 | .0% | 1 | 2.6% | 2 | 3.8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| | Romford | 3 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 3.4% |
| | Westcliff-on-Sea | 3 | .8% | 0 | .0% | 0 | .0% | 1 | 1.9% | 1 | 1.7% | 0 | .0% | 1 | 1.7% | 0 | .0% |
| | Brentwood | 2 | .5% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 1 | 1.9% | 0 | .0% | 0 | .0% |
| | Ingatestone | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.9% | 0 | .0% | 0 | .0% |
| | Tunbridge wells | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Scarborough | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| | The O2 Arena, Peninsula Square, Greenwich, London | 1 | .3% | 0 | .0% | 1 | 2.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Theatre Royal, Thames Street, Windsor | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.7% | 0 | .0% |
| Wembley and O2 | 1 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% | |

(cont.)

Q18h. In which town do you visit the THEATRE OR ANY OTHER CULTURAL ACTIVITIES e.g. Cultural/ Arts/ Performance Venues most often?

| | Postcode District | |
|---|-------------------|--------|
| | RM4 | |
| | Num | % |
| Base: Those mentioning theatre/ cultural venues | 1 | 100.0% |
| Queen's Theatre, Hornchurch | 0 | .0% |
| Chelmsford Civic Theatre, Chelmsford | 0 | .0% |
| Brentwood Theatre, Brentwood | 0 | .0% |
| C H Elliott Creative Theatre, Hornchurch | 0 | .0% |
| Towngate Theatre, Basildon | 0 | .0% |
| Thameside Theatre, Grays | 0 | .0% |
| Kenneth More Theatre, Ilford | 0 | .0% |

(cont.)

Q18h. In which town do you visit the THEATRE OR ANY OTHER CULTURAL ACTIVITIES e.g. Cultural/ Arts/ Performance Venues most often?

| | | Postcode District | |
|-------|---|-------------------|--------|
| | | RM4 | |
| | | Num | % |
| Other | Central London | 1 | 100.0% |
| | Southend-on Sea | 0 | .0% |
| | Cliff Pavillion, Station Road, Southend-on-Sea | 0 | .0% |
| | Hornchurch | 0 | .0% |
| | Varies | 0 | .0% |
| | Billericay | 0 | .0% |
| | Palace Theatre, London Road, Westcliffe-on-Sea | 0 | .0% |
| | Romford | 0 | .0% |
| | Westcliff-on-Sea | 0 | .0% |
| | Brentwood | 0 | .0% |
| | Ingatestone | 0 | .0% |
| | Tunbridge wells | 0 | .0% |
| | Scarborough | 0 | .0% |
| | The O2 Arena, Peninsula Square, Greenwich, London | 0 | .0% |
| | Theatre Royal, Thames Street, Windsor | 0 | .0% |
| | Wembley and O2 | 0 | .0% |

Q18i. In which town do you play an ORGANISED SPORT most often?

| | Base: Those mentioning organised sport | | Postcode District | | | | | | | | | | | | | |
|--|--|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning organised sport | 110 | 100.0% | 10 | 100.0% | 11 | 100.0% | 22 | 100.0% | 14 | 100.0% | 20 | 100.0% | 17 | 100.0% | 16 | 100.0% |
| Brentwood | 37 | 33.6% | 3 | 30.0% | 1 | 9.1% | 1 | 4.5% | 5 | 35.7% | 17 | 85.0% | 10 | 58.8% | 0 | .0% |
| Billericay | 20 | 18.2% | 0 | .0% | 7 | 63.6% | 9 | 40.9% | 1 | 7.1% | 2 | 10.0% | 1 | 5.9% | 0 | .0% |
| Romford | 10 | 9.1% | 0 | .0% | 0 | .0% | 2 | 9.1% | 1 | 7.1% | 0 | .0% | 1 | 5.9% | 6 | 37.5% |
| Central London | 7 | 6.4% | 0 | .0% | 0 | .0% | 2 | 9.1% | 0 | .0% | 0 | .0% | 0 | .0% | 5 | 31.3% |
| Chelmsford | 5 | 4.5% | 3 | 30.0% | 1 | 9.1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 5.9% | 0 | .0% |
| Ingatestone | 3 | 2.7% | 2 | 20.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 5.9% | 0 | .0% |
| Basildon | 1 | .9% | 0 | .0% | 0 | .0% | 1 | 4.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Hutton | 5 | 4.5% | 0 | .0% | 0 | .0% | 1 | 4.5% | 3 | 21.4% | 0 | .0% | 1 | 5.9% | 0 | .0% |
| Upminster | 4 | 3.6% | 1 | 10.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 18.8% |
| Varies | 4 | 3.6% | 0 | .0% | 0 | .0% | 1 | 4.5% | 2 | 14.3% | 0 | .0% | 0 | .0% | 1 | 6.3% |
| Wickford | 3 | 2.7% | 0 | .0% | 1 | 9.1% | 1 | 4.5% | 1 | 7.1% | 0 | .0% | 0 | .0% | 0 | .0% |
| Harold Hill | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% |
| Islington | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 5.9% | 0 | .0% |
| Liverpool | 1 | .9% | 0 | .0% | 1 | 9.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Other | 1 | .9% | 0 | .0% | 0 | .0% | 1 | 4.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Manchester | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| North Weald | 1 | .9% | 1 | 10.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Onger | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 7.1% | 0 | .0% | 0 | .0% | 0 | .0% |
| Rayleigh | 1 | .9% | 0 | .0% | 0 | .0% | 1 | 4.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Redbridge | 1 | .9% | 0 | .0% | 0 | .0% | 1 | 4.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Shenfield | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 5.9% | 0 | .0% |
| Stock | 1 | .9% | 0 | .0% | 0 | .0% | 1 | 4.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Theydon Bois | 1 | .9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 5.0% | 0 | .0% | 0 | .0% |

Q18j. What is the name and location of the PRIVATE GYM you visit most often?

| | Base: Those mentioning private gym | | Postcode District | | | | | | | | | | | | | |
|---|------------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning private gym | 129 | 100.0% | 7 | 100.0% | 15 | 100.0% | 27 | 100.0% | 15 | 100.0% | 26 | 100.0% | 24 | 100.0% | 15 | 100.0% |
| Fitness First, Brentwood | 16 | 12.4% | 3 | 42.9% | 0 | .0% | 0 | .0% | 4 | 26.7% | 5 | 19.2% | 3 | 12.5% | 1 | 6.7% |
| LA Fitness, Brentwood | 15 | 11.6% | 1 | 14.3% | 0 | .0% | 0 | .0% | 3 | 20.0% | 9 | 34.6% | 2 | 8.3% | 0 | .0% |
| LA Fitness, Billericay | 9 | 7.0% | 0 | .0% | 4 | 26.7% | 5 | 18.5% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Ashwells Sports and Country Club, Brentwood | 5 | 3.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.8% | 4 | 16.7% | 0 | .0% |
| David Lloyd, Basildon | 4 | 3.1% | 0 | .0% | 1 | 6.7% | 1 | 3.7% | 0 | .0% | 0 | .0% | 1 | 4.2% | 1 | 6.7% |
| Fitness First, Basildon | 1 | .8% | 0 | .0% | 1 | 6.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Fitness First, Romford | 1 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| Spirit Health Club, Brentwood | 1 | .8% | 0 | .0% | 1 | 6.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

(cont.)

Q18j. What is the name and location of the PRIVATE GYM you visit most often?

| | | Base: Those mentioning private gym | | Postcode District | | | | | | | | | | | | | |
|--|---|------------------------------------|-------|-------------------|-------|------|-------|------|-------|------|-------|------|------|------|-------|------|-------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Stockbrook Manor, Queens Park Avenue, Billericay | 23 | 17.8% | 2 | 28.6% | 6 | 40.0% | 13 | 48.1% | 0 | .0% | 0 | .0% | 1 | 4.2% | 1 | 6.7% |
| | Don't know/ don't remember | 6 | 4.7% | 0 | .0% | 0 | .0% | 2 | 7.4% | 1 | 6.7% | 2 | 7.7% | 1 | 4.2% | 0 | .0% |
| | Curves, High Street, Brentwood | 5 | 3.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 7.7% | 3 | 12.5% | 0 | .0% |
| | Brentwood Schools Sports Centre, Brentwood | 4 | 3.1% | 0 | .0% | 1 | 6.7% | 0 | .0% | 0 | .0% | 1 | 3.8% | 2 | 8.3% | 0 | .0% |
| | Clearview Health and Racquet Club, Little Warley, Brentwood | 4 | 3.1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% | 2 | 8.3% | 1 | 6.7% |
| | David Lloyds, Gidea Park, Romford | 4 | 3.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 4 | 26.7% |
| | Holiday Inn, Brook Street, Brentwood | 4 | 3.1% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 13.3% | 2 | 7.7% | 0 | .0% | 0 | .0% |
| | Billericay | 3 | 2.3% | 1 | 14.3% | 0 | .0% | 2 | 7.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Central Park Leisure Centre, Gooshays Drive, Harold Hill, Romford | 3 | 2.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 20.0% |
| | At home | 2 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 4.2% | 1 | 6.7% |
| | At work | 2 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 13.3% |
| | Dragons Health Club, Chindits House, Warley | 2 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 7.7% | 0 | .0% | 0 | .0% |
| | Esporta, The Brewery, Romford | 2 | 1.6% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% | 1 | 4.2% | 0 | .0% |
| | London | 2 | 1.6% | 0 | .0% | 0 | .0% | 1 | 3.7% | 0 | .0% | 1 | 3.8% | 0 | .0% | 0 | .0% |
| | Private group | 2 | 1.6% | 0 | .0% | 0 | .0% | 1 | 3.7% | 0 | .0% | 0 | .0% | 1 | 4.2% | 0 | .0% |
| | Bodycare, High Road, Benfleet | 1 | .8% | 0 | .0% | 0 | .0% | 1 | 3.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Brookfield Keep Fit, Brentwood | 1 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Club Kingswood, Clayhill Lane, Sparrows Herne, Basildon | 1 | .8% | 0 | .0% | 0 | .0% | 1 | 3.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Courage Hall, Brentwood School, Middleton Hall Lane, Brentwood | 1 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 4.2% | 0 | .0% |
| | Fords, Dunn, Brentwood | 1 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.8% | 0 | .0% | 0 | .0% |
| Harold Hill Leisure Centre, Gooshays Drive, Harold Hill, Romford | 1 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | |

(cont.)

Q18j. What is the name and location of the PRIVATE GYM you visit most often?

| | | Base: Those mentioning private gym | | Postcode District | | | | | | | | | | | | | |
|-------|---|------------------------------------|-----|-------------------|-----|------|------|------|-----|------|------|------|-----|------|------|-----|-----|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Kings Tower Gym, Kings Tower, Marconi Plaza, Chelmsford | 1 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 4.2% | 0 | .0% |
| | LA Fitness, Fenchurch Street, London | 1 | .8% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Lake Meadows Park | 1 | .8% | 0 | .0% | 1 | 6.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

Q18k. What is the name and location of the PUBLIC GYM you visit most often?

| | Base: Those mentioning public gym | | Postcode District | | | | | | | | | | | | | |
|---|-----------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning public gym | 52 | 100.0% | 3 | 100.0% | 2 | 100.0% | 3 | 100.0% | 10 | 100.0% | 10 | 100.0% | 10 | 100.0% | 14 | 100.0% |
| The Brentwood Centre, Brentwood | 23 | 44.2% | 0 | .0% | 0 | .0% | 0 | .0% | 5 | 50.0% | 9 | 90.0% | 9 | 90.0% | 0 | .0% |
| Brentwood Schools Sports Centre, Brentwood | 6 | 11.5% | 1 | 33.3% | 1 | 50.0% | 0 | .0% | 3 | 30.0% | 0 | .0% | 1 | 10.0% | 0 | .0% |
| Central Park Leisure Centre, Dagenham | 2 | 3.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 14.3% |
| Eversley Leisure Centre, Basildon | 2 | 3.8% | 0 | .0% | 1 | 50.0% | 1 | 33.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Chelmsford Sports and Athletics Centre, Chelmsford | 1 | 1.9% | 0 | .0% | 0 | .0% | 1 | 33.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Riverside Ice and Leisure Centre, Chelmsford | 1 | 1.9% | 1 | 33.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Other | | | | | | | | | | | | | | | | |
| Central Park Leisure Centre, Gooshays Drive, Harold Hill, Romford | 8 | 15.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 8 | 57.1% |
| Everyone Active, Central Park, Romford | 2 | 3.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 14.3% |
| Absolute, Harold Wood | 1 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 7.1% |
| Curves, High Street, Brentwood | 1 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 10.0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Esporta Health & Fitness, Romford | 1 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 10.0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Fitness and Leisure, Festival Park, Basildon | 1 | 1.9% | 0 | .0% | 0 | .0% | 1 | 33.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Gymphobics, High Street, Romford | 1 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 7.1% |
| Stockbrook Manor | 1 | 1.9% | 1 | 33.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| The Brentwood Centre, Doddinghurst Road, Brentwood | 1 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 10.0% | 0 | .0% | 0 | .0% |

Q18I. What is the name and location of the PRIVATE SPORT VENUE e.g. Brentwood Town Football Club you visit most often?

| | Base: Those mentioning private sport venue | | Postcode District | | | | | | | | | | | | | |
|---|--|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning private sport venue | 74 | 100.0% | 6 | 100.0% | 6 | 100.0% | 16 | 100.0% | 7 | 100.0% | 12 | 100.0% | 15 | 100.0% | 12 | 100.0% |
| Brentwood Town Football Club | 6 | 8.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 25.0% | 2 | 13.3% | 1 | 8.3% |
| Bentley Golf Club, Brentwood | 2 | 2.7% | 0 | .0% | 1 | 16.7% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% |
| Billericay Cricket Club, Billericay | 1 | 1.4% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Billericay Town Football Club, Billericay | 1 | 1.4% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Brentwood Rugby Club, Brentwood | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% |
| Brentwood Tennis Club | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% | 0 | .0% | 0 | .0% |
| Chelmsford City Football Club, Chelmsford | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% | 0 | .0% | 0 | .0% |
| Gidea Park and Romford Cricket Club, Romford | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% |
| South Essex Golf Centre, Brentwood | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% |
| The Burstead Golf Club, Billericay | 1 | 1.4% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Weald Park Golf Club, Pilgrims Hatch, Brentwood | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% |

(cont.)

Q18I. What is the name and location of the PRIVATE SPORT VENUE e.g. Brentwood Town Football Club you visit most often?

| | | Base: Those mentioning private sport venue | | Postcode District | | | | | | | | | | | | | |
|-------------------------------------|---|--|-------|-------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Upton Park, West Ham FC | 9 | 12.2% | 0 | .0% | 1 | 16.7% | 2 | 12.5% | 0 | .0% | 2 | 16.7% | 2 | 13.3% | 2 | 16.7% |
| | The Brentwood Centre, Shenfield, Brentwood | 3 | 4.1% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 14.3% | 1 | 8.3% | 1 | 6.7% | 0 | .0% |
| | Arsenal Football Club, Emirates Stadium, Drayton Park, London | 2 | 2.7% | 0 | .0% | 0 | .0% | 1 | 6.3% | 1 | 14.3% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Billericay Bowls Club | 2 | 2.7% | 0 | .0% | 1 | 16.7% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Brentwood | 2 | 2.7% | 1 | 16.7% | 0 | .0% | 0 | .0% | 1 | 14.3% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Hainault Golf Club, Romford Road, Chigwell | 2 | 2.7% | 1 | 16.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% |
| | Leyton Orient Football Club | 2 | 2.7% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% |
| | London | 2 | 2.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 1 | 8.3% |
| | Stockbrook Country Club, Queens Park Avenue, Billericay | 2 | 2.7% | 0 | .0% | 1 | 16.7% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Top Meadow Golf Club, Fen Lane, Ockendon | 2 | 2.7% | 0 | .0% | 1 | 16.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% |
| | Adams Park, High Wycombe | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% | 0 | .0% | 0 | .0% |
| | Basildon and Laindon | 1 | 1.4% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Billericay Badminton Club | 1 | 1.4% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Billericay Rugby Club, Stock Road, Billericay | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 14.3% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Brentwood Hockey Club | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% | 0 | .0% | 0 | .0% |
| | Chelsea Football Club, London | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% |
| | Colchester | 1 | 1.4% | 1 | 16.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Colchester Cricket Club | 1 | 1.4% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Emirates Stadium, Arsenal, London | 1 | 1.4% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Hannakins, Ladies Football Club | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 14.3% | 0 | .0% | 0 | .0% | 0 | .0% |
| Harold Hill Leisure Centre, Romford | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% | |
| Ingatstone Bowling Club, Ingatstone | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% | |

(cont.)

Q18I. What is the name and location of the PRIVATE SPORT VENUE e.g. Brentwood Town Football Club you visit most often?

| | | Base: Those mentioning private sport venue | | Postcode District | | | | | | | | | | | | | |
|-----------------|--|--|------|-------------------|-------|------|-------|------|------|------|-------|------|------|------|------|------|------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Ingatestone Football Club, Ingatestone | 1 | 1.4% | 1 | 16.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Ingatestone Tennis Club | 1 | 1.4% | 1 | 16.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Intelsports, Billericay | 1 | 1.4% | 0 | .0% | 1 | 16.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Ispwich Football Club | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 14.3% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Laindon Community Centre, Aston Road, Basildon | 1 | 1.4% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Local School Venues | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% |
| | Lords Golf Club, Hullbridge Road, Rayleigh | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% |
| | Mayhem, Theydon Bois | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% | 0 | .0% | 0 | .0% |
| | Mile End | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% |
| | Old Trafford, Sir Matt Busby Way, Manchester | 1 | 1.4% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Ongar Cricket Club, Love Lane, Ongar | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.7% | 0 | .0% |
| | Romford Ice Arena, Rom Valley Way, Romford | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% |
| | School, Brentwood | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 14.3% | 0 | .0% | 0 | .0% | 0 | .0% |
| | South Weald Cricket Club, Brentwood | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% | 0 | .0% | 0 | .0% |
| | Tottenham Hotspur Football Club, White Hart Lane, London | 1 | 1.4% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Varies | 1 | 1.4% | 1 | 16.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Wembley Stadium | 1 | 1.4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 8.3% | |

Q18m. In which town do you undertake Q18OTHER most often?

| | Base: Those mentioning other activity | | Postcode District | | | | | | | | | | | | | |
|---------------------------------------|---------------------------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|
| | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: Those mentioning other activity | 104 | 100.0% | 9 | 100.0% | 10 | 100.0% | 17 | 100.0% | 16 | 100.0% | 5 | 100.0% | 16 | 100.0% | 31 | 100.0% |
| Brentwood | 23 | 22.1% | 0 | .0% | 2 | 20.0% | 0 | .0% | 10 | 62.5% | 2 | 40.0% | 6 | 37.5% | 3 | 9.7% |
| Billericay | 12 | 11.5% | 0 | .0% | 1 | 10.0% | 10 | 58.8% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% |
| Romford | 9 | 8.7% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 9 | 29.0% |
| Chelmsford | 6 | 5.8% | 3 | 33.3% | 0 | .0% | 3 | 17.6% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Basildon | 4 | 3.8% | 1 | 11.1% | 1 | 10.0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 1 | 6.3% | 0 | .0% |
| Ingatestone | 2 | 1.9% | 2 | 22.2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Shenfield | 2 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 1 | 6.3% | 0 | .0% |
| Hornchurch | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% |
| Maldon | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% |
| Central London | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% |

(cont.)

Q18m. In which town do you undertake Q18OTHER most often?

| | | Base: Those mentioning other activity | | Postcode District | | | | | | | | | | | | | |
|------------|----------------------------------|---------------------------------------|------|-------------------|-------|------|-------|------|------|------|-------|------|-------|------|-------|------|-------|
| | | | | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | |
| | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Other | Varies | 7 | 6.7% | 0 | .0% | 1 | 10.0% | 1 | 5.9% | 1 | 6.3% | 1 | 20.0% | 2 | 12.5% | 1 | 3.2% |
| | Harold Wood | 5 | 4.8% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 5 | 16.1% |
| | Hutton | 3 | 2.9% | 0 | .0% | 0 | .0% | 1 | 5.9% | 2 | 12.5% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Abroad | 2 | 1.9% | 1 | 11.1% | 1 | 10.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Essex countryside | 2 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 6.5% |
| | Kelvedon Hatch | 2 | 1.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 12.5% | 0 | .0% |
| | Blackmore | 1 | 1.0% | 1 | 11.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Brands Hatch | 1 | 1.0% | 0 | .0% | 1 | 10.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Cambridge | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% |
| | Danbury Common | 1 | 1.0% | 0 | .0% | 1 | 10.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Doddinghurst | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% |
| | Havering-atte-Bower | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% |
| | Havering | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% |
| | Hutton county park | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 20.0% | 0 | .0% | 0 | .0% |
| | Ingrave | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Petersfield | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% |
| | Ramsden Heath | 1 | 1.0% | 0 | .0% | 1 | 10.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Rise Bridge | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% |
| | South Weald | 1 | 1.0% | 1 | 11.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Southend-on-Sea | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% |
| | Stamford | 1 | 1.0% | 0 | .0% | 0 | .0% | 1 | 5.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Stock | 1 | 1.0% | 0 | .0% | 0 | .0% | 1 | 5.9% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Stondon Massey | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% |
| | Thorndon Country Park, Brentwood | 1 | 1.0% | 0 | .0% | 1 | 10.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Upminster | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% |
| | Warley | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 20.0% | 0 | .0% | 0 | .0% |
| | Weald Park, near Brentwood | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 6.3% | 0 | .0% |
| Woodbridge | 1 | 1.0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 3.2% | |

Q19a. Do you use the fortnightly Farmer's market held in the Baytree Centre in Brentwood?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| Yes | 183 | 18.2% | 11 | 16.2% | 2 | 2.2% | 6 | 4.4% | 51 | 30.7% | 51 | 42.9% | 44 | 29.5% | 18 | 6.7% | 0 | .0% |
| No | 822 | 81.8% | 57 | 83.8% | 90 | 97.8% | 130 | 95.6% | 115 | 69.3% | 68 | 57.1% | 105 | 70.5% | 251 | 93.3% | 2 | 100.0% |

Q19b. Would a market in the High Street encourage you to visit Brentwood High Street more?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| Yes | 475 | 47.3% | 32 | 47.1% | 30 | 32.6% | 54 | 39.7% | 93 | 56.0% | 64 | 53.8% | 78 | 52.3% | 120 | 44.6% | 2 | 100.0% |
| No | 530 | 52.7% | 36 | 52.9% | 62 | 67.4% | 82 | 60.3% | 73 | 44.0% | 55 | 46.2% | 71 | 47.7% | 149 | 55.4% | 0 | .0% |

Q20. SEG

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| A/B | 224 | 22.3% | 15 | 22.1% | 27 | 29.3% | 41 | 30.1% | 35 | 21.1% | 33 | 27.7% | 46 | 30.9% | 26 | 9.7% | 0 | .0% |
| C1 | 345 | 34.3% | 31 | 45.6% | 25 | 27.2% | 56 | 41.2% | 50 | 30.1% | 46 | 38.7% | 47 | 31.5% | 90 | 33.5% | 0 | .0% |
| C2 | 182 | 18.1% | 9 | 13.2% | 22 | 23.9% | 13 | 9.6% | 30 | 18.1% | 18 | 15.1% | 28 | 18.8% | 61 | 22.7% | 1 | 50.0% |
| D/E | 167 | 16.6% | 8 | 11.8% | 14 | 15.2% | 14 | 10.3% | 34 | 20.5% | 12 | 10.1% | 18 | 12.1% | 64 | 23.8% | 1 | 50.0% |
| Refused | 87 | 8.7% | 5 | 7.4% | 4 | 4.3% | 12 | 8.8% | 17 | 10.2% | 10 | 8.4% | 10 | 6.7% | 28 | 10.4% | 0 | .0% |

Q21. Age group of respondent

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| 18 - 24 years | 9 | .9% | 1 | 1.5% | 0 | .0% | 2 | 1.5% | 2 | 1.2% | 0 | .0% | 1 | .7% | 3 | 1.1% | 0 | .0% |
| 25 - 34 years | 35 | 3.5% | 1 | 1.5% | 3 | 3.3% | 6 | 4.4% | 2 | 1.2% | 8 | 6.7% | 4 | 2.7% | 11 | 4.1% | 0 | .0% |
| 35 - 44 years | 105 | 10.4% | 8 | 11.8% | 13 | 14.1% | 17 | 12.5% | 17 | 10.2% | 20 | 16.8% | 11 | 7.4% | 19 | 7.1% | 0 | .0% |
| 45 - 54 years | 147 | 14.6% | 8 | 11.8% | 12 | 13.0% | 14 | 10.3% | 27 | 16.3% | 26 | 21.8% | 28 | 18.8% | 31 | 11.5% | 0 | .0% |
| 55 - 64 years | 227 | 22.6% | 17 | 25.0% | 22 | 23.9% | 35 | 25.7% | 38 | 22.9% | 25 | 21.0% | 27 | 18.1% | 61 | 22.7% | 1 | 50.0% |
| 65 years or above | 437 | 43.5% | 29 | 42.6% | 41 | 44.6% | 56 | 41.2% | 72 | 43.4% | 35 | 29.4% | 71 | 47.7% | 130 | 48.3% | 1 | 50.0% |
| Refused | 45 | 4.5% | 4 | 5.9% | 1 | 1.1% | 6 | 4.4% | 8 | 4.8% | 5 | 4.2% | 7 | 4.7% | 14 | 5.2% | 0 | .0% |

Q22. How many people are there in your household (including yourself) aged between

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| None | 782 | 77.8% | 54 | 79.4% | 74 | 80.4% | 106 | 77.9% | 129 | 77.7% | 83 | 69.7% | 114 | 76.5% | 218 | 81.0% | 1 | 50.0% |
| 1 | 61 | 6.1% | 4 | 5.9% | 7 | 7.6% | 4 | 2.9% | 11 | 6.6% | 11 | 9.2% | 10 | 6.7% | 14 | 5.2% | 0 | .0% |
| 2 | 77 | 7.7% | 4 | 5.9% | 8 | 8.7% | 14 | 10.3% | 10 | 6.0% | 16 | 13.4% | 10 | 6.7% | 15 | 5.6% | 0 | .0% |
| Under 16 yrs | 3 | 1.6% | 2 | 2.9% | 1 | 1.1% | 4 | 2.9% | 2 | 1.2% | 2 | 1.7% | 2 | 1.3% | 3 | 1.1% | 0 | .0% |
| 4 | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .6% | 1 | .8% | 1 | .7% | 1 | .4% | 0 | .0% |
| 6 or more | 1 | .1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% | 0 | .0% |
| Refused | 64 | 6.4% | 4 | 5.9% | 2 | 2.2% | 8 | 5.9% | 13 | 7.8% | 6 | 5.0% | 12 | 8.1% | 17 | 6.3% | 1 | 50.0% |
| None | 821 | 81.7% | 52 | 76.5% | 79 | 85.9% | 117 | 86.0% | 134 | 80.7% | 92 | 77.3% | 118 | 79.2% | 225 | 83.6% | 1 | 50.0% |
| 1 | 92 | 9.2% | 12 | 17.6% | 7 | 7.6% | 9 | 6.6% | 15 | 9.0% | 15 | 12.6% | 14 | 9.4% | 20 | 7.4% | 0 | .0% |
| 17-24 yrs | 2 | 2.4% | 0 | .0% | 4 | 4.3% | 2 | 1.5% | 4 | 2.4% | 5 | 4.2% | 4 | 2.7% | 5 | 1.9% | 0 | .0% |
| 3 | 4 | .4% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 1 | .7% | 2 | .7% | 0 | .0% |
| Refused | 64 | 6.4% | 4 | 5.9% | 2 | 2.2% | 8 | 5.9% | 13 | 7.8% | 6 | 5.0% | 12 | 8.1% | 17 | 6.3% | 1 | 50.0% |

(cont.)

Q22. How many people are there in your household (including yourself) aged between

| | | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------------|---------|-----------------------|-------|-------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|-----|-------|-----|-------|
| | | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| 25-34 yrs | None | 834 | 83.0% | 57 | 83.8% | 78 | 84.8% | 115 | 84.6% | 136 | 81.9% | 93 | 78.2% | 124 | 83.2% | 227 | 84.4% | 1 | 50.0% |
| | 1 | 77 | 7.7% | 6 | 8.8% | 11 | 12.0% | 6 | 4.4% | 14 | 8.4% | 14 | 11.8% | 10 | 6.7% | 16 | 5.9% | 0 | .0% |
| | 2 | 28 | 2.8% | 0 | .0% | 1 | 1.1% | 7 | 5.1% | 3 | 1.8% | 5 | 4.2% | 3 | 2.0% | 9 | 3.3% | 0 | .0% |
| | 3 | 2 | .2% | 1 | 1.5% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .8% | 0 | .0% | 0 | .0% | 0 | .0% |
| | Refused | 64 | 6.4% | 4 | 5.9% | 2 | 2.2% | 8 | 5.9% | 13 | 7.8% | 6 | 5.0% | 12 | 8.1% | 17 | 6.3% | 1 | 50.0% |
| 35-44 yrs | None | 793 | 78.9% | 54 | 79.4% | 73 | 79.3% | 109 | 80.1% | 130 | 78.3% | 88 | 73.9% | 120 | 80.5% | 215 | 79.9% | 1 | 50.0% |
| | 1 | 86 | 8.6% | 4 | 5.9% | 11 | 12.0% | 9 | 6.6% | 15 | 9.0% | 16 | 13.4% | 12 | 8.1% | 19 | 7.1% | 0 | .0% |
| | 2 | 62 | 6.2% | 6 | 8.8% | 6 | 6.5% | 10 | 7.4% | 8 | 4.8% | 9 | 7.6% | 5 | 3.4% | 18 | 6.7% | 0 | .0% |
| | Refused | 64 | 6.4% | 4 | 5.9% | 2 | 2.2% | 8 | 5.9% | 13 | 7.8% | 6 | 5.0% | 12 | 8.1% | 17 | 6.3% | 1 | 50.0% |
| 45-54 yrs | None | 747 | 74.3% | 51 | 75.0% | 74 | 80.4% | 104 | 76.5% | 118 | 71.1% | 83 | 69.7% | 99 | 66.4% | 214 | 79.6% | 1 | 50.0% |
| | 1 | 113 | 11.2% | 7 | 10.3% | 7 | 7.6% | 15 | 11.0% | 22 | 13.3% | 15 | 12.6% | 23 | 15.4% | 24 | 8.9% | 0 | .0% |
| | 2 | 82 | 8.2% | 6 | 8.8% | 9 | 9.8% | 9 | 6.6% | 13 | 7.8% | 15 | 12.6% | 16 | 10.7% | 14 | 5.2% | 0 | .0% |
| | Refused | 63 | 6.3% | 4 | 5.9% | 2 | 2.2% | 8 | 5.9% | 13 | 7.8% | 6 | 5.0% | 11 | 7.4% | 17 | 6.3% | 1 | 50.0% |
| 55-64 yrs | None | 669 | 66.6% | 45 | 66.2% | 65 | 70.7% | 89 | 65.4% | 105 | 63.3% | 84 | 70.6% | 96 | 64.4% | 183 | 68.0% | 0 | .0% |
| | 1 | 167 | 16.6% | 8 | 11.8% | 11 | 12.0% | 26 | 19.1% | 30 | 18.1% | 19 | 16.0% | 28 | 18.8% | 45 | 16.7% | 0 | .0% |
| | 2 | 106 | 10.5% | 11 | 16.2% | 14 | 15.2% | 14 | 10.3% | 18 | 10.8% | 10 | 8.4% | 13 | 8.7% | 24 | 8.9% | 1 | 50.0% |
| | Refused | 63 | 6.3% | 4 | 5.9% | 2 | 2.2% | 7 | 5.1% | 13 | 7.8% | 6 | 5.0% | 12 | 8.1% | 17 | 6.3% | 1 | 50.0% |
| 65 yrs and over | None | 477 | 47.5% | 35 | 51.5% | 47 | 51.1% | 65 | 47.8% | 73 | 44.0% | 74 | 62.2% | 67 | 45.0% | 114 | 42.4% | 1 | 50.0% |
| | 1 | 255 | 25.4% | 14 | 20.6% | 22 | 23.9% | 36 | 26.5% | 54 | 32.5% | 24 | 20.2% | 30 | 20.1% | 73 | 27.1% | 0 | .0% |
| | 2 | 211 | 21.0% | 15 | 22.1% | 20 | 21.7% | 27 | 19.9% | 27 | 16.3% | 15 | 12.6% | 41 | 27.5% | 66 | 24.5% | 0 | .0% |
| | 3 | 2 | .2% | 0 | .0% | 1 | 1.1% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | .4% | 0 | .0% |
| | Refused | 60 | 6.0% | 4 | 5.9% | 2 | 2.2% | 8 | 5.9% | 12 | 7.2% | 6 | 5.0% | 11 | 7.4% | 15 | 5.6% | 1 | 50.0% |

Q23. Do your children (aged under 16) undertake any out of school sports activities

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-------------------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| Yes | 102 | 10.1% | 8 | 11.8% | 14 | 15.2% | 15 | 11.0% | 14 | 8.4% | 18 | 15.1% | 13 | 8.7% | 20 | 7.4% | 0 | .0% |
| No | 428 | 42.6% | 29 | 42.6% | 33 | 35.9% | 55 | 40.4% | 71 | 42.8% | 46 | 38.7% | 57 | 38.3% | 133 | 49.4% | 1 | 50.0% |
| Don't know/ unsure | 311 | 30.9% | 24 | 35.3% | 29 | 31.5% | 49 | 36.0% | 56 | 33.7% | 32 | 26.9% | 54 | 36.2% | 67 | 24.9% | 0 | .0% |
| Refused to state/ no children | 164 | 16.3% | 7 | 10.3% | 16 | 17.4% | 17 | 12.5% | 25 | 15.1% | 23 | 19.3% | 25 | 16.8% | 49 | 18.2% | 1 | 50.0% |

Q24. How many vehicles does your household own or have the use of (including light vans, pickups, landrovers, etc)

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| None | 145 | 14.4% | 6 | 8.8% | 10 | 10.9% | 14 | 10.3% | 29 | 17.5% | 10 | 8.4% | 15 | 10.1% | 59 | 21.9% | 0 | .0% |
| One | 409 | 40.7% | 25 | 36.8% | 36 | 39.1% | 63 | 46.3% | 62 | 37.3% | 55 | 46.2% | 51 | 34.2% | 117 | 43.5% | 0 | .0% |
| Two | 302 | 30.0% | 27 | 39.7% | 34 | 37.0% | 44 | 32.4% | 51 | 30.7% | 30 | 25.2% | 55 | 36.9% | 59 | 21.9% | 1 | 50.0% |
| Three or more | 95 | 9.5% | 6 | 8.8% | 11 | 12.0% | 10 | 7.4% | 15 | 9.0% | 18 | 15.1% | 19 | 12.8% | 16 | 5.9% | 0 | .0% |
| Refused | 54 | 5.4% | 4 | 5.9% | 1 | 1.1% | 5 | 3.7% | 9 | 5.4% | 6 | 5.0% | 9 | 6.0% | 18 | 6.7% | 1 | 50.0% |

Q25. How many bicycles are there in your household?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| None | 553 | 55.0% | 27 | 39.7% | 55 | 59.8% | 68 | 50.0% | 89 | 53.6% | 64 | 53.8% | 75 | 50.3% | 171 | 63.6% | 1 | 50.0% |
| One | 130 | 12.9% | 12 | 17.6% | 13 | 14.1% | 21 | 15.4% | 18 | 10.8% | 12 | 10.1% | 22 | 14.8% | 32 | 11.9% | 0 | .0% |
| Two | 129 | 12.8% | 11 | 16.2% | 9 | 9.8% | 23 | 16.9% | 27 | 16.3% | 12 | 10.1% | 22 | 14.8% | 25 | 9.3% | 0 | .0% |
| Three or more | 140 | 13.9% | 14 | 20.6% | 14 | 15.2% | 19 | 14.0% | 23 | 13.9% | 25 | 21.0% | 21 | 14.1% | 24 | 8.9% | 0 | .0% |
| Refused | 53 | 5.3% | 4 | 5.9% | 1 | 1.1% | 5 | 3.7% | 9 | 5.4% | 6 | 5.0% | 9 | 6.0% | 17 | 6.3% | 1 | 50.0% |

Q26. Gender of respondent

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| Male | 295 | 29.4% | 19 | 27.9% | 30 | 32.6% | 47 | 34.6% | 40 | 24.1% | 35 | 29.4% | 44 | 29.5% | 79 | 29.4% | 0 | .0% |
| Female | 710 | 70.6% | 49 | 72.1% | 62 | 67.4% | 89 | 65.4% | 126 | 75.9% | 84 | 70.6% | 105 | 70.5% | 190 | 70.6% | 2 | 100.0% |

Q27. Would you be willing to be recontacted for future quality control purposes?

| | Base: All respondents | | Postcode District | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|--------|-------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--------|-----|--------|
| | Num | % | CM4 | | CM11 | | CM12 | | CM13 | | CM14 | | CM15 | | RM3 | | RM4 | |
| | | | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % | Num | % |
| Base: All respondents | 1005 | 100.0% | 68 | 100.0% | 92 | 100.0% | 136 | 100.0% | 166 | 100.0% | 119 | 100.0% | 149 | 100.0% | 269 | 100.0% | 2 | 100.0% |
| Yes | 708 | 70.4% | 50 | 73.5% | 64 | 69.6% | 97 | 71.3% | 112 | 67.5% | 91 | 76.5% | 106 | 71.1% | 186 | 69.1% | 1 | 50.0% |
| No | 297 | 29.6% | 18 | 26.5% | 28 | 30.4% | 39 | 28.7% | 54 | 32.5% | 28 | 23.5% | 43 | 28.9% | 83 | 30.9% | 1 | 50.0% |