

Quantitative Need Assessment - Comparison Goods

TABLE 1: ASSESSMENT PARAMETERS

Base Year	2010
Design Year	2015
Price Base	2009
Expenditure Base	Goods

TABLE 2 : POPULATION BY SURVEY ZONE

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	10514	14068	20742	25113	20230	22814	40049	471	154,001
2015	10663	14623	21354	26294	22001	24064	41708	494	161,201
2020	10866	15209	22093	27533	23682	25288	43733	519	168,923
2025	11143	15713	22714	28741	25310	26451	45772	539	176,383
2031	11395	16351	23478	30215	27254	27895	48096	564	185,248

TABLE 3 - CATCHMENT POPULATION GROWTH

Year	Number	%
2010-2015	7,200	4.68%
2015-2020	7,722	4.79%
2020-2025	7,460	4.42%
2025-2031	8,865	5.03%

TABLE 4 - EXPENDITURE PER CAPITA (£)

Year	Clothes, Footwear and Other Fashion Goods	Furniture, Carpets and Other Floor Coverings	Household Textiles and Soft Furnishings	Domestic Electrical Appliances	AV, Telephone, Photo & IT Equipment	China Glass and Utensils	DIY & Goods, Gardening Goods and Decorating Supplies	Books, Jewellery, Sporting, Recreational and Luxury Goods (Miscellaneous)	Chemists Goods	Total of Comparison Goods
2010	£739.36	£332.52	£108.81	£103.85	£365.32	£71.44	£299.97	£633.34	£463.33	£3,117.94
2011	£748.23	£336.51	£110.12	£105.10	£369.70	£72.30	£303.57	£640.94	£468.89	£3,155.36
2012	£766.19	£344.59	£112.76	£107.62	£378.58	£74.03	£310.86	£656.32	£480.14	£3,231.08
2013	£786.88	£353.89	£115.80	£110.52	£388.80	£76.03	£319.25	£674.04	£493.11	£3,318.32
2014	£808.12	£363.45	£118.93	£113.51	£399.30	£78.08	£327.87	£692.24	£506.42	£3,407.92
2015	£829.94	£373.26	£122.14	£116.57	£410.08	£80.19	£336.72	£710.93	£520.09	£3,499.93
2016	£852.35	£383.34	£125.44	£119.72	£421.15	£82.36	£345.81	£730.13	£534.14	£3,594.43
2017	£875.36	£393.69	£128.83	£122.95	£432.52	£84.58	£355.15	£749.84	£548.56	£3,691.48
2018	£900.75	£405.10	£132.56	£126.52	£445.06	£87.03	£365.45	£771.59	£564.47	£3,798.53
2019	£926.87	£416.85	£136.41	£130.19	£457.97	£89.56	£376.05	£793.96	£580.84	£3,908.69
2020	£953.75	£428.94	£140.36	£133.96	£471.25	£92.16	£386.95	£816.99	£597.68	£4,022.04
2021	£981.41	£441.38	£144.43	£137.85	£484.92	£94.83	£398.17	£840.68	£615.01	£4,138.68
2022	£1,009.87	£454.18	£148.62	£141.85	£498.98	£97.58	£409.72	£865.06	£632.85	£4,258.70
2023	£1,039.16	£467.35	£152.93	£145.96	£513.45	£100.41	£421.60	£890.15	£651.20	£4,382.20
2024	£1,069.29	£480.90	£157.37	£150.19	£528.34	£103.32	£433.83	£915.96	£670.09	£4,509.29
2025	£1,100.30	£494.85	£161.93	£154.55	£543.66	£106.32	£446.41	£942.52	£689.52	£4,640.06
2026	£1,132.21	£509.20	£166.62	£159.03	£559.43	£109.40	£459.36	£969.86	£709.51	£4,774.62
2027	£1,165.04	£523.97	£171.46	£163.64	£575.65	£112.57	£472.68	£997.98	£730.09	£4,913.08
2028	£1,198.83	£539.16	£176.43	£168.39	£592.35	£115.84	£486.38	£1,026.93	£751.26	£5,055.56
2029	£1,233.60	£554.80	£181.55	£173.27	£609.52	£119.20	£500.49	£1,056.71	£773.05	£5,202.17
2030	£1,269.37	£570.89	£186.81	£178.29	£627.20	£122.65	£515.00	£1,087.35	£795.47	£5,353.04
2031	£1,306.18	£587.44	£192.23	£183.47	£645.39	£126.21	£529.94	£1,118.88	£818.54	£5,508.28

Source: Experian - 2009 Expenditure Data

Total comparison expenditure per capita anticipated to grow by 1.2% in 2011, 2.4% in 2012, 2.7% per annum from 2013 to 2017 and 2.9% per annum from 2018 to 2027 in accordance with Experian Retail Planner Briefing Note 8.1 (August 2010). Thereafter, Chase and Partners have continued the anticipated comparison expenditure growth rate of 2.9% to 2031 as a best estimate.

TABLE 5 -TOTAL COMPARISON EXPENDITURE (£m)

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£32,782,021	£43,863,180	£64,672,311	£78,300,827	£63,075,926	£71,132,683	£124,870,379	£1,468,550	£480,165,878
2015	£37,319,770	£51,179,499	£74,737,539	£92,027,201	£77,001,995	£84,222,353	£145,975,146	£1,728,966	£564,192,469
2020	£43,703,505	£61,171,232	£88,858,966	£110,738,873	£95,249,991	£101,709,390	£175,895,948	£2,087,440	£679,415,344
2025	£51,704,170	£72,909,236	£105,394,285	£133,359,916	£117,439,876	£122,734,183	£212,384,749	£2,500,991	£818,427,406
2031	£62,768,245	£90,064,180	£129,324,131	£166,431,025	£150,124,271	£153,652,483	£264,926,718	£3,105,156	£1,020,396,209

Source: Tables 2 and 4

TABLE 6 - GROWTH IN TOTAL COMPARISON EXPENDITURE, 2010-2031

	£(m)	%
2010-2015	84.03	17.50%
2015-2020	115.22	20.42%
2020-2025	139.01	20.46%
2025-2031	201.97	24.68%

Table 7a: Clothes, Footwear and Other Fashion Goods Expenditure

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£7,773,631	£10,401,316	£15,335,805	£18,567,548	£14,957,253	£16,867,759	£29,610,629	£348,239	£113,862,179
2015	£8,849,672	£12,136,242	£17,722,582	£21,822,495	£18,259,554	£19,971,725	£34,615,222	£409,991	£133,787,483
2020	£10,363,453	£14,505,591	£21,071,209	£26,259,612	£22,586,719	£24,118,442	£41,710,369	£494,996	£161,110,390
2025	£12,260,658	£17,289,035	£24,992,244	£31,623,760	£27,848,627	£29,104,070	£50,362,992	£593,062	£194,074,449
2031	£14,884,292	£21,357,002	£30,666,751	£39,465,943	£35,599,107	£36,435,756	£62,822,318	£736,329	£241,967,498

Table 7b: Furniture, Carpets and Other Floor Coverings Expenditure

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£3,496,115	£4,677,891	£6,897,130	£8,350,575	£6,726,880	£7,586,111	£13,317,093	£156,617	£51,208,413
2015	£3,980,054	£5,458,157	£7,970,560	£9,814,456	£8,212,058	£8,982,090	£15,567,861	£184,390	£60,169,625
2020	£4,660,862	£6,523,749	£9,476,572	£11,810,006	£10,158,158	£10,847,036	£18,758,835	£222,620	£72,457,838
2025	£5,514,112	£7,775,576	£11,240,020	£14,222,480	£12,524,650	£13,089,274	£22,650,268	£266,724	£87,283,104
2031	£6,694,066	£9,605,105	£13,792,074	£17,749,426	£16,010,354	£16,386,628	£28,253,729	£331,157	£108,822,539

Table 7c: Household Textiles and Soft Furnishings Expenditure

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£1,144,028	£1,530,739	£2,256,937	£2,732,546	£2,201,226	£2,482,391	£4,357,732	£51,250	£16,756,849
2015	£1,302,387	£1,786,064	£2,608,194	£3,211,569	£2,687,219	£2,939,195	£5,094,247	£60,338	£19,689,212
2020	£1,525,167	£2,134,756	£3,101,004	£3,864,570	£3,324,038	£3,549,459	£6,138,424	£72,848	£23,710,265
2025	£1,804,374	£2,544,390	£3,678,054	£4,654,000	£4,098,422	£4,283,183	£7,411,812	£87,280	£28,561,514
2031	£2,190,489	£3,143,063	£4,513,159	£5,808,117	£5,239,043	£5,362,171	£9,245,424	£108,364	£35,609,829

Table 7d: Domestic Electrical Appliances Expenditure

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£1,091,879	£1,460,962	£2,154,057	£2,607,985	£2,100,886	£2,369,234	£4,159,089	£48,913	£15,993,004
2015	£1,243,019	£1,704,648	£2,489,302	£3,065,173	£2,564,725	£2,805,215	£4,862,030	£57,587	£18,791,698
2020	£1,455,643	£2,037,445	£2,959,648	£3,688,407	£3,172,515	£3,387,660	£5,858,610	£69,527	£22,629,455
2025	£1,722,124	£2,428,406	£3,510,394	£4,441,852	£3,911,599	£4,087,938	£7,073,951	£83,301	£27,259,564
2031	£2,090,638	£2,999,790	£4,307,431	£5,543,359	£5,000,226	£5,117,741	£8,823,980	£103,424	£33,986,589

Table 7e: AV, Telephone, Photo & IT Equipment Expenditure

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£3,840,974	£5,139,322	£7,577,467	£9,174,281	£7,390,424	£8,334,410	£14,630,701	£172,066	£56,259,645
2015	£4,372,649	£5,996,554	£8,756,781	£10,782,561	£9,022,101	£9,868,089	£17,103,485	£202,578	£66,104,798
2020	£5,120,613	£7,167,256	£10,411,348	£12,974,953	£11,160,166	£11,916,995	£20,609,219	£244,579	£79,605,128
2025	£6,058,028	£8,542,564	£12,348,743	£15,625,395	£13,760,090	£14,380,409	£24,884,506	£293,034	£95,892,769
2031	£7,354,374	£10,552,559	£15,152,534	£19,500,241	£17,589,626	£18,003,016	£31,040,696	£363,822	£119,556,869

Table 7f: China, Glass and Utensils Expenditure

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£751,120	£1,005,018	£1,481,808	£1,794,073	£1,445,231	£1,629,832	£2,861,101	£33,648	£11,001,831
2015	£855,092	£1,172,654	£1,712,429	£2,108,579	£1,764,313	£1,929,750	£3,344,665	£39,615	£12,927,096
2020	£1,001,359	£1,401,590	£2,035,987	£2,537,312	£2,182,422	£2,330,423	£4,030,227	£47,829	£15,567,148
2025	£1,184,675	£1,670,538	£2,414,853	£3,055,618	£2,690,849	£2,812,155	£4,866,279	£57,304	£18,752,270
2031	£1,438,181	£2,063,601	£2,963,147	£3,813,362	£3,439,732	£3,520,572	£6,070,150	£71,147	£23,379,894

Table 7g: DIY & Goods, Gardening Goods and Decorating Supplies Expenditure

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£3,153,885	£4,219,978	£6,221,978	£7,533,147	£6,068,393	£6,843,516	£12,013,499	£141,286	£46,195,680
2015	£3,590,451	£4,923,865	£7,190,331	£8,853,730	£7,408,189	£8,102,843	£14,043,941	£166,340	£54,279,689
2020	£4,204,616	£5,885,147	£8,548,921	£10,653,938	£9,163,788	£9,785,232	£16,922,554	£200,828	£65,365,023
2025	£4,974,342	£7,014,434	£10,139,747	£12,830,258	£11,298,627	£11,807,980	£20,433,059	£240,615	£78,739,061
2031	£6,038,792	£8,664,872	£12,441,984	£16,011,955	£14,443,119	£14,782,560	£25,488,004	£298,740	£98,170,026

Table 7h: Books, Jewellery, Sporting, Recreational and Luxury Goods (Miscellaneous) Expenditure

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£6,658,937	£8,909,827	£13,136,738	£15,905,067	£12,812,468	£14,449,019	£25,364,634	£298,303	£97,534,993
2015	£7,580,679	£10,395,974	£15,181,265	£18,693,274	£15,641,239	£17,107,893	£29,651,597	£351,201	£114,603,122
2020	£8,877,393	£12,425,572	£18,049,718	£22,494,133	£19,347,912	£20,659,995	£35,729,340	£424,017	£138,008,080
2025	£10,502,549	£14,809,886	£21,408,499	£27,089,094	£23,855,293	£24,930,713	£43,141,227	£508,021	£166,245,282
2031	£12,749,970	£18,294,530	£26,269,314	£33,806,752	£30,494,399	£31,211,076	£53,813,957	£630,743	£207,270,741

Table 7i: Chemists Goods Expenditure

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£4,871,452	£6,518,126	£9,610,391	£11,635,606	£9,373,166	£10,570,411	£18,555,903	£218,228	£71,353,283
2015	£5,545,767	£7,605,341	£11,106,097	£13,675,364	£11,442,598	£12,515,553	£21,692,099	£256,927	£83,839,746
2020	£6,494,398	£9,090,126	£13,204,560	£16,455,943	£14,154,274	£15,114,150	£26,138,370	£310,196	£100,962,017
2025	£7,683,308	£10,834,409	£15,661,730	£19,817,460	£17,451,721	£18,238,462	£31,560,654	£371,651	£121,619,393
2031	£9,327,444	£13,383,656	£19,217,737	£24,731,870	£22,308,665	£22,832,962	£39,368,460	£461,430	£151,632,224

Table 7j: Sub Total Comparison Goods Expenditure

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£32,782,021	£43,863,180	£64,672,311	£78,300,827	£63,075,926	£71,132,683	£124,870,379	£1,468,550	£480,165,878
2015	£37,319,770	£51,179,499	£74,737,539	£92,027,201	£77,001,995	£84,222,353	£145,975,146	£1,728,966	£564,192,469
2020	£43,703,505	£61,171,232	£88,858,966	£110,738,873	£95,249,991	£101,709,390	£175,895,948	£2,087,440	£679,415,344
2025	£51,704,170	£72,909,236	£105,394,285	£133,359,916	£117,439,876	£122,734,183	£212,384,749	£2,500,991	£818,427,406
2031	£62,768,245	£90,064,180	£129,324,131	£166,431,025	£150,124,271	£153,652,483	£264,926,718	£3,105,156	£1,020,396,209

Table 8a: Destinations for Clothes, Footwear and Other Fashion Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Romford Town Centre	22.5%	0.0%	1.1%	0.0%	7.8%	8.4%	8.1%	68.8%	50.0%
Lakeside Shopping Centre	21.8%	5.9%	16.3%	17.6%	31.3%	32.8%	30.2%	14.9%	0.0%
Chelmsford Town Centre	13.1%	57.4%	16.3%	22.8%	9.6%	5.0%	16.1%	0.4%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	12.8%	13.2%	1.1%	0.0%	21.1%	34.5%	20.8%	4.1%	50.0%
Basildon Town Centre	10.7%	2.9%	38.0%	34.6%	9.6%	2.5%	3.4%	0.0%	0.0%
Bluewater Shopping Centre	4.3%	7.4%	6.5%	5.1%	3.6%	5.9%	4.0%	2.2%	0.0%
Catalogue/ mail order	3.1%	1.5%	2.2%	4.4%	3.6%	3.4%	2.7%	3.0%	0.0%
Central London	2.3%	7.4%	0.0%	2.9%	2.4%	5.0%	2.7%	0.0%	0.0%
Internet	2.1%	2.9%	3.3%	0.7%	0.6%	0.8%	4.7%	2.2%	0.0%
Don't buy	1.7%	0.0%	1.1%	0.7%	3.0%	0.0%	3.4%	1.9%	0.0%
Billericay Town Centre	1.5%	1.5%	8.7%	3.7%	0.0%	0.0%	0.7%	0.0%	0.0%
Shenfield District Centre/Hutton Road	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Southend Town Centre	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
Braintree Town Centre	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Hornchurch Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Ilford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Maldon Town Centre	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
The Brewery Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Varies/ best deal	1.9%	0.0%	2.2%	4.4%	2.4%	0.8%	1.3%	1.5%	0.0%
Abroad	0.2%	0.0%	1.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Upminster	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Devon	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Kent	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Pips Hill Retail Park, Basildon	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Rayleigh Weir	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Spalding	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcliff	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Wickford	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Source: Research & Marketing Household Survey (October 2010) Analysis Q7									
Percentage Minus 'Don't Buy' Responses	98.3%	100.0%	98.9%	99.3%	97.0%	100.0%	96.6%	98.1%	100.0%
Adjusted Percentage Calculator Number	1.02	1.00	1.01	1.01	1.03	1.00	1.03	1.02	1.00

Table 8b: Destinations for Clothes, Footwear and Other Fashion Goods Excluding 'Don't Buy'

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Romford Town Centre	22.9%	0.0%	1.1%	0.0%	8.1%	8.4%	8.3%	70.1%	50.0%
Lakeside Shopping Centre	22.2%	5.9%	16.5%	17.8%	32.3%	32.8%	31.3%	15.2%	0.0%
Chelmsford Town Centre	13.4%	57.4%	16.5%	23.0%	9.9%	5.0%	16.7%	0.4%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	13.1%	13.2%	1.1%	0.0%	21.7%	34.5%	21.5%	4.2%	50.0%
Basildon Town Centre	10.9%	2.9%	38.5%	34.8%	9.9%	2.5%	3.5%	0.0%	0.0%
Bluewater Shopping Centre	4.4%	7.4%	6.6%	5.2%	3.7%	5.9%	4.2%	2.3%	0.0%
Catalogue/ mail order	3.1%	1.5%	2.2%	4.4%	3.7%	3.4%	2.8%	3.0%	0.0%
Central London	2.3%	7.4%	0.0%	3.0%	2.5%	5.0%	2.8%	0.0%	0.0%
Internet	2.1%	2.9%	3.3%	0.7%	0.6%	0.8%	4.9%	2.3%	0.0%
Billerica Town Centre	1.5%	1.5%	8.8%	3.7%	0.0%	0.0%	0.7%	0.0%	0.0%
Shenfield District Centre/Hutton Road	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Southend Town Centre	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
Braintree Town Centre	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Hornchurch Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Ilford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Maldon Town Centre	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
The Brewery Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Varies/ best deal	1.9%	0.0%	2.2%	4.4%	2.5%	0.8%	1.4%	1.5%	0.0%
Abroad	0.2%	0.0%	1.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Upminster	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Devon	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Kent	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Pips Hill Retail Park, Basildon	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Rayleigh Weir	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Spalding	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcliff	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Wickford	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q7

Table 8c: Expenditure on Clothes, Footwear and Other Fashion Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Romford Town Centre	£25,200,093	£0	£114,300	£0	£1,499,243	£1,256,912	£1,405,647	£20,749,872	£174,119
Lakeside Shopping Centre	£25,554,703	£457,272	£1,714,503	£2,726,365	£5,996,972	£4,901,957	£5,271,175	£4,486,459	£0
Chelmsford Town Centre	£15,217,288	£4,458,406	£1,714,503	£3,521,555	£1,845,222	£754,147	£2,811,293	£112,161	£0
Brentwood Town Centre/High Street/Baytree Centre	£15,372,075	£1,028,863	£114,300	£0	£4,036,423	£5,153,339	£3,631,254	£1,233,776	£174,119
Basildon Town Centre	£12,376,257	£228,636	£4,000,506	£5,339,132	£1,845,222	£377,074	£585,686	£0	£0
Bluewater Shopping Centre	£5,000,170	£571,591	£685,801	£795,190	£691,958	£879,838	£702,823	£672,969	£0
Catalogue/ mail order	£3,585,074	£114,318	£228,600	£681,591	£691,958	£502,765	£468,549	£897,292	£0
Central London	£2,709,986	£571,591	£0	£454,394	£461,306	£754,147	£468,549	£0	£0
Internet	£2,419,082	£228,636	£342,901	£113,599	£115,326	£125,691	£819,961	£672,969	£0
Billerica Town Centre	£1,713,850	£114,318	£914,401	£567,993	£0	£0	£117,137	£0	£0
Shenfield District Centre/Hutton Road	£230,653	£0	£0	£0	£230,653	£0	£0	£0	£0
Southend Town Centre	£227,488	£0	£0	£0	£115,326	£0	£0	£112,161	£0
Braintree Town Centre	£113,599	£0	£0	£113,599	£0	£0	£0	£0	£0
Hornchurch Town Centre	£112,161	£0	£0	£0	£0	£0	£0	£112,161	£0
Ilford Town Centre	£112,161	£0	£0	£0	£0	£0	£0	£112,161	£0
Maldon Town Centre	£113,599	£0	£0	£113,599	£0	£0	£0	£0	£0
The Brewery Shopping Centre, Romford	£115,326	£0	£0	£0	£115,326	£0	£0	£0	£0
Varies/ best deal	£2,180,109	£0	£228,600	£681,591	£461,306	£125,691	£234,274	£448,646	£0
Abroad	£227,899	£0	£114,300	£113,599	£0	£0	£0	£0	£0
Colchester	£234,274	£0	£0	£0	£0	£0	£234,274	£0	£0
Upminster	£230,653	£0	£0	£0	£230,653	£0	£0	£0	£0
Devon	£113,599	£0	£0	£113,599	£0	£0	£0	£0	£0
Kent	£115,326	£0	£0	£0	£115,326	£0	£0	£0	£0
Pips Hill Retail Park, Basildon	£117,137	£0	£0	£0	£0	£0	£117,137	£0	£0
Rayleigh Weir	£115,326	£0	£0	£0	£115,326	£0	£0	£0	£0
Spalding	£114,300	£0	£114,300	£0	£0	£0	£0	£0	£0
Westcliff	£125,691	£0	£0	£0	£0	£125,691	£0	£0	£0
Wickford	£114,300	£0	£114,300	£0	£0	£0	£0	£0	£0
Total	£113,862,179	£7,773,631	£10,401,316	£15,335,805	£18,567,548	£14,957,253	£16,867,759	£29,610,629	£348,239

Table 8d: Expenditure on Clothes, Footwear and Other Fashion Goods in Brentwood

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£15,372,075 13.5%	£1,028,863 13.2%	£114,300 1.1%	£0 0.0%	£4,036,423 21.7%	£5,153,339 34.5%	£3,631,254 21.5%	£1,233,776 4.2%	£174,119 50.0%
Shenfield District Centre/Hutton Road	£230,653 0.2%	£0 0.0%	£0 0.0%	£0 0.0%	£230,653 1.2%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Brentwood Borough Total	£15,602,728 13.7%	£1,028,863 13.2%	£114,300 1.1%	£0 0.0%	£4,267,076 23.0%	£5,153,339 34.5%	£3,631,254 21.5%	£1,233,776 4.2%	£174,119 50.0%
Leakage from Brentwood	£98,259,452 86.3%	£6,744,768 86.8%	£10,287,016 98.9%	£15,335,805 100.0%	£14,300,472 77.0%	£9,803,914 65.5%	£13,236,505 78.5%	£28,376,852 95.8%	£174,119 50.0%
Basildon (all destinations)	£12,493,394 11.0%	£228,636 2.9%	£4,000,506 38.5%	£5,339,132 34.8%	£1,845,222 9.9%	£377,074 2.5%	£702,823 4.2%	£0 0.0%	£0 0.0%
Billericay (all destinations)	£1,713,850 1.5%	£114,318 1.5%	£914,401 8.8%	£567,993 3.7%	£0 0.0%	£0 0.0%	£117,137 0.7%	£0 0.0%	£0 0.0%
Chelmsford (all destinations)	£15,217,288 13.4%	£4,458,406 57.4%	£1,714,503 16.5%	£3,521,555 23.0%	£1,845,222 9.9%	£754,147 5.0%	£2,811,293 16.7%	£112,161 0.4%	£0 0.0%
Lakeside, Thurrock (all destinations)	£25,554,703 22.4%	£457,272 5.9%	£1,714,503 16.5%	£2,726,365 17.8%	£5,996,972 32.3%	£4,901,957 32.8%	£5,271,175 31.3%	£4,486,459 15.2%	£0 0.0%
Romford (all destinations)	£25,315,420 22.2%	£0 0.0%	£114,300 1.1%	£0 0.0%	£1,614,569 8.7%	£1,256,912 8.4%	£1,405,647 8.3%	£20,749,872 70.1%	£174,119 50.0%
Internet/Mail order/Catalogue	£6,004,156 5.3%	£342,954 4.4%	£571,501 5.5%	£795,190 5.2%	£807,285 4.3%	£628,456 4.2%	£1,288,509 7.6%	£1,570,261 5.3%	£0 0.0%

Table 9a: Destinations for Furniture, Carpets and Other Floor Coverings

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Don't buy	19.4%	17.6%	15.2%	16.2%	24.7%	16.0%	19.5%	20.4%	50.0%
Lakeside Shopping Centre	17.7%	8.8%	10.9%	18.4%	18.7%	37.8%	22.1%	10.0%	0.0%
Romford Town Centre	10.5%	1.5%	0.0%	0.0%	3.6%	3.4%	7.4%	30.9%	50.0%
Basildon Town Centre	9.0%	0.0%	32.6%	23.5%	13.3%	3.4%	1.3%	0.0%	0.0%
Chelmsford Town Centre	6.6%	39.7%	6.5%	8.1%	3.6%	0.8%	10.1%	0.0%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	6.0%	5.9%	0.0%	1.5%	6.6%	16.8%	12.1%	1.9%	0.0%
Internet	2.9%	2.9%	2.2%	1.5%	2.4%	2.5%	5.4%	3.0%	0.0%
Bluewater Shopping Centre	2.2%	1.5%	3.3%	2.2%	3.0%	4.2%	2.0%	0.7%	0.0%
Billericay Town Centre	2.1%	0.0%	6.5%	9.6%	0.6%	0.0%	0.7%	0.0%	0.0%
Shenfield District Centre/Hutton Road	1.1%	1.5%	0.0%	0.7%	3.6%	0.0%	2.0%	0.0%	0.0%
Catalogue/ mail order	0.8%	1.5%	0.0%	0.0%	1.2%	0.8%	1.3%	0.7%	0.0%
Central London	0.7%	1.5%	1.1%	0.0%	1.2%	0.0%	1.3%	0.4%	0.0%
Hornchurch Town Centre	0.7%	0.0%	0.0%	0.0%	0.6%	0.0%	0.7%	1.5%	0.0%
High Chelmer Shopping Centre, Chelmsford	0.3%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Laindon Shopping Centre	0.2%	0.0%	1.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingatestone High Street/District Centre	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Shopping Centre	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Brewery Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Varies/ best deal	6.2%	7.4%	6.5%	4.4%	6.6%	6.7%	6.7%	5.9%	0.0%
Gallows Corner Retail Park, Colchester Road, Romford	5.8%	2.9%	0.0%	0.0%	3.0%	2.5%	2.0%	16.7%	0.0%
Upminster	3.1%	1.5%	2.2%	3.7%	1.2%	4.2%	4.0%	3.7%	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	1.6%	0.0%	4.3%	5.1%	3.0%	0.0%	0.0%	0.0%	0.0%
Basildon Retail Parks	0.6%	0.0%	2.2%	2.2%	0.0%	0.0%	0.7%	0.0%	0.0%
Harold Hill	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Mayflower Retail Park, Basildon	0.5%	0.0%	2.2%	1.5%	0.6%	0.0%	0.0%	0.0%	0.0%
Thurrock	0.5%	0.0%	0.0%	0.0%	1.2%	0.8%	0.0%	0.7%	0.0%
Wickford	0.3%	0.0%	2.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Davidson Way/Rom Valley Way, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Hutton	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Whitton	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q8

Percentage Minus 'Don't Buy' Responses	80.6%	82.4%	84.8%	83.8%	75.3%	84.0%	80.5%	79.5%	50.0%
Adjusted Percentage Calculator Number	1.24	1.21	1.18	1.19	1.33	1.19	1.24	1.26	2.00

Table 9b: Destinations for Furniture, Carpets and Other Floor Coverings Excluding 'Don't Buy'

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Lakeside Shopping Centre	22.0%	10.7%	12.8%	21.9%	24.8%	45.0%	27.5%	12.6%	0.0%
Romford Town Centre	13.1%	1.8%	0.0%	0.0%	4.8%	4.0%	9.2%	38.8%	100.0%
Basildon Town Centre	11.1%	0.0%	38.5%	28.1%	17.6%	4.0%	1.7%	0.0%	0.0%
Chelmsford Town Centre	8.1%	48.2%	7.7%	9.6%	4.8%	1.0%	12.5%	0.0%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	7.4%	7.1%	0.0%	1.8%	8.8%	20.0%	15.0%	2.3%	0.0%
Internet	3.6%	3.6%	2.6%	1.8%	3.2%	3.0%	6.7%	3.7%	0.0%
Bluewater Shopping Centre	2.7%	1.8%	3.8%	2.6%	4.0%	5.0%	2.5%	0.9%	0.0%
Billericay Town Centre	2.6%	0.0%	7.7%	11.4%	0.8%	0.0%	0.8%	0.0%	0.0%
Shenfield District Centre/Hutton Road	1.4%	1.8%	0.0%	0.9%	4.8%	0.0%	2.5%	0.0%	0.0%
Catalogue/ mail order	1.0%	1.8%	0.0%	0.0%	1.6%	1.0%	1.7%	0.9%	0.0%
Central London	0.9%	1.8%	1.3%	0.0%	1.6%	0.0%	1.7%	0.5%	0.0%
Hornchurch Town Centre	0.9%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%	1.9%	0.0%
High Chelmer Shopping Centre, Chelmsford	0.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Laindon Shopping Centre	0.2%	0.0%	1.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingatestone High Street/District Centre	0.1%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Shopping Centre	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Brewery Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Varies/ best deal	7.7%	8.9%	7.7%	5.3%	8.8%	8.0%	8.3%	7.5%	0.0%
Gallows Corner Retail Park, Colchester Road, Romford	7.2%	3.6%	0.0%	0.0%	4.0%	3.0%	2.5%	21.0%	0.0%
Upminster	3.8%	1.8%	2.6%	4.4%	1.6%	5.0%	5.0%	4.7%	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.0%	0.0%	5.1%	6.1%	4.0%	0.0%	0.0%	0.0%	0.0%
Basildon Retail Parks	0.7%	0.0%	2.6%	2.6%	0.0%	0.0%	0.8%	0.0%	0.0%
Harold Hill	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
Mayflower Retail Park, Basildon	0.6%	0.0%	2.6%	1.8%	0.8%	0.0%	0.0%	0.0%	0.0%
Thurrock	0.6%	0.0%	0.0%	0.0%	1.6%	1.0%	0.0%	0.9%	0.0%
Wickford	0.4%	0.0%	2.6%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds	0.1%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Davidson Way/Rom Valley Way, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Hutton	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Whitton	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q8

Table 9c: Expenditure on Furniture, Carpets and Other Floor Coverings

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Lakeside Shopping Centre	£11,352,174	£374,584	£599,730	£1,512,528	£2,070,943	£3,027,096	£2,086,181	£1,681,113	£0
Romford Town Centre	£6,752,210	£62,431	£0	£0	£400,828	£269,075	£695,394	£5,167,866	£156,617
Basildon Town Centre	£5,600,437	£0	£1,799,189	£1,936,036	£1,469,701	£269,075	£126,435	£0	£0
Chelmsford Town Centre	£4,127,338	£1,685,627	£359,838	£665,513	£400,828	£67,269	£948,264	£0	£0
Brentwood Town Centre/High Street/Baytree Centre	£3,900,185	£249,723	£0	£121,002	£734,851	£1,345,376	£1,137,917	£311,317	£0
Internet	£1,838,683	£124,861	£119,946	£121,002	£267,218	£201,806	£505,741	£498,108	£0
Bluewater Shopping Centre	£1,408,400	£62,431	£179,919	£181,503	£334,023	£336,344	£189,653	£124,527	£0
Billericay Town Centre	£1,276,375	£0	£359,838	£786,515	£66,805	£0	£63,218	£0	£0
Shenfield District Centre/Hutton Road	£713,412	£62,431	£0	£60,501	£400,828	£0	£189,653	£0	£0
Catalogue/ mail order	£514,271	£62,431	£0	£0	£133,609	£67,269	£126,435	£124,527	£0
Central London	£444,711	£62,431	£59,973	£0	£133,609	£0	£126,435	£62,263	£0
Hornchurch Town Centre	£379,076	£0	£0	£0	£66,805	£0	£63,218	£249,054	£0
High Chelmer Shopping Centre, Chelmsford	£187,125	£124,861	£0	£0	£0	£0	£0	£62,263	£0
Laindon Shopping Centre	£120,474	£0	£59,973	£60,501	£0	£0	£0	£0	£0
Ingatestone High Street/District Centre	£62,431	£62,431	£0	£0	£0	£0	£0	£0	£0
Pitsea Shopping Centre	£59,973	£0	£59,973	£0	£0	£0	£0	£0	£0
The Brewery Shopping Centre, Romford	£62,263	£0	£0	£0	£0	£0	£0	£62,263	£0
Varies/ best deal	£3,936,390	£312,153	£359,838	£363,007	£734,851	£538,150	£632,176	£996,215	£0
Gallows Corner Retail Park, Colchester Road, Romford	£3,652,199	£124,861	£0	£0	£334,023	£201,806	£189,653	£2,801,855	£0
Upminster	£1,956,775	£62,431	£119,946	£302,506	£133,609	£336,344	£379,306	£622,635	£0
Pipps Hill Retail Park, Miles Gray Road, Basildon	£997,423	£0	£239,892	£423,508	£334,023	£0	£0	£0	£0
Basildon Retail Parks	£364,667	£0	£119,946	£181,503	£0	£0	£63,218	£0	£0
Harold Hill	£311,317	£0	£0	£0	£0	£0	£0	£311,317	£0
Mayflower Retail Park, Basildon	£307,753	£0	£119,946	£121,002	£66,805	£0	£0	£0	£0
Thurrock	£325,405	£0	£0	£0	£133,609	£67,269	£0	£124,527	£0
Wickford	£180,447	£0	£119,946	£60,501	£0	£0	£0	£0	£0
Bury St Edmunds	£62,431	£62,431	£0	£0	£0	£0	£0	£0	£0
Colchester	£63,218	£0	£0	£0	£0	£0	£63,218	£0	£0
Davidson Way/Rom Valley Way, Romford	£117,242	£0	£0	£0	£0	£0	£0	£117,242	£0
Hutton	£66,805	£0	£0	£0	£66,805	£0	£0	£0	£0
Whitton	£66,805	£0	£0	£0	£66,805	£0	£0	£0	£0
Total	£51,208,413	£3,496,115	£4,677,891	£6,897,130	£8,350,575	£6,726,880	£7,586,111	£13,317,093	£156,617

Table 9d: Expenditure on Furniture, Carpets and Other Floor Coverings in Brentwood

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£3,900,185 7.6%	£249,723 7.1%	£0 0.0%	£121,002 1.8%	£734,851 8.8%	£1,345,376 20.0%	£1,137,917 15.0%	£311,317 2.3%	£0 0.0%
Shenfield District Centre/Hutton Road	£713,412 1.4%	£62,431 1.8%	£0 0.0%	£60,501 0.9%	£400,828 4.8%	£0 0.0%	£189,653 2.5%	£0 0.0%	£0 0.0%
Ingatstone High Street/District Centre	£62,431 0.1%	£62,431 1.8%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Brentwood Borough Total	£4,676,028 9.1%	£374,584 10.7%	£0 0.0%	£181,503 2.6%	£1,135,678 13.6%	£1,345,376 20.0%	£1,327,569 17.5%	£311,317 2.3%	£0 0.0%
Leakage from Brentwood	£46,532,385 90.9%	£3,121,532 89.3%	£4,677,891 100.0%	£6,715,626 97.4%	£7,214,897 86.4%	£5,381,504 80.0%	£6,258,542 82.5%	£13,005,776 97.7%	£156,617 100.0%
Basildon (all destinations)	£7,270,280 14.2%	£0 0.0%	£2,278,973 48.7%	£2,662,050 38.6%	£1,870,529 22.4%	£269,075 4.0%	£189,653 2.5%	£0 0.0%	£0 0.0%
Billericay (all destinations)	£1,276,375 2.5%	£0 0.0%	£359,838 7.7%	£786,515 11.4%	£66,805 0.8%	£0 0.0%	£63,218 0.8%	£0 0.0%	£0 0.0%
Chelmsford (all destinations)	£4,314,462 8.4%	£1,810,488 51.8%	£359,838 7.7%	£665,513 9.6%	£400,828 4.8%	£67,269 1.0%	£948,264 12.5%	£62,263 0.5%	£0 0.0%
Lakeside, Thurrock (all destinations)	£11,352,174 22.2%	£374,584 10.7%	£599,730 12.8%	£1,512,528 21.9%	£2,070,943 24.8%	£3,027,096 45.0%	£2,086,181 27.5%	£1,681,113 12.6%	£0 0.0%
Romford (all destinations)	£10,583,914 20.7%	£187,292 5.4%	£0 0.0%	£0 0.0%	£734,851 8.8%	£470,882 7.0%	£885,046 11.7%	£8,149,227 61.2%	£156,617 100.0%
Internet/Mail order/Catalogue	£2,352,953 4.6%	£187,292 5.4%	£119,946 2.6%	£121,002 1.8%	£400,828 4.8%	£269,075 4.0%	£632,176 8.3%	£622,635 4.7%	£0 0.0%

Table 10a: Destinations for Household Textiles and Soft Furnishings

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Romford Town Centre	20.2%	1.5%	0.0%	0.0%	9.6%	10.9%	14.1%	55.4%	50.0%
Lakeside Shopping Centre	17.4%	7.4%	9.8%	19.1%	25.9%	27.7%	22.8%	9.3%	0.0%
Basildon Town Centre	10.3%	1.5%	39.1%	30.9%	9.6%	3.4%	3.4%	0.0%	0.0%
Don't buy	10.0%	8.8%	8.7%	8.1%	7.8%	11.8%	10.1%	11.5%	0.0%
Chelmsford Town Centre	9.0%	47.1%	13.0%	12.5%	5.4%	4.2%	9.4%	0.4%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	8.2%	11.8%	1.1%	0.7%	12.7%	22.7%	11.4%	2.6%	0.0%
Bluewater Shopping Centre	4.1%	5.9%	6.5%	4.4%	4.8%	5.0%	5.4%	1.1%	0.0%
Internet	3.9%	5.9%	4.3%	5.1%	4.8%	3.4%	5.4%	1.5%	0.0%
Catalogue/ mail order	2.9%	5.9%	2.2%	2.2%	2.4%	2.5%	2.0%	3.7%	0.0%
Central London	1.0%	2.9%	1.1%	0.0%	1.2%	0.8%	2.0%	0.4%	0.0%
Billerica Town Centre	0.9%	0.0%	1.1%	3.7%	1.2%	0.0%	0.7%	0.0%	0.0%
Hornchurch Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.4%	0.0%
Ilford Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	50.0%
Maldon Town Centre	0.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.4%	0.0%
The Brewery Shopping Centre, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Shenfield District Centre/Hutton Road	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%
Ingatestone High Street/District Centre	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Liberty Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Varies/ best deal	3.6%	0.0%	6.5%	3.7%	3.6%	2.5%	5.4%	3.0%	0.0%
Gallows Corner, Harold Wood, Romford	2.6%	0.0%	0.0%	0.0%	3.0%	3.4%	1.3%	5.6%	0.0%
Upminster	2.0%	0.0%	1.1%	1.5%	3.0%	1.7%	2.7%	2.2%	0.0%
Pippis Hill Retail Park, Miles Gray Road, Basildon	1.4%	0.0%	3.3%	4.4%	2.4%	0.0%	0.7%	0.0%	0.0%
Basildon Retail Parks	0.3%	0.0%	0.0%	1.5%	0.0%	0.0%	0.7%	0.0%	0.0%
Rayleigh	0.3%	0.0%	1.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Davidson Way, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Harold Hill, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Manningtree	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q9

Percentage Minus 'Don't Buy' Responses	90.0%	91.2%	91.3%	91.9%	92.2%	88.2%	89.9%	88.5%	100.0%
Adjusted Percentage Calculator Number	1.11	1.10	1.10	1.09	1.08	1.13	1.11	1.13	1.00

Table 10b: Destinations for Household Textiles and Soft Furnishings Excluding 'Don't Buy'

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Romford Town Centre	22.4%	1.6%	0.0%	0.0%	10.5%	12.4%	15.7%	62.6%	50.0%
Lakeside Shopping Centre	19.3%	8.1%	10.7%	20.8%	28.1%	31.4%	25.4%	10.5%	0.0%
Basildon Town Centre	11.5%	1.6%	42.9%	33.6%	10.5%	3.8%	3.7%	0.0%	0.0%
Chelmsford Town Centre	9.9%	51.6%	14.3%	13.6%	5.9%	4.8%	10.4%	0.4%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	9.1%	12.9%	1.2%	0.8%	13.7%	25.7%	12.7%	2.9%	0.0%
Bluewater Shopping Centre	4.5%	6.5%	7.1%	4.8%	5.2%	5.7%	6.0%	1.3%	0.0%
Internet	4.3%	6.5%	4.8%	5.6%	5.2%	3.8%	6.0%	1.7%	0.0%
Catalogue/ mail order	3.2%	6.5%	2.4%	2.4%	2.6%	2.9%	2.2%	4.2%	0.0%
Central London	1.1%	3.2%	1.2%	0.0%	1.3%	1.0%	2.2%	0.4%	0.0%
Billerica Town Centre	1.0%	0.0%	1.2%	4.0%	1.3%	0.0%	0.7%	0.0%	0.0%
Hornchurch Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.4%	0.0%
Ilford Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	50.0%
Maldon Town Centre	0.2%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%	0.0%
The Brewery Shopping Centre, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Shenfield District Centre/Hutton Road	0.2%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%
Ingatestone High Street/District Centre	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Liberty Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Varies/ best deal	4.0%	0.0%	7.1%	4.0%	3.9%	2.9%	6.0%	3.4%	0.0%
Gallows Corner, Harold Wood, Romford	2.9%	0.0%	0.0%	0.0%	3.3%	3.8%	1.5%	6.3%	0.0%
Upminster	2.2%	0.0%	1.2%	1.6%	3.3%	1.9%	3.0%	2.5%	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	1.5%	0.0%	3.6%	4.8%	2.6%	0.0%	0.7%	0.0%	0.0%
Basildon Retail Parks	0.3%	0.0%	0.0%	1.6%	0.0%	0.0%	0.7%	0.0%	0.0%
Rayleigh	0.3%	0.0%	1.2%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Davidson Way, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Harold Hill, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Manningtree	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q9

Table 10c: Expenditure on Household Textiles and Soft Furnishings

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Romford Town Centre	£3,719,557	£18,452	£0	£0	£285,756	£272,533	£389,031	£2,728,160	£25,625
Lakeside Shopping Centre	£3,273,101	£92,260	£164,008	£469,443	£767,970	£691,814	£629,860	£457,745	£0
Basildon Town Centre	£1,895,053	£18,452	£656,031	£758,331	£285,756	£83,856	£92,627	£0	£0
Chelmsford Town Centre	£1,659,309	£590,466	£218,677	£306,943	£160,738	£104,820	£259,354	£18,310	£0
Brentwood Town Centre/High Street/Baytree Centre	£1,568,079	£147,617	£18,223	£18,055	£375,055	£566,030	£314,930	£128,169	£0
Bluewater Shopping Centre	£763,274	£73,808	£109,339	£108,333	£142,878	£125,784	£148,202	£54,929	£0
Internet	£721,265	£73,808	£72,892	£126,388	£142,878	£83,856	£148,202	£73,239	£0
Catalogue/ mail order	£537,426	£73,808	£36,446	£54,166	£71,439	£62,892	£55,576	£183,098	£0
Central London	£185,697	£36,904	£18,223	£0	£35,720	£20,964	£55,576	£18,310	£0
Billericay Town Centre	£162,745	£0	£18,223	£90,277	£35,720	£0	£18,525	£0	£0
Hornchurch Town Centre	£55,360	£0	£0	£0	£0	£0	£37,051	£18,310	£0
Ilford Town Centre	£43,935	£0	£0	£0	£0	£0	£0	£18,310	£25,625
Maldon Town Centre	£36,365	£0	£0	£18,055	£0	£0	£0	£18,310	£0
The Brewery Shopping Centre, Romford	£36,620	£0	£0	£0	£0	£0	£0	£36,620	£0
Shenfield District Centre/Hutton Road	£36,385	£0	£0	£0	£17,860	£0	£18,525	£0	£0
Ingatestone High Street/District Centre	£18,452	£18,452	£0	£0	£0	£0	£0	£0	£0
The Liberty Shopping Centre, Romford	£18,310	£0	£0	£0	£0	£0	£0	£18,310	£0
Varies/ best deal	£664,348	£0	£109,339	£90,277	£107,159	£62,892	£148,202	£146,478	£0
Gallows Corner, Harold Wood, Romford	£484,853	£0	£0	£0	£89,299	£83,856	£37,051	£274,647	£0
Upminster	£369,521	£0	£18,223	£36,111	£89,299	£41,928	£74,101	£109,859	£0
Pipps Hill Retail Park, Miles Gray Road, Basildon	£252,967	£0	£54,669	£108,333	£71,439	£0	£18,525	£0	£0
Basildon Retail Parks	£54,636	£0	£0	£36,111	£0	£0	£18,525	£0	£0
Rayleigh	£54,334	£0	£18,223	£36,111	£0	£0	£0	£0	£0
Abroad	£17,860	£0	£0	£0	£17,860	£0	£0	£0	£0
Chadwell Heath	£18,310	£0	£0	£0	£0	£0	£0	£18,310	£0
Colchester	£18,525	£0	£0	£0	£0	£0	£18,525	£0	£0
Davidson Way, Romford	£18,310	£0	£0	£0	£0	£0	£0	£18,310	£0
Harold Hill, Romford	£18,310	£0	£0	£0	£0	£0	£0	£18,310	£0
Manningtree	£17,860	£0	£0	£0	£17,860	£0	£0	£0	£0
Mayflower Retail Park, Basildon	£18,223	£0	£18,223	£0	£0	£0	£0	£0	£0
Southend-on-Sea	£17,860	£0	£0	£0	£17,860	£0	£0	£0	£0
Total	£16,756,849	£1,144,028	£1,530,739	£2,256,937	£2,732,546	£2,201,226	£2,482,391	£4,357,732	£51,250

Table 10d: Expenditure on Household Textiles and Soft Furnishings in Brentwood

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£1,568,079 9.4%	£147,617 12.9%	£18,223 1.2%	£18,055 0.8%	£375,055 13.7%	£566,030 25.7%	£314,930 12.7%	£128,169 2.9%	£0 0.0%
Shenfield District Centre/Hutton Road	£36,385 £0.00	£0 0.0%	£0 0.0%	£0 0.0%	£17,860 0.7%	£0 0.0%	£18,525 0.7%	£0 0.0%	£0 0.0%
Ingatstone High Street/District Centre	£18,452 £0.00	£18,452 1.6%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Brentwood Borough Total	£1,622,916 9.7%	£166,069 14.5%	£18,223 1.2%	£18,055 0.8%	£392,915 14.4%	£566,030 25.7%	£333,456 13.4%	£128,169 2.9%	£0 0.0%
Leakage from Brentwood	£15,133,933 90.3%	£977,960 85.5%	£1,512,516 98.8%	£2,238,882 99.2%	£2,339,630 85.6%	£1,635,197 74.3%	£2,148,936 86.6%	£4,229,563 97.1%	£51,250 100.0%
Basildon (all destinations)	£2,220,879 13.3%	£18,452 1.6%	£728,923 47.6%	£902,775 40.0%	£357,195 13.1%	£83,856 3.8%	£129,677 5.2%	£0 0.0%	£0 0.0%
Billericay (all destinations)	£162,745 1.0%	£0 0.0%	£18,223 1.2%	£90,277 4.0%	£35,720 1.3%	£0 0.0%	£18,525 0.7%	£0 0.0%	£0 0.0%
Chelmsford (all destinations)	£1,659,309 9.9%	£590,466 51.6%	£218,677 14.3%	£306,943 13.6%	£160,738 5.9%	£104,820 4.8%	£259,354 10.4%	£18,310 0.4%	£0 0.0%
Lakeside, Thurrock (all destinations)	£3,273,101 19.5%	£92,260 8.1%	£164,008 10.7%	£469,443 20.8%	£767,970 28.1%	£691,814 31.4%	£629,860 25.4%	£457,745 10.5%	£0 0.0%
Romford (all destinations)	£4,277,649 25.5%	£18,452 1.6%	£0 0.0%	£0 0.0%	£375,055 13.7%	£356,389 16.2%	£426,082 17.2%	£3,076,046 70.6%	£25,625 50.0%
Internet/Mail order/Catalogue	£1,258,691 7.5%	£147,617 12.9%	£109,339 7.1%	£180,555 8.0%	£214,317 7.8%	£146,748 6.7%	£203,778 8.2%	£256,337 5.9%	£0 0.0%

Table 11a: Destinations for Domestic Electrical Appliances

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Gallows Corner Retail Park, Colchester Road, Romford	15.9%	1.5%	1.1%	0.0%	7.2%	10.9%	10.7%	42.0%	50.0%
Internet	12.4%	10.3%	13.0%	17.6%	13.9%	16.8%	14.8%	6.3%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	11.1%	2.9%	2.2%	4.4%	19.3%	27.7%	22.8%	1.1%	0.0%
Romford Town Centre	10.1%	1.5%	0.0%	0.0%	4.8%	7.6%	4.7%	28.6%	0.0%
Lakeside Shopping Centre	9.3%	4.4%	5.4%	7.4%	15.7%	17.6%	12.1%	3.7%	0.0%
Basildon Town Centre	8.2%	0.0%	31.5%	24.3%	7.8%	2.5%	2.7%	0.0%	0.0%
Don't buy	7.3%	2.9%	6.5%	5.9%	9.0%	5.9%	8.1%	8.2%	0.0%
Chelmsford Town Centre	5.7%	51.5%	3.3%	3.7%	2.4%	0.0%	6.7%	0.0%	0.0%
Varies/ best deal	3.8%	1.5%	3.3%	5.1%	4.8%	3.4%	7.4%	1.5%	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	3.0%	0.0%	7.6%	11.0%	3.6%	0.0%	0.7%	0.4%	0.0%
Bluewater Shopping Centre	2.1%	4.4%	3.3%	2.2%	1.2%	3.4%	3.4%	0.4%	0.0%
Mayflower Retail Park, Basildon	1.9%	0.0%	8.7%	5.1%	1.2%	0.8%	0.7%	0.0%	0.0%
Catalogue/ mail order	1.2%	2.9%	0.0%	0.7%	2.4%	1.7%	0.0%	1.1%	0.0%
Basildon Industrial Estate	1.2%	0.0%	2.2%	4.4%	1.2%	0.0%	1.3%	0.0%	0.0%
Billericay Town Centre	1.0%	0.0%	4.3%	3.7%	0.6%	0.0%	0.0%	0.0%	0.0%
Hornchurch Town Centre	0.8%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.6%	0.0%
Central London	0.8%	1.5%	2.2%	0.7%	0.6%	0.8%	0.7%	0.4%	0.0%
Harold Hill, Romford	0.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Heron Retail Park, Miles Gray Road, Basildon	0.7%	0.0%	2.2%	2.9%	0.6%	0.0%	0.0%	0.0%	0.0%
Chelmer Village Retail Park, Chelmsford	0.6%	4.4%	1.1%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%
Shenfield District Centre/Hutton Road	0.3%	0.0%	0.0%	0.0%	0.6%	0.0%	1.3%	0.0%	0.0%
High Chelmer Shopping Centre, Chelmsford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingatestone High Street/District Centre	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Harold Wood Industrial Estate	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Braintree Town Centre	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Meadows Shopping Centre, Chelmsford	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
Exchange Shopping Centre, Ilford	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Pitsea Shopping Centre	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend Town Centre	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Colchester	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ongar	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Rayleigh	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tunbridge	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Upton	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Wickford	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yardley Business Park, Basildon	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Source: Research & Marketing Household Survey (October 2010) Analysis Q10									
Percentage Minus 'Don't Buy' Responses	92.7%	97.1%	93.5%	94.1%	91.0%	94.1%	91.9%	91.8%	100.0%
Adjusted Percentage Calculator Number	1.08	1.03	1.07	1.06	1.10	1.06	1.09	1.09	1.00

Table 11b: Destinations for Domestic Electrical Appliances Excluding 'Don't Buy'

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Gallows Corner Retail Park, Colchester Road, Romford	17.2%	1.5%	1.2%	0.0%	7.9%	11.6%	11.7%	45.7%	50.0%
Internet	13.4%	10.6%	14.0%	18.8%	15.2%	17.9%	16.1%	6.9%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	12.0%	3.0%	2.3%	4.7%	21.2%	29.5%	24.8%	1.2%	0.0%
Romford Town Centre	10.9%	1.5%	0.0%	0.0%	5.3%	8.0%	5.1%	31.2%	0.0%
Lakeside Shopping Centre	10.0%	4.5%	5.8%	7.8%	17.2%	18.8%	13.1%	4.0%	0.0%
Basildon Town Centre	8.8%	0.0%	33.7%	25.8%	8.6%	2.7%	2.9%	0.0%	0.0%
Chelmsford Town Centre	6.1%	53.0%	3.5%	3.9%	2.6%	0.0%	7.3%	0.0%	0.0%
Varies/ best deal	4.1%	1.5%	3.5%	5.5%	5.3%	3.6%	8.0%	1.6%	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	3.2%	0.0%	8.1%	11.7%	4.0%	0.0%	0.7%	0.4%	0.0%
Bluewater Shopping Centre	2.3%	4.5%	3.5%	2.3%	1.3%	3.6%	3.6%	0.4%	0.0%
Mayflower Retail Park, Basildon	2.0%	0.0%	9.3%	5.5%	1.3%	0.9%	0.7%	0.0%	0.0%
Catalogue/ mail order	1.3%	3.0%	0.0%	0.8%	2.6%	1.8%	0.0%	1.2%	0.0%
Basildon Industrial Estate	1.3%	0.0%	2.3%	4.7%	1.3%	0.0%	1.5%	0.0%	0.0%
Billerica Town Centre	1.1%	0.0%	4.7%	3.9%	0.7%	0.0%	0.0%	0.0%	0.0%
Hornchurch Town Centre	0.9%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	2.8%	0.0%
Central London	0.9%	1.5%	2.3%	0.8%	0.7%	0.9%	0.7%	0.4%	0.0%
Harold Hill, Romford	0.8%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
Heron Retail Park, Miles Gray Road, Basildon	0.8%	0.0%	2.3%	3.1%	0.7%	0.0%	0.0%	0.0%	0.0%
Chelmer Village Retail Park, Chelmsford	0.6%	4.5%	1.2%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%
Shenfield District Centre/Hutton Road	0.3%	0.0%	0.0%	0.0%	0.7%	0.0%	1.5%	0.0%	0.0%
High Chelmer Shopping Centre, Chelmsford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Ingatestone High Street/District Centre	0.2%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Harold Wood Industrial Estate	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Braintree Town Centre	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Meadows Shopping Centre, Chelmsford	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
Exchange Shopping Centre, Ilford	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Pitsea Shopping Centre	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend Town Centre	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Colchester	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ongar	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Rayleigh	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tunbridge	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Upton	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Wickford	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yardley Business Park, Basildon	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q10

Table 11c: Expenditure on Domestic Electrical Appliances

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Gallows Corner Retail Park, Colchester Road, Romford	£2,688,538	£16,544	£16,988	£0	£207,257	£243,853	£276,699	£1,902,741	£24,457
Internet	£2,162,661	£115,805	£203,855	£403,886	£397,243	£375,158	£380,461	£286,253	£0
Brentwood Town Centre/High Street/Baytree Centre	£1,978,231	£33,087	£33,976	£100,971	£552,686	£619,011	£587,985	£50,515	£0
Romford Town Centre	£1,741,150	£16,544	£0	£0	£138,171	£168,821	£121,056	£1,296,558	£0
Lakeside Shopping Centre	£1,625,500	£49,631	£84,940	£168,286	£449,057	£393,916	£311,286	£168,384	£0
Basildon Town Centre	£1,397,970	£0	£492,650	£555,343	£224,529	£56,274	£69,175	£0	£0
Chelmsford Town Centre	£956,156	£579,027	£50,964	£84,143	£69,086	£0	£172,937	£0	£0
Varies/ best deal	£656,095	£16,544	£50,964	£117,800	£138,171	£75,032	£190,230	£67,354	£0
Pipps Hill Retail Park, Miles Gray Road, Basildon	£509,105	£0	£118,915	£252,429	£103,629	£0	£17,294	£16,838	£0
Bluewater Shopping Centre	£363,962	£49,631	£50,964	£50,486	£34,543	£75,032	£86,468	£16,838	£0
Mayflower Retail Park, Basildon	£324,298	£0	£135,903	£117,800	£34,543	£18,758	£17,294	£0	£0
Catalogue/ mail order	£207,033	£33,087	£0	£16,829	£69,086	£37,516	£0	£50,515	£0
Basildon Industrial Estate	£204,077	£0	£33,976	£100,971	£34,543	£0	£34,587	£0	£0
Billerica Town Centre	£169,366	£0	£67,952	£84,143	£17,271	£0	£0	£0	£0
Hornchurch Town Centre	£135,140	£0	£0	£0	£17,271	£0	£0	£117,869	£0
Central London	£137,509	£16,544	£33,976	£16,829	£17,271	£18,758	£17,294	£16,838	£0
Harold Hill, Romford	£117,574	£16,544	£0	£0	£0	£0	£0	£101,030	£0
Heron Retail Park, Miles Gray Road, Basildon	£118,562	£0	£33,976	£67,314	£17,271	£0	£0	£0	£0
Chelmer Village Retail Park, Chelmsford	£101,184	£49,631	£16,988	£0	£17,271	£0	£17,294	£0	£0
Shenfield District Centre/Hutton Road	£51,859	£0	£0	£0	£17,271	£0	£34,587	£0	£0
High Chelmer Shopping Centre, Chelmsford	£34,587	£0	£0	£0	£0	£0	£34,587	£0	£0
Ingatestone High Street/District Centre	£33,087	£33,087	£0	£0	£0	£0	£0	£0	£0
Harold Wood Industrial Estate	£33,677	£0	£0	£0	£0	£0	£0	£33,677	£0
Braintree Town Centre	£17,271	£0	£0	£0	£17,271	£0	£0	£0	£0
Meadows Shopping Centre, Chelmsford	£16,544	£16,544	£0	£0	£0	£0	£0	£0	£0
Ilford Town Centre	£24,457	£0	£0	£0	£0	£0	£0	£0	£24,457
Exchange Shopping Centre, Ilford	£17,271	£0	£0	£0	£17,271	£0	£0	£0	£0
Pitsea Shopping Centre	£16,829	£0	£0	£16,829	£0	£0	£0	£0	£0
Southend Town Centre	£16,544	£16,544	£0	£0	£0	£0	£0	£0	£0
Chadwell Heath	£16,838	£0	£0	£0	£0	£0	£0	£16,838	£0
Colchester	£16,544	£16,544	£0	£0	£0	£0	£0	£0	£0
Onqar	£18,758	£0	£0	£0	£0	£18,758	£0	£0	£0
Rayleigh	£16,988	£0	£16,988	£0	£0	£0	£0	£0	£0
Tunbridge	£17,271	£0	£0	£0	£17,271	£0	£0	£0	£0
Upton	£16,838	£0	£0	£0	£0	£0	£0	£16,838	£0
Wickford	£16,988	£0	£16,988	£0	£0	£0	£0	£0	£0
Yardley Business Park, Basildon	£16,544	£16,544	£0	£0	£0	£0	£0	£0	£0
Total	£15,993,004	£1,091,879	£1,460,962	£2,154,057	£2,607,985	£2,100,886	£2,369,234	£4,159,089	£48,913

Table 11c: Expenditure on Domestic Electrical Appliances in Brentwood

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£1,978,231 12.4%	£33,087 3.0%	£33,976 2.3%	£100,971 4.7%	£552,686 21.2%	£619,011 29.5%	£587,985 24.8%	£50,515 1.2%	£0 0.0%
Shenfield District Centre/Hutton Road	£51,859 £0.00	£0 0.0%	£0 0.0%	£0 0.0%	£17,271 0.7%	£0 0.0%	£34,587 1.5%	£0 0.0%	£0 0.0%
Ingatstone High Street/District Centre	£33,087 £0.00	£33,087 3.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Brentwood Borough Total	£2,063,177 12.9%	£66,174 6.1%	£33,976 2.3%	£100,971 4.7%	£569,957 21.9%	£619,011 29.5%	£622,572 26.3%	£50,515 1.2%	£0 0.0%
Leakage from Brentwood	£13,929,827 87.1%	£1,025,704 93.9%	£1,426,986 97.7%	£2,053,085 95.3%	£2,038,028 78.1%	£1,481,875 70.5%	£1,746,661 73.7%	£4,108,573 98.8%	£48,913 100.0%
Basildon (all destinations)	£2,570,555 16.1%	£16,544 1.5%	£815,421 55.8%	£1,093,857 50.8%	£414,514 15.9%	£75,032 3.6%	£138,349 5.8%	£16,838 0.4%	£0 0.0%
Billericay (all destinations)	£169,366 1.1%	£0 0.0%	£67,952 4.7%	£84,143 3.9%	£17,271 0.7%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Chelmsford (all destinations)	£1,108,471 6.9%	£645,201 59.1%	£67,952 4.7%	£84,143 3.9%	£86,357 3.3%	£0 0.0%	£224,818 9.5%	£0 0.0%	£0 0.0%
Lakeside, Thurrock (all destinations)	£1,625,500 10.2%	£49,631 4.5%	£84,940 5.8%	£168,286 7.8%	£449,057 17.2%	£393,916 18.8%	£311,286 13.1%	£168,384 4.0%	£0 0.0%
Romford (all destinations)	£4,429,688 27.7%	£33,087 3.0%	£16,988 1.2%	£0 0.0%	£345,428 13.2%	£412,674 19.6%	£397,755 16.8%	£3,199,299 76.9%	£24,457 50.0%
Internet/Mail order/Catalogue	£2,369,694 14.8%	£148,893 13.6%	£203,855 14.0%	£420,714 19.5%	£466,328 17.9%	£412,674 19.6%	£380,461 16.1%	£336,768 8.1%	£0 0.0%

Table 12a: Destinations for AV, Telephone, Photo & IT Equipment Expenditure

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Internet	13.0%	10.3%	13.0%	18.4%	13.9%	16.8%	16.8%	7.1%	0.0%
Gallows Corner Retail Park, Colchester Road, Romford	12.3%	2.9%	0.0%	0.0%	4.8%	11.8%	8.1%	32.3%	50.0%
Brentwood Town Centre/High Street/Baytree Centre	11.2%	2.9%	2.2%	5.1%	15.7%	26.9%	26.2%	1.9%	0.0%
Romford Town Centre	11.1%	1.5%	0.0%	0.0%	4.8%	9.2%	7.4%	29.0%	0.0%
Don't buy	10.2%	5.9%	12.0%	9.6%	10.2%	7.6%	6.7%	14.1%	0.0%
Lakeside Shopping Centre	8.2%	2.9%	2.2%	6.6%	16.3%	13.4%	11.4%	3.3%	0.0%
Basildon Town Centre	7.9%	1.5%	33.7%	19.9%	7.2%	3.4%	2.7%	0.0%	0.0%
Chelmsford Town Centre	6.1%	48.5%	4.3%	5.9%	3.0%	0.8%	6.7%	0.0%	0.0%
Varies/ best deal	4.2%	2.9%	2.2%	2.9%	9.0%	2.5%	6.0%	2.6%	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.7%	0.0%	5.4%	11.0%	4.2%	0.0%	0.0%	0.0%	0.0%
Bluewater Shopping Centre	2.6%	4.4%	3.3%	3.7%	3.0%	3.4%	2.7%	0.7%	0.0%
Mayflower Retail Park, Basildon	1.7%	1.5%	6.5%	5.1%	0.6%	0.8%	0.0%	0.4%	0.0%
Basildon Retail Parks	1.2%	0.0%	1.1%	4.4%	1.8%	0.8%	0.7%	0.0%	0.0%
Hornchurch Town Centre	1.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	3.3%	0.0%
Billericay Town Centre	0.9%	0.0%	3.3%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Catalogue/ mail order	0.9%	4.4%	1.1%	0.0%	0.6%	1.7%	0.0%	0.7%	0.0%
Harold Hill	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Heron Retail Park, Miles Gray Road, Basildon	0.6%	0.0%	2.2%	0.7%	1.2%	0.0%	0.7%	0.0%	0.0%
Chelmer Village Retail Park, Chelmsford	0.5%	4.4%	1.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Central London	0.5%	1.5%	1.1%	0.7%	0.0%	0.0%	0.7%	0.4%	0.0%
Rayleigh	0.3%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gidea Park, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.0%
Thurrock	0.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Ilford Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	50.0%
Southend Town Centre	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Braintree Town Centre	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
High Chelmer Shopping Centre, Chelmsford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Exchange Shopping Centre, Ilford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Laindon Shopping Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Pitsea Shopping Centre	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Bishops Stortford, Hertfordshire	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Cornwall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Downham	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Baddow, Chelmsford	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manningtree	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Tollgate Retail Park, Colchester	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Upminster	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q11

Percentage Minus 'Don't Buy' Responses	89.8%	94.1%	88.0%	90.4%	89.8%	92.4%	93.3%	85.9%	100.0%
Adjusted Percentage Calculator Number	1.11	1.06	1.14	1.11	1.11	1.08	1.07	1.16	1.00

Table 12b: Destinations for AV, Telephone, Photo & IT Equipment Expenditure Excluding 'Don't Buy'

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Internet	14.5%	10.9%	14.8%	20.3%	15.4%	18.2%	18.0%	8.2%	0.0%
Gallows Corner Retail Park, Colchester Road, Romford	13.7%	3.1%	0.0%	0.0%	5.4%	12.7%	8.6%	37.7%	50.0%
Brentwood Town Centre/High Street/Baytree Centre	12.5%	3.1%	2.5%	5.7%	17.4%	29.1%	28.1%	2.2%	0.0%
Romford Town Centre	12.4%	1.6%	0.0%	0.0%	5.4%	10.0%	7.9%	33.8%	0.0%
Lakeside Shopping Centre	9.1%	3.1%	2.5%	7.3%	18.1%	14.5%	12.2%	3.9%	0.0%
Basildon Town Centre	8.8%	1.6%	38.3%	22.0%	8.1%	3.6%	2.9%	0.0%	0.0%
Chelmsford Town Centre	6.8%	51.6%	4.9%	6.5%	3.4%	0.9%	7.2%	0.0%	0.0%
Varies/ best deal	4.7%	3.1%	2.5%	3.3%	10.1%	2.7%	6.5%	3.0%	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	3.0%	0.0%	6.2%	12.2%	4.7%	0.0%	0.0%	0.0%	0.0%
Bluewater Shopping Centre	2.9%	4.7%	3.7%	4.1%	3.4%	3.6%	2.9%	0.9%	0.0%
Mayflower Retail Park, Basildon	1.9%	1.6%	7.4%	5.7%	0.7%	0.9%	0.0%	0.4%	0.0%
Basildon Retail Parks	1.3%	0.0%	1.2%	4.9%	2.0%	0.9%	0.7%	0.0%	0.0%
Hornchurch Town Centre	1.2%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	3.9%	0.0%
Billerica Town Centre	1.0%	0.0%	3.7%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Catalogue/ mail order	1.0%	4.7%	1.2%	0.0%	0.7%	1.8%	0.0%	0.9%	0.0%
Harold Hill	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%
Heron Retail Park, Miles Gray Road, Basildon	0.7%	0.0%	2.5%	0.8%	1.3%	0.0%	0.7%	0.0%	0.0%
Chelmer Village Retail Park, Chelmsford	0.6%	4.7%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Central London	0.6%	1.6%	1.2%	0.8%	0.0%	0.0%	0.7%	0.4%	0.0%
Rayleigh	0.3%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gidea Park, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.0%
Thurrock	0.2%	1.6%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Ilford Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	50.0%
Southend Town Centre	0.2%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Braintree Town Centre	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
High Chelmer Shopping Centre, Chelmsford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Exchange Shopping Centre, Ilford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Laindon Shopping Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Pitsea Shopping Centre	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Bishops Stortford, Hertfordshire	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Cornwall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Downham	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Baddow, Chelmsford	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manningtree	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Tollgate Retail Park, Colchester	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Upminster	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q11

Table 12c: Expenditure on AV, Telephone, Photo & IT Equipment Expenditure

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Internet	£8,183,886	£420,107	£761,381	£1,540,136	£1,416,164	£1,343,713	£1,498,995	£1,203,391	£0
Gallows Corner Retail Park, Colchester Road, Romford	£7,869,023	£120,030	£0	£0	£492,579	£940,599	£719,517	£5,510,264	£86,033
Brentwood Town Centre/High Street/Baytree Centre	£7,084,102	£120,030	£126,897	£431,238	£1,600,881	£2,149,941	£2,338,432	£316,682	£0
Romford Town Centre	£6,891,431	£60,015	£0	£0	£492,579	£739,042	£659,558	£4,940,237	£0
Lakeside Shopping Centre	£5,128,144	£120,030	£126,897	£554,449	£1,662,454	£1,074,971	£1,019,316	£570,027	£0
Basildon Town Centre	£4,937,713	£60,015	£1,966,901	£1,663,347	£738,868	£268,743	£239,839	£0	£0
Chelmsford Town Centre	£3,701,785	£1,980,502	£253,794	£492,843	£307,862	£67,186	£599,598	£0	£0
Varies/ best deal	£2,601,484	£120,030	£126,897	£246,422	£923,585	£201,557	£539,638	£443,355	£0
Pipps Hill Retail Park, Miles Gray Road, Basildon	£1,672,330	£0	£317,242	£924,081	£431,006	£0	£0	£0	£0
Bluewater Shopping Centre	£1,621,534	£180,046	£190,345	£308,027	£307,862	£268,743	£239,839	£126,673	£0
Mayflower Retail Park, Basildon	£1,064,038	£60,015	£380,691	£431,238	£61,572	£67,186	£0	£63,336	£0
Basildon Retail Parks	£744,944	£0	£63,448	£369,633	£184,717	£67,186	£59,960	£0	£0
Hornchurch Town Centre	£693,172	£0	£0	£0	£123,145	£0	£0	£570,027	£0
Billerica Town Centre	£559,978	£0	£190,345	£369,633	£0	£0	£0	£0	£0
Catalogue/ mail order	£566,111	£180,046	£63,448	£0	£61,572	£134,371	£0	£126,673	£0
Harold Hill	£380,018	£0	£0	£0	£0	£0	£0	£380,018	£0
Heron Retail Park, Miles Gray Road, Basildon	£371,607	£0	£126,897	£61,605	£123,145	£0	£59,960	£0	£0
Chelmer Village Retail Park, Chelmsford	£303,454	£180,046	£63,448	£0	£0	£0	£59,960	£0	£0
Central London	£308,365	£60,015	£63,448	£61,605	£0	£0	£59,960	£63,336	£0
Rayleigh	£190,345	£0	£190,345	£0	£0	£0	£0	£0	£0
Gidea Park, Romford	£123,296	£0	£0	£0	£0	£0	£59,960	£63,336	£0
Thurrock	£119,975	£60,015	£0	£0	£0	£0	£59,960	£0	£0
Ilford Town Centre	£145,993	£0	£0	£0	£0	£0	£59,960	£0	£86,033
Southend Town Centre	£123,145	£0	£0	£0	£123,145	£0	£0	£0	£0
Braintree Town Centre	£61,572	£0	£0	£0	£61,572	£0	£0	£0	£0
High Chelmer Shopping Centre, Chelmsford	£59,960	£0	£0	£0	£0	£0	£59,960	£0	£0
Exchange Shopping Centre, Ilford	£63,336	£0	£0	£0	£0	£0	£0	£63,336	£0
Laindon Shopping Centre	£67,186	£0	£0	£0	£0	£67,186	£0	£0	£0
Pitsea Shopping Centre	£61,605	£0	£0	£61,605	£0	£0	£0	£0	£0
Bishops Stortford, Hertfordshire	£63,336	£0	£0	£0	£0	£0	£0	£63,336	£0
Cornwall	£63,336	£0	£0	£0	£0	£0	£0	£63,336	£0
Downham	£63,448	£0	£63,448	£0	£0	£0	£0	£0	£0
Great Baddow, Chelmsford	£60,015	£60,015	£0	£0	£0	£0	£0	£0	£0
Manningtree	£61,572	£0	£0	£0	£61,572	£0	£0	£0	£0
Mayflower Retail Park, Basildon	£63,448	£0	£63,448	£0	£0	£0	£0	£0	£0
Southend-on-Sea	£61,605	£0	£0	£61,605	£0	£0	£0	£0	£0
Tollgate Retail Park, Colchester	£60,015	£60,015	£0	£0	£0	£0	£0	£0	£0
Upminster	£63,336	£0	£0	£0	£0	£0	£0	£63,336	£0
Total	£56,259,645	£3,840,974	£5,139,322	£7,577,467	£9,174,281	£7,390,424	£8,334,410	£14,630,701	£172,066

Table 12d: Expenditure on AV, Telephone, Photo & IT Equipment Expenditure in Brentwood

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£7,084,102 12.6%	£120,030 3.1%	£126,897 2.5%	£431,238 5.7%	£1,600,881 17.4%	£2,149,941 29.1%	£2,338,432 28.1%	£316,682 2.2%	£0 0.0%
Brentwood Borough Total	£7,084,102 12.6%	£120,030 3.1%	£126,897 2.5%	£431,238 5.7%	£1,600,881 17.4%	£2,149,941 29.1%	£2,338,432 28.1%	£316,682 2.2%	£0 0.0%
Leakage from Brentwood	£49,175,544 87.4%	£3,720,944 96.9%	£5,012,425 97.5%	£7,146,229 94.3%	£7,573,400 82.6%	£5,240,482 70.9%	£5,995,979 71.9%	£14,314,019 97.8%	£172,066 100.0%
Basildon (all destinations)	£8,854,080 15.7%	£120,030 3.1%	£2,918,627 56.8%	£3,449,904 45.5%	£1,539,309 16.8%	£403,114 5.5%	£359,759 4.3%	£63,336 0.4%	£0 0.0%
Billericay (all destinations)	£559,978 1.0%	£0 0.0%	£190,345 3.7%	£369,633 4.9%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Chelmsford (all destinations)	£4,125,214 7.3%	£2,220,563 57.8%	£317,242 6.2%	£492,843 6.5%	£307,862 3.4%	£67,186 0.9%	£719,517 8.6%	£0 0.0%	£0 0.0%
Lakeside, Thurrock (all destinations)	£5,128,144 9.1%	£120,030 3.1%	£126,897 2.5%	£554,449 7.3%	£1,662,454 18.1%	£1,074,971 14.5%	£1,019,316 12.2%	£570,027 3.9%	£0 0.0%
Romford (all destinations)	£14,883,750 26.5%	£180,046 4.7%	£0 0.0%	£0 0.0%	£985,158 10.7%	£1,679,642 22.7%	£1,439,035 17.3%	£10,513,837 71.9%	£86,033 50.0%
Internet/Mail order/Catalogue	£8,749,997 15.6%	£600,152 15.6%	£824,829 16.0%	£1,540,136 20.3%	£1,477,737 16.1%	£1,478,085 20.0%	£1,498,995 18.0%	£1,330,064 9.1%	£0 0.0%

Table 13a: Destinations for China, Glass and Utensils

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Don't buy	19.3%	14.7%	21.7%	15.4%	22.3%	18.5%	18.1%	20.4%	50.0%
Romford Town Centre	14.9%	0.0%	1.1%	0.0%	4.2%	6.7%	6.0%	45.4%	0.0%
Lakeside Shopping Centre	14.6%	5.9%	13.0%	18.4%	18.1%	27.7%	13.4%	8.6%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	14.1%	10.3%	1.1%	1.5%	27.7%	28.6%	31.5%	1.9%	0.0%
Basildon Town Centre	8.4%	1.5%	37.0%	25.7%	4.8%	0.8%	2.7%	0.4%	0.0%
Chelmsford Town Centre	6.1%	44.1%	4.3%	8.1%	2.4%	0.8%	7.4%	0.0%	0.0%
Bluewater Shopping Centre	5.5%	8.8%	5.4%	8.8%	5.4%	5.9%	7.4%	1.9%	0.0%
Gallows Corner Retail Park, Colchester Road, Romford	4.2%	0.0%	0.0%	0.0%	2.4%	0.8%	0.7%	13.4%	0.0%
Varies/ best deal	3.4%	1.5%	2.2%	4.4%	5.4%	4.2%	4.7%	1.5%	0.0%
Internet	2.1%	0.0%	1.1%	3.7%	2.4%	3.4%	3.4%	0.7%	0.0%
Billerica Town Centre	1.8%	0.0%	5.4%	8.8%	0.6%	0.0%	0.0%	0.0%	0.0%
Central London	0.9%	2.9%	0.0%	0.0%	1.2%	0.8%	1.3%	0.7%	0.0%
Catalogue/ mail order	0.8%	4.4%	0.0%	0.0%	0.6%	0.8%	0.7%	0.7%	0.0%
Harold Hill, Romford	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Mayflower Retail Park, Gardiners Link, Basildon	0.5%	0.0%	3.3%	0.7%	0.0%	0.8%	0.0%	0.0%	0.0%
Upminster	0.5%	0.0%	0.0%	0.0%	0.6%	0.0%	1.3%	0.7%	0.0%
Shenfield District Centre/Hutton Road	0.4%	1.5%	0.0%	0.0%	1.2%	0.0%	0.7%	0.0%	0.0%
Hornchurch Town Centre	0.3%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.7%	0.0%
Pipps Hill Trading Estate, Basildon	0.3%	0.0%	1.1%	0.7%	0.0%	0.0%	0.0%	0.4%	0.0%
Cricketers Way Retail Park, Basildon	0.2%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree Town Centre	0.2%	1.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingatestone High Street/District Centre	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Shopping Centre	0.2%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Bentalls Shopping Centre, Chelmsford	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
The Brewery Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Abroad	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Cornwall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Great Oaks, Basildon	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickford	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q12

Percentage Minus 'Don't Buy' Responses	80.7%	85.3%	78.3%	84.6%	77.7%	81.5%	81.9%	79.6%	50.0%
Adjusted Percentage Calculator Number	1.24	1.17	1.28	1.18	1.29	1.23	1.22	1.26	2.00

Table 13b: Destinations for China, Glass and Utensils Excluding 'Don't Buy'

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Romford Town Centre	18.5%	0.0%	1.4%	0.0%	5.4%	8.2%	7.4%	57.0%	0.0%
Lakeside Shopping Centre	18.1%	6.9%	16.7%	21.7%	23.3%	34.0%	16.4%	10.7%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	17.5%	12.1%	1.4%	1.7%	35.7%	35.1%	38.5%	2.3%	0.0%
Basildon Town Centre	10.4%	1.7%	47.2%	30.4%	6.2%	1.0%	3.3%	0.5%	0.0%
Chelmsford Town Centre	7.5%	51.7%	5.6%	9.6%	3.1%	1.0%	9.0%	0.0%	0.0%
Bluewater Shopping Centre	6.8%	10.3%	6.9%	10.4%	7.0%	7.2%	9.0%	2.3%	0.0%
Gallows Corner Retail Park, Colchester Road, Romford	5.2%	0.0%	0.0%	0.0%	3.1%	1.0%	0.8%	16.8%	0.0%
Varies/ best deal	4.2%	1.7%	2.8%	5.2%	7.0%	5.2%	5.7%	1.9%	0.0%
Internet	2.6%	0.0%	1.4%	4.3%	3.1%	4.1%	4.1%	0.9%	0.0%
Billerica Town Centre	2.2%	0.0%	6.9%	10.4%	0.8%	0.0%	0.0%	0.0%	0.0%
Central London	1.1%	3.4%	0.0%	0.0%	1.6%	1.0%	1.6%	0.9%	0.0%
Catalogue/ mail order	1.0%	5.2%	0.0%	0.0%	0.8%	1.0%	0.8%	0.9%	0.0%
Harold Hill, Romford	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
Mayflower Retail Park, Gardiners Link, Basildon	0.6%	0.0%	4.2%	0.9%	0.0%	1.0%	0.0%	0.0%	0.0%
Upminster	0.6%	0.0%	0.0%	0.0%	0.8%	0.0%	1.6%	0.9%	0.0%
Shenfield District Centre/Hutton Road	0.5%	1.7%	0.0%	0.0%	1.6%	0.0%	0.8%	0.0%	0.0%
Hornchurch Town Centre	0.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.9%	0.0%
Pipps Hill Trading Estate, Basildon	0.4%	0.0%	1.4%	0.9%	0.0%	0.0%	0.0%	0.5%	0.0%
Cricketers Way Retail Park, Basildon	0.2%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree Town Centre	0.2%	1.7%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingatstone High Street/District Centre	0.2%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Shopping Centre	0.2%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Bentalls Shopping Centre, Chelmsford	0.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
The Brewery Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Abroad	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Cornwall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Great Oaks, Basildon	0.1%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickford	0.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q12

Table 13c: Expenditure on China, Glass and Utensils

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Romford Town Centre	£1,981,834	£0	£13,959	£0	£97,353	£119,194	£120,234	£1,631,095	£0
Lakeside Shopping Centre	£2,025,027	£51,801	£167,503	£322,132	£417,226	£491,677	£267,186	£307,501	£0
Brentwood Town Centre/High Street/Baytree Centre	£1,971,439	£90,652	£13,959	£25,771	£639,747	£506,576	£627,886	£66,848	£0
Basildon Town Centre	£1,131,494	£12,950	£474,592	£450,985	£111,260	£14,899	£53,437	£13,370	£0
Chelmsford Town Centre	£803,564	£388,510	£55,834	£141,738	£55,630	£14,899	£146,952	£0	£0
Bluewater Shopping Centre	£745,382	£77,702	£69,793	£154,623	£125,168	£104,295	£146,952	£66,848	£0
Gallows Corner Retail Park, Colchester Road, Romford	£565,195	£0	£0	£0	£55,630	£14,899	£13,359	£481,307	£0
Varies/ best deal	£464,837	£12,950	£27,917	£77,312	£125,168	£74,496	£93,515	£53,479	£0
Internet	£287,148	£0	£13,959	£64,426	£55,630	£59,597	£66,796	£26,739	£0
Billericay Town Centre	£238,324	£0	£69,793	£154,623	£13,908	£0	£0	£0	£0
Central London	£122,073	£25,901	£0	£0	£27,815	£14,899	£26,719	£26,739	£0
Catalogue/ mail order	£107,756	£38,851	£0	£0	£13,908	£14,899	£13,359	£26,739	£0
Harold Hill, Romford	£66,848	£0	£0	£0	£0	£0	£0	£66,848	£0
Mayflower Retail Park, Gardiners Link, Basildon	£69,660	£0	£41,876	£12,885	£0	£14,899	£0	£0	£0
Upminster	£67,365	£0	£0	£0	£13,908	£0	£26,719	£26,739	£0
Shenfield District Centre/Hutton Road	£54,125	£12,950	£0	£0	£27,815	£0	£13,359	£0	£0
Hornchurch Town Centre	£40,647	£0	£0	£0	£13,908	£0	£0	£26,739	£0
Pipps Hill Trading Estate, Basildon	£40,214	£0	£13,959	£12,885	£0	£0	£0	£13,370	£0
Cricketers Way Retail Park, Basildon	£25,771	£0	£0	£25,771	£0	£0	£0	£0	£0
Braintree Town Centre	£26,909	£12,950	£13,959	£0	£0	£0	£0	£0	£0
Ingatstone High Street/District Centre	£25,901	£25,901	£0	£0	£0	£0	£0	£0	£0
Pitsea Shopping Centre	£25,771	£0	£0	£25,771	£0	£0	£0	£0	£0
Bentalls Shopping Centre, Chelmsford	£13,959	£0	£13,959	£0	£0	£0	£0	£0	£0
Ilford Town Centre	£33,648	£0	£0	£0	£0	£0	£0	£0	£33,648
The Brewery Shopping Centre, Romford	£13,370	£0	£0	£0	£0	£0	£0	£13,370	£0
Abroad	£13,359	£0	£0	£0	£0	£0	£13,359	£0	£0
Cornwall	£13,370	£0	£0	£0	£0	£0	£0	£13,370	£0
Great Oaks, Basildon	£12,885	£0	£0	£12,885	£0	£0	£0	£0	£0
Wickford	£13,959	£0	£13,959	£0	£0	£0	£0	£0	£0
Total	£11,001,831	£751,120	£1,005,018	£1,481,808	£1,794,073	£1,445,231	£1,629,832	£2,861,101	£33,648

Table 13d: Expenditure on China, Glass and Utensils in Brentwood

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£1,971,439 17.9%	£90,652 12.1%	£13,959 1.4%	£25,771 1.7%	£639,747 35.7%	£506,576 35.1%	£627,886 38.5%	£66,848 2.3%	£0 0.0%
Shenfield District Centre/Hutton Road	£54,125 0.5%	£12,950 1.7%	£0 0.0%	£0 0.0%	£27,815 1.6%	£0 0.0%	£13,359 0.8%	£0 0.0%	£0 0.0%
Ingatstone High Street/District Centre	£25,901 0.2%	£25,901 3.4%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Brentwood Borough Total	£2,051,464 18.6%	£129,503 17.2%	£13,959 1.4%	£25,771 1.7%	£667,562 37.2%	£506,576 35.1%	£641,245 39.3%	£66,848 2.3%	£0 0.0%
Leakage from Brentwood	£8,950,367 81.4%	£621,617 82.8%	£991,059 98.6%	£1,456,038 98.3%	£1,126,511 62.8%	£938,655 64.9%	£988,587 60.7%	£2,794,252 97.7%	£33,648 100.0%
Basildon (all destinations)	£1,280,023 11.6%	£12,950 1.7%	£530,426 52.8%	£515,412 34.8%	£111,260 6.2%	£29,799 2.1%	£53,437 3.3%	£26,739 0.9%	£0 0.0%
Billericay (all destinations)	£238,324 2.2%	£0 0.0%	£69,793 6.9%	£154,623 10.4%	£13,908 0.8%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Chelmsford (all destinations)	£817,523 7.4%	£388,510 51.7%	£69,793 6.9%	£141,738 9.6%	£55,630 3.1%	£14,899 1.0%	£146,952 9.0%	£0 0.0%	£0 0.0%
Lakeside, Thurrock (all destinations)	£2,025,027 18.4%	£51,801 6.9%	£167,503 16.7%	£322,132 21.7%	£417,226 23.3%	£491,677 34.0%	£267,186 16.4%	£307,501 10.7%	£0 0.0%
Romford (all destinations)	£2,560,399 23.3%	£0 0.0%	£13,959 1.4%	£0 0.0%	£152,983 8.5%	£134,094 9.3%	£133,593 8.2%	£2,125,771 74.3%	£0 0.0%
Internet/Mail order/Catalogue	£394,904 3.6%	£38,851 5.2%	£13,959 1.4%	£64,426 4.3%	£69,538 3.9%	£74,496 5.2%	£80,156 4.9%	£53,479 1.9%	£0 0.0%

Table 14a: Destinations for DIY & Goods, Gardening Goods and Decorating Supplies

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Gallows Corner Retail Park, Colchester Road, Romford	21.3%	7.4%	0.0%	0.7%	15.1%	32.8%	24.2%	40.1%	0.0%
Harold Hill	9.7%	1.5%	3.3%	0.7%	9.6%	8.4%	6.0%	20.1%	50.0%
Don't buy	10.7%	10.3%	9.8%	10.3%	13.9%	9.2%	10.7%	10.0%	0.0%
Brentwood Town Centre/High Street/Baytree Centre	9.7%	5.9%	0.0%	0.7%	14.5%	25.2%	22.1%	1.9%	0.0%
Romford Town Centre	8.9%	1.5%	0.0%	0.7%	7.2%	9.2%	8.1%	19.3%	0.0%
Basildon Town Centre	8.8%	0.0%	33.7%	29.4%	7.2%	1.7%	2.0%	0.0%	0.0%
Piips Hill Retail Park, Miles Gray Road, Basildon	6.6%	1.5%	17.4%	25.0%	7.8%	0.0%	0.7%	0.4%	0.0%
Chelmsford Town Centre	3.9%	36.8%	4.3%	2.9%	0.6%	0.0%	3.4%	0.0%	0.0%
Ingatestone High Street/District Centre	2.4%	22.1%	0.0%	2.2%	1.2%	0.0%	2.7%	0.0%	0.0%
Wickes, Brook Street, Brentwood,	2.0%	0.0%	0.0%	0.7%	3.6%	6.7%	3.4%	0.0%	0.0%
Billericay Town Centre	1.9%	0.0%	4.3%	10.3%	0.6%	0.0%	0.0%	0.0%	0.0%
Homelands Retail Park, Cuton Hall Lane, Chelmsford	1.7%	7.4%	2.2%	2.2%	2.4%	0.8%	1.3%	0.0%	0.0%
Mayflower Retail Park, Basildon	1.7%	0.0%	8.7%	4.4%	1.8%	0.0%	0.0%	0.0%	0.0%
Varies/ best deal	1.6%	0.0%	1.1%	0.0%	3.6%	0.8%	2.7%	1.5%	0.0%
Basildon Industrial Estate	1.2%	0.0%	3.3%	5.1%	0.6%	0.0%	0.7%	0.0%	0.0%
Local stores, Romford	1.0%	0.0%	0.0%	0.0%	0.6%	0.8%	0.0%	2.6%	0.0%
Lakeside Shopping Centre	0.9%	1.5%	1.1%	0.7%	2.4%	0.8%	0.7%	0.0%	0.0%
Shenfield District Centre/Hutton Road	0.9%	0.0%	0.0%	0.0%	3.0%	0.0%	2.7%	0.0%	0.0%
Internet	0.9%	2.9%	1.1%	0.7%	0.0%	0.8%	2.0%	0.4%	0.0%
Kelvedon Hatch, Brentwood	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%
South Ockendon	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.7%	0.4%	0.0%
Arterial Road, Billericay	0.3%	0.0%	2.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Harold Wood	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%	0.0%
Catalogue/ mail order	0.3%	0.0%	0.0%	0.7%	0.0%	0.0%	0.7%	0.4%	0.0%
Hornchurch Town Centre	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
Heron Way, West Thurrock	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Hutton	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Upminster	0.2%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
High Chelmer Shopping Centre, Chelmsford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Rubicon West, Chelmsford	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
Laindon Shopping Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Pitsea Shopping Centre	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Maldon Town Centre	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Bentalls Shopping Centre, Maldon	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Canvey Island	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crays Hill, Billericay	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilldene, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Loughton	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Newbury Park	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pilgrims Hatch	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
South Benfleet	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sprinfield, Chelmsford	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock Retail Park	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Wickford	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Yardley Business Park, Basildon	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Source: Research & Marketing Household Survey (October 2010) Analysis Q13									
Percentage Minus 'Don't Buy' Responses	89.3%	89.7%	90.2%	89.7%	86.1%	90.8%	89.3%	90.0%	100.0%
Adjusted Percentage Calculator Number	1.12	1.11	1.11	1.11	1.16	1.10	1.12	1.11	1.00

Table 14b: Destinations for DIY & Goods, Gardening Goods and Decorating Supplies Excluding 'Don't Buy'

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Gallows Corner Retail Park, Colchester Road, Romford	23.9%	8.2%	0.0%	0.8%	17.5%	36.1%	27.1%	44.6%	0.0%
Harold Hill	10.8%	1.6%	3.6%	0.8%	11.2%	9.3%	6.8%	22.3%	50.0%
Brentwood Town Centre/High Street/Baytree Centre	10.8%	6.6%	0.0%	0.8%	16.8%	27.8%	24.8%	2.1%	0.0%
Romford Town Centre	9.9%	1.6%	0.0%	0.8%	8.4%	10.2%	9.0%	21.5%	0.0%
Basildon Town Centre	9.8%	0.0%	37.3%	32.8%	8.4%	1.9%	2.3%	0.0%	0.0%
Piips Hill Retail Park, Miles Gray Road, Basildon	7.4%	1.6%	19.3%	27.9%	9.1%	0.0%	0.8%	0.4%	0.0%
Chelmsford Town Centre	4.3%	41.0%	4.8%	3.3%	0.7%	0.0%	3.8%	0.0%	0.0%
Ingatestone High Street/District Centre	2.7%	24.6%	0.0%	2.5%	1.4%	0.0%	3.0%	0.0%	0.0%
Wickes, Brook Street, Brentwood,	2.2%	0.0%	0.0%	0.8%	4.2%	7.4%	3.8%	0.0%	0.0%
Billericay Town Centre	2.1%	0.0%	4.8%	11.5%	0.7%	0.0%	0.0%	0.0%	0.0%
Homelands Retail Park, Cuton Hall Lane, Chelmsford	1.9%	8.2%	2.4%	2.5%	2.8%	0.9%	1.5%	0.0%	0.0%
Mayflower Retail Park, Basildon	1.9%	0.0%	9.6%	4.9%	2.1%	0.0%	0.0%	0.0%	0.0%
Varies/ best deal	1.8%	0.0%	1.2%	0.0%	4.2%	0.9%	3.0%	1.7%	0.0%
Basildon Industrial Estate	1.3%	0.0%	3.6%	5.7%	0.7%	0.0%	0.8%	0.0%	0.0%
Local stores, Romford	1.1%	0.0%	0.0%	0.0%	0.7%	0.9%	0.0%	2.9%	0.0%
Lakeside Shopping Centre	1.0%	1.6%	1.2%	0.8%	2.8%	0.9%	0.8%	0.0%	0.0%
Shenfield District Centre/Hutton Road	1.0%	0.0%	0.0%	0.0%	3.5%	0.0%	3.0%	0.0%	0.0%
Internet	1.0%	3.3%	1.2%	0.8%	0.0%	0.9%	2.3%	0.4%	0.0%
Kelvedon Hatch, Brentwood	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%
South Ockendon	0.4%	0.0%	0.0%	0.0%	1.4%	0.0%	0.8%	0.4%	0.0%
Arterial Road, Billericay	0.3%	0.0%	2.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Harold Wood	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%
Catalogue/ mail order	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.8%	0.4%	0.0%
Hornchurch Town Centre	0.2%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.4%	0.0%
Heron Way, West Thurrock	0.2%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Hutton	0.2%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Upminster	0.2%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%
High Chelmer Shopping Centre, Chelmsford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Rubicon West, Chelmsford	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
Laindon Shopping Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Pitsea Shopping Centre	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Maldon Town Centre	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Bentalls Shopping Centre, Maldon	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Canvey Island	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crays Hill, Billericay	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilldene, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Loughton	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Newbury Park	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pilgrims Hatch	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
South Benfleet	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sprinfeld, Chelmsford	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock Retail Park	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Wickford	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Yardley Business Park, Basildon	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q13

Table 14c: Expenditure on DIY & Goods, Gardening Goods and Decorating Supplies

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Gallows Corner Retail Park, Colchester Road, Romford	£11,031,639	£258,515	£0	£51,000	£1,316,984	£2,191,364	£1,852,380	£5,361,396	£0
Harold Hill	£4,874,426	£51,703	£152,529	£51,000	£842,870	£561,888	£463,095	£2,680,698	£70,643
Brentwood Town Centre/High Street/Baytree Centre	£5,154,009	£206,812	£0	£51,000	£1,264,304	£1,685,665	£1,698,015	£248,213	£0
Romford Town Centre	£4,551,805	£51,703	£0	£51,000	£632,152	£618,077	£617,460	£2,581,413	£0
Basildon Town Centre	£4,515,024	£0	£1,576,136	£2,039,993	£632,152	£112,378	£154,365	£0	£0
Piips Hill Retail Park, Miles Gray Road, Basildon	£3,385,116	£51,703	£813,490	£1,733,994	£684,832	£0	£51,455	£49,643	£0
Chelmsford Town Centre	£2,009,902	£1,292,576	£203,372	£203,999	£52,679	£0	£257,275	£0	£0
Ingatestone High Street/District Centre	£1,239,724	£775,545	£0	£152,999	£105,359	£0	£205,820	£0	£0
Wickes, Brook Street, Brentwood,	£1,073,862	£0	£0	£51,000	£316,076	£449,511	£257,275	£0	£0
Billericay Town Centre	£970,049	£0	£203,372	£713,997	£52,679	£0	£0	£0	£0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	£883,017	£258,515	£101,686	£152,999	£210,717	£56,189	£102,910	£0	£0
Mayflower Retail Park, Basildon	£870,782	£0	£406,745	£305,999	£158,038	£0	£0	£0	£0
Varies/ best deal	£827,498	£0	£50,843	£0	£316,076	£56,189	£205,820	£198,570	£0
Basildon Industrial Estate	£613,662	£0	£152,529	£356,999	£52,679	£0	£51,455	£0	£0
Local stores, Romford	£456,366	£0	£0	£0	£52,679	£56,189	£0	£347,498	£0
Lakeside Shopping Centre	£471,907	£51,703	£50,843	£51,000	£210,717	£56,189	£51,455	£0	£0
Shenfield District Centre/Hutton Road	£469,217	£0	£0	£0	£263,397	£0	£205,820	£0	£0
Internet	£465,445	£103,406	£50,843	£51,000	£0	£56,189	£154,365	£49,643	£0
Kelvedon Hatch, Brentwood	£257,275	£0	£0	£0	£0	£0	£257,275	£0	£0
South Ockendon	£206,456	£0	£0	£0	£105,359	£0	£51,455	£49,643	£0
Arterial Road, Billericay	£152,686	£0	£101,686	£51,000	£0	£0	£0	£0	£0
Harold Wood	£150,740	£0	£0	£0	£0	£0	£51,455	£99,285	£0
Catalogue/ mail order	£152,097	£0	£0	£51,000	£0	£0	£51,455	£49,643	£0
Hornchurch Town Centre	£102,322	£0	£0	£0	£52,679	£0	£0	£49,643	£0
Heron Way, West Thurrock	£100,486	£0	£50,843	£0	£0	£0	£0	£49,643	£0
Hutton	£105,359	£0	£0	£0	£105,359	£0	£0	£0	£0
Upminster	£112,378	£0	£0	£0	£0	£112,378	£0	£0	£0
High Chelmer Shopping Centre, Chelmsford	£51,455	£0	£0	£0	£0	£0	£51,455	£0	£0
Rubicon West, Chelmsford	£50,843	£0	£50,843	£0	£0	£0	£0	£0	£0
Ilford Town Centre	£70,643	£0	£0	£0	£0	£0	£0	£0	£70,643
Laindon Shopping Centre	£49,643	£0	£0	£0	£0	£0	£0	£49,643	£0
Pitsea Shopping Centre	£52,679	£0	£0	£0	£52,679	£0	£0	£0	£0
Maldon Town Centre	£52,679	£0	£0	£0	£52,679	£0	£0	£0	£0
Bentalls Shopping Centre, Maldon	£49,643	£0	£0	£0	£0	£0	£0	£49,643	£0
Canvey Island	£51,000	£0	£0	£51,000	£0	£0	£0	£0	£0
Chadwell Heath	£50,843	£0	£50,843	£0	£0	£0	£0	£0	£0
Crays Hill, Billericay	£50,843	£0	£50,843	£0	£0	£0	£0	£0	£0
Hilldene, Romford	£49,643	£0	£0	£0	£0	£0	£0	£49,643	£0
Loughton	£51,455	£0	£0	£0	£0	£0	£51,455	£0	£0
Newbury Park	£50,843	£0	£50,843	£0	£0	£0	£0	£0	£0
Pilgrims Hatch	£56,189	£0	£0	£0	£0	£56,189	£0	£0	£0
South Benfleet	£50,843	£0	£50,843	£0	£0	£0	£0	£0	£0
Sprinfeld, Chelmsford	£51,703	£51,703	£0	£0	£0	£0	£0	£0	£0
Thurrock Retail Park	£49,643	£0	£0	£0	£0	£0	£0	£49,643	£0
Wickford	£51,000	£0	£0	£51,000	£0	£0	£0	£0	£0
Yardley Business Park, Basildon	£50,843	£0	£50,843	£0	£0	£0	£0	£0	£0
Total	£46,195,680	£3,153,885	£4,219,978	£6,221,978	£7,533,147	£6,068,393	£6,843,516	£12,013,499	£141,286

Table 14d: Expenditure on DIY & Goods, Gardening Goods and Decorating Supplies in Brentwood

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£5,154,009 11.2%	£206,812 6.6%	£0 0.0%	£51,000 0.8%	£1,264,304 16.8%	£1,685,665 27.8%	£1,698,015 24.8%	£248,213 2.1%	£0 0.0%
Shenfield District Centre/Hutton Road	£469,217 1.0%	£0 0.0%	£0 0.0%	£0 0.0%	£263,397 3.5%	£0 0.0%	£205,820 3.0%	£0 0.0%	£0 0.0%
Ingatestone High Street/District Centre	£1,239,724 2.7%	£775,545 24.6%	£0 0.0%	£152,999 2.5%	£105,359 1.4%	£0 0.0%	£205,820 3.0%	£0 0.0%	£0 0.0%
Brentwood Borough Total	£6,862,949 14.9%	£982,357 31.1%	£0 0.0%	£203,999 3.3%	£1,633,060 21.7%	£1,685,665 27.8%	£2,109,655 30.8%	£248,213 2.1%	£0 0.0%
Leakage from Brentwood	£39,332,731 85.1%	£2,171,527 68.9%	£4,219,978 100.0%	£6,017,978 96.7%	£5,900,087 78.3%	£4,382,728 72.2%	£4,733,860 69.2%	£11,765,286 97.9%	£141,286 100.0%
Basildon (all destinations)	£9,435,427 20.4%	£51,703 1.6%	£2,999,743 71.1%	£4,436,984 71.3%	£1,527,701 20.3%	£112,378 1.9%	£257,275 3.8%	£49,643 0.4%	£0 0.0%
Billericay (all destinations)	£1,173,578 2.5%	£0 0.0%	£355,902 8.4%	£764,997 12.3%	£52,679 0.7%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Chelmsford (all destinations)	£3,046,920 6.6%	£1,602,794 50.8%	£355,902 8.4%	£356,999 5.7%	£263,397 3.5%	£56,189 0.9%	£411,640 6.0%	£0 0.0%	£0 0.0%
Lakeside, Thurrock (all destinations)	£471,907 1.0%	£51,703 1.6%	£50,843 1.2%	£51,000 0.8%	£210,717 2.8%	£56,189 0.9%	£51,455 0.8%	£0 0.0%	£0 0.0%
Romford (all destinations)	£16,039,810 34.7%	£310,218 9.8%	£0 0.0%	£102,000 1.6%	£2,001,815 26.6%	£2,865,630 47.2%	£2,469,840 36.1%	£8,290,307 69.0%	£0 0.0%
Internet/Mail order/Catalogue	£617,543 1.3%	£103,406 3.3%	£50,843 1.2%	£102,000 1.6%	£0 0.0%	£56,189 0.9%	£205,820 3.0%	£99,285 0.8%	£0 0.0%

Table 15a: Destinations for Books, Jewellery, Sporting, Recreational and Luxury Goods (Miscellaneous)

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Town Centre/High Street/Baytree Centre	16.7%	16.2%	0.0%	0.7%	27.1%	42.9%	36.2%	2.2%	0.0%
Don't buy	15.7%	10.3%	7.6%	14.0%	18.7%	10.9%	13.4%	22.3%	0.0%
Romford Town Centre	13.5%	0.0%	0.0%	0.0%	2.4%	3.4%	0.7%	45.7%	50.0%
Internet	12.8%	10.3%	21.7%	16.9%	9.6%	15.1%	12.8%	9.3%	50.0%
Lakeside Shopping Centre	10.9%	0.0%	4.3%	7.4%	18.7%	14.3%	16.8%	8.6%	0.0%
Chelmsford Town Centre	6.6%	35.3%	12.0%	11.0%	1.8%	0.8%	8.1%	0.0%	0.0%
Basildon Town Centre	5.9%	0.0%	26.1%	18.4%	4.8%	0.0%	1.3%	0.0%	0.0%
Varies/ best deal	4.1%	5.9%	4.3%	2.9%	6.6%	5.0%	4.7%	1.9%	0.0%
Billericay Town Centre	3.7%	0.0%	15.2%	16.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Bluewater Shopping Centre	2.6%	1.5%	3.3%	5.9%	3.6%	3.4%	0.7%	1.1%	0.0%
Central London	2.2%	8.8%	1.1%	0.7%	1.8%	2.5%	3.4%	1.1%	0.0%
Catalogue/ mail order	1.5%	4.4%	1.1%	2.2%	1.8%	0.0%	0.0%	1.9%	0.0%
Abroad	0.7%	0.0%	1.1%	1.5%	0.6%	0.0%	0.7%	0.7%	0.0%
Gallows Corner, Romford	0.6%	0.0%	0.0%	0.0%	0.6%	0.8%	0.0%	1.5%	0.0%
Ingatestone High Street/District Centre	0.6%	7.4%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Harold Wood	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Harold Hill	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Hilldene, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Wickford	0.2%	0.0%	1.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Hornchurch Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Shenfield District Centre/Hutton Road	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%
George Yard Shopping Centre, Braintree	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Ilford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
The Brewery Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Oxford	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Pipps Hill Retail Park, Billericay	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Source: Research & Marketing Household Survey (October 2010) Analysis Q14									
Percentage Minus 'Don't Buy' Responses	84.3%	89.7%	92.4%	86.0%	81.3%	89.1%	86.6%	77.7%	100.0%
Adjusted Percentage Calculator Number	1.19	1.11	1.08	1.16	1.23	1.12	1.16	1.29	1.00

Table 15b: Destinations for Books, Jewellery, Sporting, Recreational and Luxury Goods (Miscellaneous) Excluding 'Don't Buy'

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Town Centre/High Street/Baytree Centre	19.8%	18.0%	0.0%	0.9%	33.3%	48.1%	41.9%	2.9%	0.0%
Romford Town Centre	16.1%	0.0%	0.0%	0.0%	3.0%	3.8%	0.8%	58.9%	50.0%
Internet	15.2%	11.5%	23.5%	19.7%	11.9%	17.0%	14.7%	12.0%	50.0%
Lakeside Shopping Centre	13.0%	0.0%	4.7%	8.5%	23.0%	16.0%	19.4%	11.0%	0.0%
Chelmsford Town Centre	7.8%	39.3%	12.9%	12.8%	2.2%	0.9%	9.3%	0.0%	0.0%
Basildon Town Centre	7.0%	0.0%	28.2%	21.4%	5.9%	0.0%	1.6%	0.0%	0.0%
Varies/ best deal	4.8%	6.6%	4.7%	3.4%	8.1%	5.7%	5.4%	2.4%	0.0%
Billericay Town Centre	4.4%	0.0%	16.5%	19.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Bluewater Shopping Centre	3.1%	1.6%	3.5%	6.8%	4.4%	3.8%	0.8%	1.4%	0.0%
Central London	2.6%	9.8%	1.2%	0.9%	2.2%	2.8%	3.9%	1.4%	0.0%
Catalogue/ mail order	1.8%	4.9%	1.2%	2.6%	2.2%	0.0%	0.0%	2.4%	0.0%
Abroad	0.8%	0.0%	1.2%	1.7%	0.7%	0.0%	0.8%	1.0%	0.0%
Gallows Corner, Romford	0.7%	0.0%	0.0%	0.0%	0.7%	0.9%	0.0%	1.9%	0.0%
Ingatestone High Street/District Centre	0.7%	8.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Harold Wood	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Harold Hill	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Hilldene, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Wickford	0.2%	0.0%	1.2%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Hornchurch Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Shenfield District Centre/Hutton Road	0.2%	0.0%	0.0%	0.0%	0.7%	0.0%	0.8%	0.0%	0.0%
George Yard Shopping Centre, Braintree	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Ilford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
The Brewery Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Oxford	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Pipps Hill Retail Park, Billericay	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.1%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q14

Table 15c: Expenditure on Books, Jewellery, Sporting, Recreational and Luxury Goods (Miscellaneous)

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Town Centre/High Street/Baytree Centre	£19,555,848	£1,200,792	£0	£112,280	£5,301,689	£6,164,489	£6,048,426	£728,171	£0
Romford Town Centre	£16,143,422	£0	£0	£0	£471,261	£483,489	£112,008	£14,927,512	£149,152
Internet	£14,815,102	£764,140	£2,096,430	£2,582,436	£1,885,045	£2,175,702	£2,128,150	£3,034,047	£149,152
Lakeside Shopping Centre	£12,840,709	£0	£419,286	£1,122,798	£3,652,275	£2,054,830	£2,800,197	£2,791,323	£0
Chelmsford Town Centre	£7,275,556	£2,619,910	£1,153,036	£1,684,197	£353,446	£120,872	£1,344,095	£0	£0
Basildon Town Centre	£6,489,250	£0	£2,515,716	£2,806,995	£942,523	£0	£224,016	£0	£0
Varies/ best deal	£4,717,124	£436,652	£419,286	£449,119	£1,295,968	£725,234	£784,055	£606,809	£0
Billericay Town Centre	£4,049,937	£0	£1,467,501	£2,582,436	£0	£0	£0	£0	£0
Bluewater Shopping Centre	£2,988,341	£109,163	£314,464	£898,239	£706,892	£483,489	£112,008	£364,086	£0
Central London	£2,512,267	£654,977	£104,821	£112,280	£353,446	£362,617	£560,039	£364,086	£0
Catalogue/ mail order	£1,729,405	£327,489	£104,821	£336,839	£353,446	£0	£0	£606,809	£0
Abroad	£801,928	£0	£104,821	£224,560	£117,815	£0	£112,008	£242,724	£0
Gallows Corner, Romford	£724,135	£0	£0	£0	£117,815	£120,872	£0	£485,448	£0
Ingatestone High Street/District Centre	£658,094	£545,814	£0	£112,280	£0	£0	£0	£0	£0
Harold Wood	£364,086	£0	£0	£0	£0	£0	£0	£364,086	£0
Harold Hill	£242,724	£0	£0	£0	£0	£0	£0	£242,724	£0
Hilldene, Romford	£242,724	£0	£0	£0	£0	£0	£0	£242,724	£0
Wickford	£222,637	£0	£104,821	£0	£117,815	£0	£0	£0	£0
Hornchurch Town Centre	£242,724	£0	£0	£0	£0	£0	£0	£242,724	£0
Shenfield District Centre/Hutton Road	£229,823	£0	£0	£0	£117,815	£0	£112,008	£0	£0
George Yard Shopping Centre, Braintree	£112,008	£0	£0	£0	£0	£0	£112,008	£0	£0
Ilford Town Centre	£121,362	£0	£0	£0	£0	£0	£0	£121,362	£0
The Brewery Shopping Centre, Romford	£117,815	£0	£0	£0	£117,815	£0	£0	£0	£0
Oxford	£120,872	£0	£0	£0	£0	£120,872	£0	£0	£0
Pipps Hill Retail Park, Billericay	£104,821	£0	£104,821	£0	£0	£0	£0	£0	£0
Southend-on-Sea	£112,280	£0	£0	£112,280	£0	£0	£0	£0	£0
Total	£97,534,993	£6,658,937	£8,909,827	£13,136,738	£15,905,067	£12,812,468	£14,449,019	£25,364,634	£298,303

Table 15d: Expenditure on Books, Jewellery, Sporting, Recreational and Luxury Goods (Miscellaneous) in Brentwood

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£19,555,848 20.1%	£1,200,792 18.0%	£0 0.0%	£112,280 0.9%	£5,301,689 33.3%	£6,164,489 48.1%	£6,048,426 41.9%	£728,171 2.9%	£0 0.0%
Shenfield District Centre/Hutton Road	£229,823 0.2%	£0 0.0%	£0 0.0%	£0 0.0%	£117,815 0.7%	£0 0.0%	£112,008 0.8%	£0 0.0%	£0 0.0%
Ingatstone High Street/District Centre	£658,094 0.7%	£545,814 8.2%	£0 0.0%	£112,280 0.9%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Brentwood Borough Total	£20,443,766 21.0%	£1,746,606 26.2%	£0 0.0%	£224,560 1.7%	£5,419,504 34.1%	£6,164,489 48.1%	£6,160,434 42.6%	£728,171 2.9%	£0 0.0%
Leakage from Brentwood	£77,091,228 79.0%	£4,912,330 73.8%	£8,909,827 100.0%	£12,912,179 98.3%	£10,485,563 65.9%	£6,647,979 51.9%	£8,288,584 57.4%	£24,636,462 97.1%	£298,303 100.0%
Basildon (all destinations)	£6,489,250 6.7%	£0 0.0%	£2,515,716 28.2%	£2,806,995 21.4%	£942,523 5.9%	£0 0.0%	£224,016 1.6%	£0 0.0%	£0 0.0%
Billericay (all destinations)	£4,154,758 4.3%	£0 0.0%	£1,572,322 17.6%	£2,582,436 19.7%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Chelmsford (all destinations)	£7,275,556 7.5%	£2,619,910 39.3%	£1,153,036 12.9%	£1,684,197 12.8%	£353,446 2.2%	£120,872 0.9%	£1,344,095 9.3%	£0 0.0%	£0 0.0%
Lakeside, Thurrock (all destinations)	£12,840,709 13.2%	£0 0.0%	£419,286 4.7%	£1,122,798 8.5%	£3,652,275 23.0%	£2,054,830 16.0%	£2,800,197 19.4%	£2,791,323 11.0%	£0 0.0%
Romford (all destinations)	£16,985,372 17.4%	£0 0.0%	£0 0.0%	£0 0.0%	£706,892 4.4%	£604,362 4.7%	£112,008 0.8%	£15,412,959 60.8%	£149,152 50.0%
Internet/Mail order/Catalogue	£16,544,507 17.0%	£1,091,629 16.4%	£2,201,251 24.7%	£2,919,275 22.2%	£2,238,491 14.1%	£2,175,702 17.0%	£2,128,150 14.7%	£3,640,857 14.4%	£149,152 50.0%

Table 16a: Destinations for Chemists Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Town Centre/High Street/Baytree Centre	29.1%	16.2%	1.1%	0.7%	48.2%	81.5%	61.7%	3.3%	50.0%
Billericay Town Centre	15.1%	5.9%	56.5%	67.6%	2.4%	0.0%	0.0%	0.0%	0.0%
Romford Town Centre	7.7%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	27.1%	0.0%
Harold Hill, Romford	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	24.9%	0.0%
Gallows Corner Retail Park, Colchester Road, Romford	5.4%	1.5%	0.0%	0.0%	0.6%	5.0%	0.7%	16.7%	0.0%
Shenfield District Centre/Hutton Road	5.2%	0.0%	1.1%	0.0%	20.5%	1.7%	10.1%	0.0%	0.0%
Harold Wood	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.9%	0.0%
Basildon Town Centre	3.1%	1.5%	13.0%	6.6%	4.8%	0.8%	0.0%	0.0%	0.0%
Ingatestone High Street/District Centre	3.1%	42.6%	0.0%	0.7%	0.0%	0.0%	0.7%	0.0%	0.0%
Don't buy	2.1%	4.4%	2.2%	0.7%	2.4%	0.8%	1.3%	3.0%	0.0%
Chelmsford Town Centre	2.1%	17.6%	1.1%	2.9%	0.6%	0.0%	1.3%	0.0%	0.0%
Local stores, Billericay	1.9%	2.9%	7.6%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%
William Hunter Way, Brentwood	1.7%	1.5%	0.0%	0.0%	4.8%	2.5%	3.4%	0.0%	0.0%
Local stores, Romford	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.5%	0.0%
Hutton	1.2%	0.0%	0.0%	0.0%	6.0%	0.8%	0.0%	0.4%	0.0%
Varies/ best deal	1.2%	0.0%	3.3%	1.5%	1.8%	0.0%	2.7%	0.0%	0.0%
Doddington	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%
Lakeside Shopping Centre	1.0%	1.5%	1.1%	0.0%	1.2%	0.0%	1.3%	1.5%	0.0%
The Liberty Shopping Centre, Romford	1.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.3%	2.2%	0.0%
Local stores, Brentwood	1.0%	0.0%	0.0%	0.0%	1.2%	2.5%	3.4%	0.0%	0.0%
Queens Park, Billericay	0.8%	0.0%	1.1%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon	0.5%	0.0%	2.2%	1.5%	0.6%	0.0%	0.0%	0.0%	0.0%
Wickford	0.4%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.4%	0.0%	0.0%	0.7%	0.6%	0.8%	0.0%	0.4%	0.0%
Internet	0.4%	0.0%	0.0%	0.0%	0.6%	0.0%	1.3%	0.4%	0.0%
Hilldene, Romford	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
South Green	0.3%	0.0%	2.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
The Pantiles, Billericay	0.3%	0.0%	1.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Upminster	0.3%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Cricketers Retail Park, Basildon	0.2%	0.0%	0.0%	0.7%	0.0%	0.8%	0.0%	0.0%	0.0%
Great Warley	0.2%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	0.0%	0.0%
Bluewater Shopping Centre	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hornchurch Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.0%
Catalogue/ mail order	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Braintree Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
The Brewery Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Chipping Ongar	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gooshays, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Hainault	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Ladygate Centre, Wickford	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Laindon Hills, Basildon	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Local stores, Basildon	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Loughton	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
Petersfield	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Stock	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Willowdale Centre, Wickford	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Source: Research & Marketing Household Survey (October 2010) Analysis Q15									
Percentage Minus 'Don't Buy' Responses	97.9%	95.6%	97.8%	99.3%	97.6%	99.2%	98.7%	97.0%	100.0%
Adjusted Percentage Calculator Number	1.02	1.05	1.02	1.01	1.02	1.01	1.01	1.03	1.00

Table 16b: Destinations for Chemists Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Town Centre/High Street/Baytree Centre	29.7%	16.9%	1.1%	0.7%	49.4%	82.2%	62.6%	3.4%	50.0%
Billericay Town Centre	15.4%	6.2%	57.8%	68.1%	2.5%	0.0%	0.0%	0.0%	0.0%
Romford Town Centre	7.8%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	28.0%	0.0%
Harold Hill, Romford	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	25.7%	0.0%
Gallows Corner Retail Park, Colchester Road, Romford	5.5%	1.5%	0.0%	0.0%	0.6%	5.1%	0.7%	17.2%	0.0%
Shenfield District Centre/Hutton Road	5.3%	0.0%	1.1%	0.0%	21.0%	1.7%	10.2%	0.0%	0.0%
Harold Wood	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.3%	0.0%
Basildon Town Centre	3.2%	1.5%	13.3%	6.7%	4.9%	0.8%	0.0%	0.0%	0.0%
Ingatestone High Street/District Centre	3.2%	44.6%	0.0%	0.7%	0.0%	0.0%	0.7%	0.0%	0.0%
Chelmsford Town Centre	2.1%	18.5%	1.1%	3.0%	0.6%	0.0%	1.4%	0.0%	0.0%
Local stores, Billericay	1.9%	3.1%	7.8%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%
William Hunter Way, Brentwood	1.7%	1.5%	0.0%	0.0%	4.9%	2.5%	3.4%	0.0%	0.0%
Local stores, Romford	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	0.0%
Hutton	1.2%	0.0%	0.0%	0.0%	6.2%	0.8%	0.0%	0.4%	0.0%
Varies/ best deal	1.2%	0.0%	3.3%	1.5%	1.9%	0.0%	2.7%	0.0%	0.0%
Doddingtonhurst	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%
Lakeside Shopping Centre	1.0%	1.5%	1.1%	0.0%	1.2%	0.0%	1.4%	1.5%	0.0%
The Liberty Shopping Centre, Romford	1.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.4%	2.3%	0.0%
Local stores, Brentwood	1.0%	0.0%	0.0%	0.0%	1.2%	2.5%	3.4%	0.0%	0.0%
Queens Park, Billericay	0.8%	0.0%	1.1%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon	0.5%	0.0%	2.2%	1.5%	0.6%	0.0%	0.0%	0.0%	0.0%
Wickford	0.4%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.4%	0.0%	0.0%	0.7%	0.6%	0.8%	0.0%	0.4%	0.0%
Internet	0.4%	0.0%	0.0%	0.0%	0.6%	0.0%	1.4%	0.4%	0.0%
Hilldene, Romford	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
South Green	0.3%	0.0%	2.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
The Pantiles, Billericay	0.3%	0.0%	1.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Upminster	0.3%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Cricketers Retail Park, Basildon	0.2%	0.0%	0.0%	0.7%	0.0%	0.8%	0.0%	0.0%	0.0%
Great Warley	0.2%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	0.0%	0.0%
Bluewater Shopping Centre	0.2%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hornchurch Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.0%
Catalogue/ mail order	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Braintree Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
The Brewery Shopping Centre, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Chipping Ongar	0.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gooshays, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Hainault	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Ladygate Centre, Wickford	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Laindon Hills, Basildon	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Local stores, Basildon	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Loughton	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
Petersfield	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Stock	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Willowdale Centre, Wickford	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Research & Marketing Household Survey (October 2010) Analysis Q15

Table 16c: Expenditure on Chemists Goods

LOCATIONS WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Town Centre/High Street/Baytree Centre	£21,783,518	£824,400	£72,424	£71,188	£5,745,978	£7,705,060	£6,615,495	£639,859	£109,114
Billericav Town Centre	£10,902,413	£299,782	£3,766,029	£6,549,303	£287,299	£0	£0	£0	£0
Romford Town Centre	£5,341,306	£0	£0	£0	£0	£79,434	£71,908	£5,189,965	£0
Harold Hill, Romford	£4,835,300	£0	£0	£0	£0	£0	£71,908	£4,763,393	£0
Gallows Corner Retail Park, Colchester Road, Romford	£3,894,573	£74,945	£0	£0	£71,825	£476,602	£71,908	£3,199,294	£0
Shenfield District Centre/Hutton Road	£3,751,945	£0	£72,424	£0	£2,442,041	£158,867	£1,078,613	£0	£0
Harold Wood	£2,275,053	£0	£0	£0	£0	£0	£0	£2,275,053	£0
Basildon Town Centre	£2,238,753	£74,945	£869,084	£640,693	£574,598	£79,434	£0	£0	£0
Ingatestone High Street/District Centre	£2,316,513	£2,173,417	£0	£71,188	£0	£0	£71,908	£0	£0
Chelmsford Town Centre	£1,472,161	£899,345	£72,424	£284,752	£71,825	£0	£143,815	£0	£0
Local stores, Billericav	£1,368,737	£149,891	£506,965	£711,881	£0	£0	£0	£0	£0
William Hunter Way, Brentwood	£1,247,382	£74,945	£0	£0	£574,598	£238,301	£359,538	£0	£0
Local stores, Romford	£925,053	£0	£0	£0	£0	£0	£71,908	£853,145	£0
Hutton	£868,776	£0	£0	£0	£718,247	£79,434	£0	£71,095	£0
Varies/ best deal	£862,751	£0	£217,271	£142,376	£215,474	£0	£287,630	£0	£0
Doddingtonhurst	£790,983	£0	£0	£0	£0	£0	£790,983	£0	£0
Lakeside Shopping Centre	£719,215	£74,945	£72,424	£0	£143,649	£0	£143,815	£284,382	£0
The Liberty Shopping Centre, Romford	£714,037	£0	£0	£0	£143,649	£0	£143,815	£426,572	£0
Local stores, Brentwood	£741,488	£0	£0	£0	£143,649	£238,301	£359,538	£0	£0
Queens Park, Billericav	£570,740	£0	£72,424	£498,317	£0	£0	£0	£0	£0
Mayflower Retail Park, Basildon	£359,048	£0	£144,847	£142,376	£71,825	£0	£0	£0	£0
Wickford	£289,695	£0	£289,695	£0	£0	£0	£0	£0	£0
Central London	£293,542	£0	£0	£71,188	£71,825	£79,434	£0	£71,095	£0
Internet	£286,735	£0	£0	£0	£71,825	£0	£143,815	£71,095	£0
Hilldene, Romford	£213,286	£0	£0	£0	£0	£0	£0	£213,286	£0
South Green	£216,035	£0	£144,847	£71,188	£0	£0	£0	£0	£0
The Pantiles, Billericav	£214,800	£0	£72,424	£142,376	£0	£0	£0	£0	£0
Upminster	£215,474	£0	£0	£0	£215,474	£0	£0	£0	£0
Cricketers Retail Park, Basildon	£150,622	£0	£0	£71,188	£0	£79,434	£0	£0	£0
Great Warley	£151,341	£0	£0	£0	£0	£79,434	£71,908	£0	£0
Bluewater Shopping Centre	£149,891	£149,891	£0	£0	£0	£0	£0	£0	£0
Hornchurch Town Centre	£143,003	£0	£0	£0	£0	£0	£71,908	£71,095	£0
Catalogue/ mail order	£142,191	£0	£0	£0	£0	£0	£0	£142,191	£0
Braintree Town Centre	£79,434	£0	£0	£0	£0	£79,434	£0	£0	£0
The Brewery Shopping Centre, Romford	£71,095	£0	£0	£0	£0	£0	£0	£71,095	£0
Chipping Ongar	£74,945	£74,945	£0	£0	£0	£0	£0	£0	£0
Gooshays, Romford	£71,095	£0	£0	£0	£0	£0	£0	£71,095	£0
Hainault	£71,095	£0	£0	£0	£0	£0	£0	£71,095	£0
Ladygate Centre, Wickford	£71,188	£0	£0	£71,188	£0	£0	£0	£0	£0
Laindon Hills, Basildon	£71,825	£0	£0	£0	£71,825	£0	£0	£0	£0
Local stores, Basildon	£72,424	£0	£72,424	£0	£0	£0	£0	£0	£0
Loughton	£109,114	£0	£0	£0	£0	£0	£0	£0	£109,114
Petersfield	£71,095	£0	£0	£0	£0	£0	£0	£71,095	£0
Stock	£71,188	£0	£0	£71,188	£0	£0	£0	£0	£0
Willowdale Centre, Wickford	£72,424	£0	£72,424	£0	£0	£0	£0	£0	£0
Total	£71,353,283	£4,871,452	£6,518,126	£9,610,391	£11,635,606	£9,373,166	£10,570,411	£18,555,903	£218,228

Table 16d: Expenditure on Chemists Goods in Brentwood

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£21,783,518 30.5%	£824,400 16.9%	£72,424 1.1%	£71,188 0.7%	£5,745,978 49.4%	£7,705,060 82.2%	£6,615,495 62.6%	£639,859 3.4%	£109,114 50.0%
Shenfield District Centre/Hutton Road	£3,751,945 5.3%	£0 0.0%	£72,424 1.1%	£0 0.0%	£2,442,041 21.0%	£158,867 1.7%	£1,078,613 10.2%	£0 0.0%	£0 0.0%
Ingatstone High Street/District Centre	£2,316,513 3.2%	£2,173,417 44.6%	£0 0.0%	£71,188 0.7%	£0 0.0%	£0 0.0%	£71,908 0.7%	£0 0.0%	£0 0.0%
Brentwood Borough Total	£27,851,975 39.0%	£2,997,816 61.5%	£144,847 2.2%	£142,376 1.5%	£8,188,019 70.4%	£7,863,927 83.9%	£7,766,016 73.5%	£639,859 3.4%	£109,114 50.0%
Leakage from Brentwood	£43,501,308 61.0%	£1,873,635 38.5%	£6,373,279 97.8%	£9,468,015 98.5%	£3,447,587 29.6%	£1,509,239 16.1%	£2,804,395 26.5%	£17,916,044 96.6%	£109,114 50.0%
Basildon (all destinations)	£2,892,671 4.1%	£74,945 1.5%	£1,086,354 16.7%	£854,257 8.9%	£718,247 6.2%	£158,867 1.7%	£0 0.0%	£0 0.0%	£0 0.0%
Billericay (all destinations)	£13,056,690 18.3%	£449,672 9.2%	£4,417,841 67.8%	£7,901,877 82.2%	£287,299 2.5%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%
Chelmsford (all destinations)	£1,472,161 2.1%	£899,345 18.5%	£72,424 1.1%	£284,752 3.0%	£71,825 0.6%	£0 0.0%	£143,815 1.4%	£0 0.0%	£0 0.0%
Lakeside, Thurrock (all destinations)	£719,215 1.0%	£74,945 1.5%	£72,424 1.1%	£0 0.0%	£143,649 1.2%	£0 0.0%	£143,815 1.4%	£284,382 1.5%	£0 0.0%
Romford (all destinations)	£10,946,064 15.3%	£74,945 1.5%	£0 0.0%	£0 0.0%	£215,474 1.9%	£556,035 5.9%	£359,538 3.4%	£9,740,072 52.5%	£0 0.0%
Internet/Mail order/Catalogue	£292,894 0.4%	£149,891 3.1%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£71,908 0.7%	£71,095 0.4%	£0 0.0%

Table 17: Total Expenditure on Comparison Goods 2010

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Town Centre/High Street/Baytree Centre	£78,367,485 16.3%	£3,901,976 11.9%	£379,778 0.9%	£931,505 1.4%	£20,251,615 25.9%	£25,895,487 41.1%	£23,000,340 32.3%	£3,723,550 3.0%	£283,233 19.3%
Shenfield District Centre/Hutton Road	£5,537,418 1.2%	£75,381 0.2%	£72,424 0.2%	£60,501 0.1%	£3,517,680 4.5%	£158,867 0.3%	£1,652,566 2.3%	£0 0.0%	£0 0.0%
Ingatestone High Street/District Centre	£4,354,201 0.9%	£3,634,647 11.1%	£0 0.0%	£336,467 0.5%	£105,359 0.1%	£0 0.0%	£277,728 0.4%	£0 0.0%	£0 0.0%
Brentwood Borough - Total	£88,259,105 18.4%	£7,612,004 23.2%	£452,202 1.0%	£1,328,474 2.1%	£23,874,653 30.5%	£26,054,354 41.3%	£24,930,634 35.0%	£3,723,550 3.0%	£283,233 19.3%
Leakage from Brentwood, Borough									
Basildon	£53,506,558 11%	£523,261 2%	£17,874,690 41%	£22,061,366 34%	£9,326,501 12%	£1,509,194 2%	£2,054,989 3%	£156,557 0%	£0 0%
Billericay	£22,505,664 5%	£563,991 2%	£7,966,618 18%	£13,302,494 21%	£473,681 1%	£0 0%	£198,880 0%	£0 0%	£0 0%
Chelmsford	£39,036,904 8%	£15,235,684 46%	£4,329,366 10%	£7,538,684 12%	£3,545,304 5%	£1,185,382 2%	£7,009,749 10%	£192,735 0%	£0 0%
Lakeside, Thurrock	£62,990,480 13%	£1,272,228 4%	£3,400,132 8%	£6,927,001 11%	£15,371,263 20%	£12,692,449 20%	£12,580,472 18%	£10,746,935 9%	£0 0%
Romford	£106,022,067 22%	£804,040 2%	£145,247 0%	£102,000 0%	£7,132,226 9%	£8,336,619 13%	£7,628,543 11%	£81,257,390 65%	£616,002 42%
Other	£69,259,763 14%	£3,960,129 12%	£5,599,402 13%	£7,268,994 11%	£12,902,676 16%	£8,056,502 13%	£10,239,464 14%	£20,812,433 17%	£420,163 29%
Leakage from Brentwood - Total	£353,321,435 74%	£22,359,333 68%	£39,315,455 90%	£57,200,539 88%	£48,751,651 62%	£31,780,146 50%	£39,712,097 56%	£113,166,049 91%	£1,036,165 71%
Catalogue / Mail Order / Internet / Good Delivered / Local Paper / Auction	£38,585,339 8%	£2,810,684 9%	£4,095,523 9%	£6,143,298 9%	£5,674,523 7%	£5,241,426 8%	£6,489,953 9%	£7,980,780 6%	£149,152 10%

Table 18: Market Share on Comparison Goods in Brentwood Centres 2010

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	16%	12%	1%	1%	26%	41%	32%	3%	19%
Shenfield District Centre/Hutton Road	1%	0%	0%	0%	4%	0%	2%	0%	0%
Ingatstone High Street/District Centre	1%	11%	0%	1%	0%	0%	0%	0%	0%
Brentwood Borough Total	18%	23%	1%	2%	30%	41%	35%	3%	19%

Table 19: Turnover on Comparison Goods in Brentwood 2015 (based on constant market shares)

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£93,295,392	£4,442,094	£443,125	£1,076,480	£23,801,785	£31,612,761	£27,232,809	£4,352,880	£333,459
Shenfield District Centre/Hutton Road	£6,525,185	£85,815	£84,504	£69,917	£4,134,339	£193,942	£1,956,667	£0	£0
Ingatstone High Street/District Centre	£4,979,258	£4,137,762	£0	£388,833	£123,828	£0	£328,834	£0	£0
Brentwood Borough Total	£104,799,836	£8,665,672	£527,628	£1,535,230	£28,059,952	£31,806,703	£29,518,311	£4,352,880	£333,459

Table 20: Turnover on Comparison Goods in Brentwood 2020 (based on constant market shares)

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£113,292,009	£5,201,937	£529,636	£1,279,877	£28,641,345	£39,104,379	£32,887,141	£5,245,098	£402,596
Shenfield District Centre/Hutton Road	£7,862,420	£100,495	£101,001	£83,128	£4,974,965	£239,903	£2,362,929	£0	£0
Ingatstone High Street/District Centre	£5,853,965	£4,845,547	£0	£462,302	£149,006	£0	£397,110	£0	£0
Brentwood Borough Total	£127,008,395	£10,147,979	£630,637	£1,825,307	£33,765,316	£39,344,282	£35,647,180	£5,245,098	£402,596

Table 21: Turnover on Comparison Goods in Brentwood 2025 (based on constant market shares)

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£137,510,798	£6,154,240	£631,266	£1,518,043	£34,492,019	£48,214,319	£39,685,386	£6,333,169	£482,357
Shenfield District Centre/Hutton Road	£9,476,262	£118,892	£120,382	£98,597	£5,991,220	£295,792	£2,851,380	£0	£0
Ingatstone High Street/District Centre	£6,939,578	£5,732,606	£0	£548,329	£179,444	£0	£479,198	£0	£0
Brentwood Borough Total	£153,926,639	£12,005,738	£751,648	£2,164,969	£40,662,683	£48,510,111	£43,015,964	£6,333,169	£482,357

Table 22: Turnover on Comparison Goods in Brentwood 2031 (based on constant market shares)

	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Locations									
Brentwood Town Centre/High Street/Baytree Centre	£172,973,348	£7,471,173	£779,798	£1,862,716	£43,045,484	£61,632,724	£49,682,639	£7,899,935	£598,879
Shenfield District Centre/Hutton Road	£11,838,761	£144,333	£148,707	£120,983	£7,476,945	£378,113	£3,569,679	£0	£0
Ingatstone High Street/District Centre	£8,456,002	£6,959,316	£0	£672,828	£223,943	£0	£599,915	£0	£0
Brentwood Borough Total	£193,268,111	£14,574,822	£928,505	£2,656,527	£50,746,373	£62,010,837	£53,852,232	£7,899,935	£598,879

Table 23: Town Centre Floorspace Statistics

	Gross Floorspace		Net Floorspace
	Sq Feet	Sq Metres	Sq metres
Brentwood Town Centre/High Street/Baytree Centre			
Convenience	124,200	11,543	6,926
Comparison	220,000	20,446	14,312
Service	105,600	9,814	6,870
Vacant	48,100	4,470	3,129
Shenfield District Centre/Hutton Road			
Convenience	20,600	1,914	1,149
Comparison	42,200	3,922	2,745
Service	35,400	3,290	2,303
Vacant	6,900	641	449
Ingatestone High Street/District Centre			
Convenience	16,600	1,543	926
Comparison	21,500	1,998	1,399
Service	31,400	2,918	2,043
Vacant	2,800	260	182

Source: Brentwood Goad Centre Reports & CBP Floorspace Survey January 2011

Table 24: Projected Floorspace Requirements 2010-2031

	Turnover 2010	Floorspace sq metres	Turnover:sq m	Turnover 2015	Turnover absorbed by increased efficiency in existing floorspace	Projected increase in turnover based on constant market shares	Floorspace Requirement 2010-2015	Turnover 2020	Turnover absorbed by increased efficiency in existing floorspace	Projected increase in turnover based on constant market shares	Floorspace Requirement 2015-2020	Turnover 2025	Turnover absorbed by increased efficiency in existing floorspace	Projected increase in turnover based on constant market shares	Floorspace Requirement 2020-2025	Turnover 2031	Turnover absorbed by increased efficiency in existing floorspace	Projected increase in turnover based on constant market shares	Floorspace Requirement 2025-2031
Brentwood Town Centre/High Street/Baytree Centre	£78,367,485	14,312	£5,476	£93,295,392	£8,871,354	£6,056,553	1,106	£113,292,009	£12,786,375	£7,210,241	1,317	£137,510,798	£15,463,129	£8,755,660	1,599	£172,973,348	£24,835,165	£10,627,385	1,941
Shenfield District Centre/Hutton Road	£5,537,418	2,745	£2,017	£6,525,185	£559,813	£427,954	212	£7,862,420	£832,943	£504,292	250	£9,476,262	£1,006,203	£607,639	301	£11,838,761	£1,630,135	£732,364	363
Ingatestone High Street/District Centre	£4,354,201	1,399	£3,113	£4,979,258	£288,547	£336,510	108	£5,853,965	£489,890	£384,817	124	£6,939,578	£633,195	£452,418	145	£8,456,002	£980,105	£536,318	172
Total	£88,259,105	18,456	£4,782	£104,799,836	£9,719,714	£6,821,017	1,426	£127,008,395	£14,109,208	£8,099,351	1,694	£153,926,639	£17,102,527	£9,815,717	2,053	£193,268,111	£27,445,405	£11,896,067	2,488

Table 25: Cumulative floorspace requirements 2010-2031 (sq m)

Town	Sq m	Sq ft
Brentwood Town Centre/High Street/Baytree Centre	5,963	64,184
Shenfield District Centre/Hutton Road	1,127	12,126
Ingatestone High Street/District Centre	549	5,913
Total	7,660	82,456