



# Basildon Retail & Commercial Leisure Capacity Study

Volume 3

On behalf of



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# Household survey tables

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q01 Where did your household last undertake a main food and grocery purchase?</b>												
Aldi, London Road, Grays, RM17 5YB	1.9%	19	0.0%	0	0.0%	0	0.3%	1	6.4%	18	0.0%	0
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.7%	7	0.5%	1	0.0%	0	2.2%	5	0.4%	1	0.0%	0
Aldi, Rectory Park Drive, Pitsea, SS13 3DU	3.2%	32	10.1%	21	0.6%	1	2.3%	5	1.6%	5	0.0%	0
Aldi, The Broadway, Wickford, SS11 7AJ	3.9%	39	0.0%	0	23.4%	36	0.0%	0	0.0%	0	3.3%	4
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	6.5%	65	22.0%	45	4.9%	7	0.3%	1	3.0%	9	2.8%	3
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	5.5%	55	12.5%	26	4.8%	7	1.0%	2	1.9%	5	12.8%	15
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	1.2%	12	0.0%	0	6.8%	10	0.3%	1	0.4%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.7%	17	0.0%	0	5.1%	8	3.5%	8	0.0%	0	0.5%	1
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	8.7%	87	0.0%	0	2.0%	3	0.0%	0	29.0%	84	0.0%	0
Co-op, Eastwood Road, Rayleigh, SS6 7JQ	0.5%	5	0.0%	0	0.3%	0	1.7%	4	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.7%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.3%	0
Co-op, Laindon Centre, Basildon, SS15 5TQ	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, South Benfleet, SS7 5UN	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Co-op, Spa Road, Hockley, SS5 4BE	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Iceland, High Street, Wickford, SS12 9AZ	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Basildon, SS14 1DD	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rectory Road, Hadleigh, SS7 2ND	0.2%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Iceland, St John's Way, Corringham, SS17 7NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.7%	8	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.4%	4	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.6%	6	1.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.4%	4	0.8%	2	0.0%	0	1.0%	2	0.0%	0	0.3%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.3%	3	0.5%	1	0.0%	0	0.6%	2	0.0%	0	0.3%	0
Marks & Spencer Simply Food, Cranfield BP PFS, Cranfield Park Road, Wickford, SS12 9FG	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, London Road BP PFS, London Road, Westcliff-on-Sea, Southend, SS0 9HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Marks & Spencer Simply Food, Mayflower Retail Park, Gardiners Link,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Basildon, SS14 3HZ												
Morrisons, London Road, Grays, RM17 5XZ	3.0%	31	0.0%	0	0.0%	0	0.0%	0	10.6%	31	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	2.5%	25	0.0%	0	0.3%	0	10.1%	24	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	5.3%	53	0.7%	1	0.7%	1	21.2%	51	0.0%	0	0.0%	0
Morrisons, St John's Way, Corringham, SS17 7NA	1.4%	14	0.0%	0	0.0%	0	0.0%	0	4.8%	14	0.0%	0
Morrisons M Local, London Road, Leigh-on-Sea, SS9 2SH	0.2%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	5.3%	53	12.7%	26	10.4%	16	0.6%	2	0.9%	3	5.6%	6
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	1.6%	16	0.0%	0	0.4%	1	0.0%	0	5.2%	15	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	4.2%	42	0.5%	1	4.1%	6	14.5%	35	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.9%	9	0.0%	0	0.3%	0	1.3%	3	0.0%	0	5.0%	6
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	1.2%	12	0.0%	0	0.3%	0	4.2%	10	0.6%	2	0.0%	0
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.5%	5	0.0%	0	0.6%	1	0.7%	2	1.0%	3	0.0%	0
Tesco Express, Drake Road, Chafford Hundred, RM16 6PS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, King Street, Stanford-le-Hope, SS17 0HR	0.2%	2	0.3%	1	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	3.7%	37	0.8%	2	0.0%	0	0.0%	0	12.2%	35	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	4.4%	44	3.3%	7	14.5%	22	0.0%	0	0.0%	0	13.6%	15
Tesco Extra, Station Lane, Pitsea, Basildon, SS13 3JU	6.0%	60	18.9%	39	1.8%	3	4.2%	10	2.9%	8	0.0%	0
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.4%	24	7.6%	16	0.0%	0	0.5%	1	1.0%	3	3.9%	4
Waitrose, High Street, Billericay, CM12 9BY	3.5%	35	0.6%	1	0.0%	0	0.5%	1	0.3%	1	27.9%	32
Waitrose, London Road, Leigh on Sea, SS9 3JQ	0.5%	5	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Basildon	0.7%	7	1.9%	4	0.0%	0	0.5%	1	0.0%	0	1.4%	2
Billericay	0.1%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.3%	0
Canvey Island	0.2%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Chelmsford	0.3%	3	0.0%	0	0.4%	1	0.0%	0	0.0%	0	2.0%	2
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Grays	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0
Hadleigh	0.3%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.5%	1
Laindon	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	2	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Pitsea	0.7%	7	1.4%	3	0.0%	0	1.7%	4	0.0%	0	0.0%	0
Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
South Woodham Ferrers	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.9%	9	0.0%	0	1.4%	2	2.9%	7	0.0%	0	0.0%	0

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Upminster	0.7% 7	0.0% 0	0.0% 0	0.0% 0	2.4% 7	0.3% 0
West Hordon	0.2% 2	0.0% 0	0.0% 0	0.0% 0	0.6% 2	0.0% 0
Wickford	0.4% 4	0.5% 1	0.8% 1	0.7% 2	0.0% 0	0.0% 0
Other	0.4% 4	0.0% 0	0.0% 0	0.0% 0	0.8% 2	1.9% 2
Internet / delivered	4.8% 49	1.0% 2	7.4% 11	4.4% 11	6.6% 19	4.9% 6
Lakeside Shopping Centre / Lakeside Retail Parks	0.4% 4	0.0% 0	0.0% 0	0.0% 0	1.1% 3	0.3% 0
Chafford Hundred	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.3% 1	0.0% 0
Sainsbury's, Knightswick Centre, Canvey Island	1.0% 10	0.3% 1	0.0% 0	3.8% 9	0.0% 0	0.0% 0
Tesco Express, Meadow Rise, Billericay	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.5% 1
Tesco Extra, Prince Avenue, Southend-on-Sea	1.3% 13	0.0% 0	1.3% 2	4.5% 11	0.0% 0	0.0% 0
(Don't know / can't remember)	0.7% 7	0.0% 0	0.0% 0	1.5% 4	1.0% 3	0.5% 1
(Don't do this type of shopping)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.3% 0
Weighted base:	1001	206	152	240	289	113
Sample:	1000	199	200	200	200	201

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q01</i>												
Aldi, London Road, Grays, RM17 5YB	1.0%	10	0.0%	0	0.0%	0	0.0%	0	3.5%	10	0.0%	0
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Aldi, Rectory Park Drive, Pitsea, SS13 3DU	1.9%	19	6.0%	12	0.0%	0	2.5%	6	0.3%	1	0.0%	0
Aldi, The Broadway, Wickford, SS11 7AJ	2.7%	27	0.0%	0	16.1%	24	0.0%	0	0.0%	0	2.5%	3
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.3%	43	14.8%	31	0.7%	1	1.1%	3	1.7%	5	3.2%	4
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	5.9%	58	13.0%	27	2.8%	4	1.5%	4	0.7%	2	19.4%	22
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	1.2%	12	0.0%	0	6.6%	10	0.3%	1	0.0%	0	0.8%	1
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.1%	11	0.0%	0	4.9%	7	1.3%	3	0.0%	0	0.5%	1
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	8.4%	84	0.0%	0	2.0%	3	0.0%	0	28.2%	81	0.0%	0
Co-op, Chapel High, Brentwood, CM14 4BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Co-op, Eastwood Road, Rayleigh, SS6 7JQ	0.5%	5	0.0%	0	0.3%	0	2.0%	5	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.2%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.5%	5	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Co-op, Spa Road, Hockley, SS5 4BE	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Iceland, High Street, Wickford, SS12 9AZ	0.9%	9	0.5%	1	5.0%	8	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Basildon, SS14 1DD	0.5%	5	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rectory Road, Hadleigh, SS7 2ND	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Iceland, St John's Way, Corringham, SS17 7NA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	6	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.8%	8	0.0%	0	0.0%	0	3.3%	8	0.0%	0	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	1.2%	12	4.4%	9	0.4%	1	0.0%	0	0.0%	0	1.8%	2
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.0%	10	0.9%	2	2.4%	4	1.5%	4	0.4%	1	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.6%	6	0.9%	2	0.0%	0	0.6%	2	0.3%	1	1.7%	2
Marks & Spencer Simply Food, Cranfield BP PFS, Cranfield Park Road, Wickford, SS12 9FG	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, London Road BP PFS, London Road, Westcliff-on-Sea, Southend, SS0 9HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Marks & Spencer Simply	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0

# Basildon Household Survey for Peter Brett Associates

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Food, Mayflower BP PFS, Radford Way, Billericay, CM12 0BP												
Marks & Spencer Simply Food, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.3%	3	0.5%	1	0.3%	0	0.0%	0	0.3%	1	0.5%	1
Marks & Spencer Simply Food, Roundacre BP PFS, Nethermayne, Basildon, SS16 5NN	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	3.6%	35	0.0%	0	0.0%	0	0.0%	0	12.3%	35	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	2.5%	25	0.0%	0	0.4%	1	10.2%	24	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	4.0%	40	2.2%	4	0.8%	1	14.4%	34	0.0%	0	0.0%	0
Morrisons, St John's Way, Corringham, SS17 7NA	1.4%	14	0.0%	0	0.4%	1	0.0%	0	4.6%	13	0.0%	0
Morrisons M Local, High Street, Rayleigh, SS6 7QA	0.2%	2	0.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Morrisons M Local, London Road, Leigh-on-Sea, SS9 2SH	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	6.5%	64	12.1%	25	15.2%	23	0.6%	2	1.6%	5	8.9%	10
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	1.8%	18	0.0%	0	0.4%	1	0.0%	0	5.9%	17	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	3.9%	39	0.6%	1	3.9%	6	12.9%	31	0.4%	1	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.8%	8	0.0%	0	0.3%	0	1.4%	3	0.0%	0	3.7%	4
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	2.0%	20	1.4%	3	0.3%	0	6.2%	15	0.6%	2	0.0%	0
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.6%	2	0.0%	0
Tesco Express, Drake Road, Chafford Hundred, RM16 6PS	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	6	0.5%	1
Tesco Express, King Street, Stanford-le-Hope, SS17 0HR	0.2%	2	0.3%	1	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	3.5%	35	0.3%	1	0.0%	0	0.0%	0	11.9%	34	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	4.4%	44	4.4%	9	14.0%	21	0.0%	0	0.4%	1	11.1%	12
Tesco Extra, Station Lane, Pitsea, Basildon, SS13 3JU	6.6%	66	18.5%	38	1.6%	2	5.7%	14	3.8%	11	0.3%	0
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.7%	27	5.1%	11	3.0%	5	0.5%	1	2.1%	6	4.4%	5
Waitrose, High Street, Billericay, CM12 9BY	2.5%	25	0.0%	0	0.3%	0	0.0%	0	0.3%	1	21.0%	24
Waitrose, London Road, Leigh on Sea, SS9 3JQ	0.5%	4	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Basildon	0.3%	3	0.7%	1	0.4%	1	0.0%	0	0.0%	0	1.1%	1

Column %ges.

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Billericay	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.1%	1	0.0%	0	0.3%	1
Chelmsford	0.4%	4	0.0%	0	0.4%	1
Corringham	0.3%	3	0.0%	0	0.0%	0
Grays	0.6%	6	0.0%	0	0.0%	0
Hadleigh	0.3%	3	0.0%	0	1.0%	2
Laindon	0.1%	1	0.3%	1	0.0%	0
Leigh-on-Sea	0.3%	3	0.0%	0	1.3%	3
Pitsea	1.7%	17	6.0%	12	1.8%	4
Rayleigh	0.2%	2	0.0%	0	1.0%	2
Romford	0.2%	2	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	1	0.0%	0	0.4%	1
Southend-on-Sea	1.2%	12	0.0%	0	1.4%	2
Tilbury	0.1%	1	0.0%	0	0.0%	0
Upminster	0.5%	5	0.0%	0	0.0%	0
West Hordon	0.2%	2	0.0%	0	0.0%	0
Wickford	0.2%	2	0.0%	0	0.4%	1
Other	0.4%	4	0.0%	0	0.0%	0
Internet / delivered	4.6%	46	3.2%	7	6.7%	10
Benfleet	0.1%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre / Lakeside Retail Parks	0.2%	2	0.0%	0	0.0%	0
Chafford Hundred	0.2%	2	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island	1.8%	18	0.3%	1	0.0%	0
Tesco Esso Express, Brentwood Road, St Mary's	0.1%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend-on-Sea	1.0%	10	0.0%	0	1.1%	2
(Don't know / can't remember)	1.2%	12	0.0%	0	1.1%	2
Weighted base:	993	206	152	237	286	112
Sample:	993	199	200	197	198	199

### Q03 What form of transport do you use to visit your main food shopping destination?

*Not those who said Internet / delivered or (Don't do this type of shopping) at Q01*

Car - Driver	72.9%	694	60.3%	123	82.6%	116	75.5%	173	74.0%	200	76.1%	82
Car - Passenger	14.3%	136	17.2%	35	7.5%	11	14.5%	33	14.9%	40	15.9%	17
Bus	3.2%	30	5.5%	11	3.0%	4	0.8%	2	3.9%	10	2.4%	3
Cycle	0.5%	4	0.7%	1	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Disabled Vehicle (e.g. mobility scooter)	0.3%	3	0.3%	1	0.0%	0	0.7%	2	0.0%	0	0.6%	1
Taxi	0.5%	5	0.9%	2	0.6%	1	0.8%	2	0.0%	0	0.4%	0
Train	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.7%	64	13.1%	27	6.3%	9	4.7%	11	5.0%	13	3.7%	4
(Don't know / varies)	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
(Don't travel - Goods delivered)	1.2%	12	0.7%	1	0.0%	0	1.5%	4	2.3%	6	0.5%	1
Weighted base:	952	204	141	230	270	107						
Sample:	963	197	192	192	191	191						

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q04 When your household undertakes its main food and grocery spend at (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones ? [MR]</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) or Internet / delivered at Q01</i>												
Yes - other food shops	11.4%	107	13.6%	28	13.3%	19	6.9%	16	10.9%	29	15.4%	16
Yes - other non food shops (clothing, footwear, electrical etc)	18.6%	176	16.7%	34	21.2%	30	12.8%	29	18.2%	49	32.4%	35
Yes - pubs, restaurants or cafes	3.0%	29	1.9%	4	1.5%	2	4.5%	10	2.8%	8	4.8%	5
Yes - financial service (i.e. bank, building society)	4.3%	41	2.2%	4	4.5%	6	3.1%	7	5.8%	15	7.0%	7
Yes - other service (e.g. hairdresser, travel agent, estate agent)	1.3%	13	0.5%	1	0.8%	1	0.3%	1	3.3%	9	0.9%	1
Yes - leisure activity	2.5%	24	0.8%	2	4.0%	6	2.3%	5	2.6%	7	4.4%	5
Yes - Other	0.4%	4	0.3%	1	0.6%	1	0.3%	1	0.6%	2	0.0%	0
Yes - get petrol	0.2%	2	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.4%	0
Yes - window shopping / browsing	0.4%	4	0.0%	0	0.0%	0	0.8%	2	0.9%	2	0.0%	0
Yes - work	0.8%	8	0.7%	1	0.4%	1	1.3%	3	0.7%	2	0.9%	1
No	67.3%	636	70.4%	144	67.1%	94	76.0%	172	64.6%	173	49.8%	53
Weighted base:		945		204		141		226		267		107
Sample:		957		197		192		189		189		190

Mean score: [£]

**Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?**

*Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q01*

£0-£10	1.1%	11	0.3%	1	2.3%	3	0.0%	0	2.2%	6	0.6%	1
£11-£20	1.9%	18	4.0%	8	4.8%	7	0.5%	1	0.3%	1	0.7%	1
£21-£30	3.2%	32	3.1%	6	3.7%	6	0.5%	1	4.1%	12	6.1%	7
£31-£40	6.1%	61	11.3%	23	3.6%	5	5.3%	13	3.9%	11	7.6%	9
£41-£50	8.3%	83	8.9%	18	6.7%	10	8.6%	20	10.3%	29	4.2%	5
£51-£60	8.3%	82	9.4%	19	4.5%	7	7.4%	18	10.9%	31	6.2%	7
£61-£70	8.2%	81	12.7%	26	8.8%	13	6.6%	16	6.0%	17	8.0%	9
£71-£80	10.0%	99	9.4%	19	7.7%	12	10.7%	25	11.4%	33	9.4%	11
£81-£90	4.7%	47	1.1%	2	3.7%	6	4.3%	10	8.2%	24	4.8%	5
£91-£100	16.2%	161	12.3%	25	21.2%	32	17.7%	42	15.5%	44	15.3%	17
£101-£125	5.0%	49	3.8%	8	5.0%	8	4.6%	11	4.3%	12	9.6%	11
£126-£150	9.2%	92	7.6%	16	8.0%	12	12.2%	29	6.7%	19	14.0%	16
£151-£175	0.9%	9	0.0%	0	1.2%	2	0.0%	0	2.0%	6	1.3%	1
£176-£200	2.0%	20	0.7%	1	4.3%	6	1.4%	3	2.0%	6	2.4%	3
£201+	0.5%	5	0.0%	0	0.4%	1	0.5%	1	0.6%	2	1.0%	1
(Don't know / varies)	10.8%	107	11.7%	24	11.4%	17	15.2%	36	7.6%	22	7.1%	8
(Refused)	3.7%	36	3.7%	8	2.9%	4	4.4%	10	4.2%	12	1.9%	2
Mean:		84.78		73.33		86.90		90.61		83.47		94.01
Weighted base:		993		206		152		237		286		112
Sample:		993		199		200		197		198		199

Mean score: [Visits per week]

**Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?**

*Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q01*

Everyday	1.3%	13	1.0%	2	1.0%	1	1.4%	3	1.3%	4	2.2%	2
5 - 6 times a week	0.5%	5	0.7%	1	0.3%	0	1.4%	3	0.0%	0	0.3%	0
3 - 4 times a week	4.0%	39	1.4%	3	4.5%	7	3.9%	9	5.2%	15	5.0%	6
Twice a week	7.1%	70	11.2%	23	7.1%	11	7.5%	18	3.9%	11	6.4%	7
Once a week	66.4%	660	67.5%	139	68.8%	105	64.6%	153	67.0%	192	63.7%	72
Once every two weeks	13.6%	135	14.0%	29	8.1%	12	12.3%	29	17.0%	49	15.0%	17
Once a month	6.7%	67	4.3%	9	10.3%	16	8.4%	20	5.3%	15	6.7%	8
Less often	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.7%	1
Mean:		1.16		1.13		1.14		1.20		1.12		1.21
Weighted base:		993		206		152		237		286		112
Sample:		993		199		200		197		198		199

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)</b>												
Aldi, London Road, Grays, RM17 5YB	0.9%	9	0.0%	0	0.0%	0	0.0%	0	3.2%	9	0.0%	0
Aldi, Rectory Park Drive, Pitsea, SS13 3DU	0.8%	8	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Broadway, Wickford, SS11 7AJ	2.0%	20	0.0%	0	12.3%	19	0.0%	0	0.0%	0	0.9%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.4%	14	5.8%	12	0.0%	0	0.0%	0	0.4%	1	1.0%	1
Asda, Pippas Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.4%	14	5.3%	11	0.7%	1	0.0%	0	0.6%	2	0.5%	1
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.8%	8	0.7%	1	4.6%	7	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.7%	7	0.0%	0	3.8%	6	0.3%	1	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	1.6%	16	0.0%	0	0.0%	0	0.0%	0	5.4%	16	0.0%	0
Co-op, Eastwood Road, Rayleigh, SS6 7JQ	0.5%	5	0.0%	0	0.3%	0	1.6%	4	0.0%	0	0.3%	0
Co-op, Ferry Road, Hullbridge, SS5 6ET	0.4%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	6	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	1.3%	13	0.0%	0	0.4%	1	5.1%	12	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	2.4%	24	0.0%	0	15.8%	24	0.0%	0	0.0%	0	0.0%	0
Co-op, Laindon Centre, Basildon, SS15 5TQ	0.4%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op, Lodge Lane, Grays, RM17 5RZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Co-op, London Road, South Benfleet, SS7 5UN	0.8%	8	0.0%	0	0.0%	0	3.2%	8	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	12
Co-op, Rayleigh Road, Leigh on Sea, SS9 5PS	0.2%	2	0.0%	0	0.3%	0	0.5%	1	0.0%	0	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.4%	4	0.0%	0	0.9%	1	1.3%	3	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Iceland, High Street, Rayleigh, SS6 7QA	0.2%	2	0.0%	0	0.3%	0	0.5%	1	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.5%	5	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Basildon, SS14 1DD	0.7%	7	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Iceland, Rectory Road, Hadleigh, SS7 2ND	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Iceland, St John's Way, Corringham, SS17 7NA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	5	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.4%	4	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	3	0.8%	2	0.4%	1	0.0%	0	0.0%	0	0.3%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.4%	4	1.5%	3	0.0%	0	0.0%	0	0.3%	1	0.3%	0

# Basildon Household Survey for Peter Brett Associates

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Marks & Spencer Simply Food, Mayflower BP PFS, Radford Way, Billericay, CM12 0BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer Simply Food, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	1.4%	14	0.0%	0	0.0%	0	0.0%	0	4.7%	14	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.8%	8	0.0%	0	0.0%	0	3.5%	8	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	1.1%	11	0.8%	2	0.0%	0	4.1%	10	0.0%	0	0.0%	0
Morrisons, St John's Way, Corringham, SS17 7NA	2.7%	27	0.0%	0	2.0%	3	0.0%	0	8.3%	24	0.0%	0
Morrisons M Local, High Street, Rayleigh, SS6 7QA	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	1.5%	15	5.1%	11	1.7%	3	0.0%	0	0.0%	0	1.4%	2
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.8%	8	0.0%	0	0.0%	0	0.5%	1	2.4%	7	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.1%	11	0.0%	0	0.4%	1	4.4%	11	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.9%	1
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.4%	4	0.0%	0	0.4%	1	1.5%	4	0.0%	0	0.0%	0
Sainsbury's Local, Spa Road, Hockley, SS5 4PH	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.8%	8	0.0%	0
Tesco Express, Drake Road, Chafford Hundred, RM16 6PS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0
Tesco Express, King Street, Stanford-le-Hope, SS17 0HR	0.9%	9	0.0%	0	0.4%	1	0.0%	0	2.7%	8	0.0%	0
Tesco Express, North Road, South Ockendon, RM15 6QA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	1.3%	13	0.0%	0	8.4%	13	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Southend Road, Grays, RM17 5NJ	0.5%	5	0.0%	0	0.4%	1	0.0%	0	1.7%	5	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.7%	7	0.5%	1	3.7%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stilford Clays, Grays, RM16 2BD	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.6%	6	0.7%	1	0.0%	0	0.0%	0	1.5%	4	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.6%	6	0.3%	1	2.0%	3	0.5%	1	0.4%	1	0.0%	0
Tesco Extra, Station Lane, Pitsea, Basildon, SS13 3JU	1.4%	14	6.6%	14	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.8%	18	4.2%	9	2.0%	3	0.0%	0	0.6%	2	3.7%	4
Waitrose, High Street, Billericay, CM12 9BY	2.6%	26	0.0%	0	0.0%	0	0.5%	1	0.3%	1	21.2%	24
Aveley Basildon	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
	3.9%	39	16.0%	33	2.6%	4	0.5%	1	0.0%	0	1.0%	1

Column %ges.

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Billericay	0.9%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	8
Brentwood	0.5%	5	0.0%	0	0.0%	0	0.7%	2	0.0%	0	2.6%	3
Canvey Island	1.4%	14	0.0%	0	0.0%	0	6.0%	14	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Corringham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	3.3%	10	0.0%	0
Grays	1.1%	11	0.0%	0	0.0%	0	0.0%	0	3.9%	11	0.0%	0
Hadleigh	0.4%	4	0.0%	0	0.3%	0	1.3%	3	0.0%	0	0.0%	0
Hockley	0.4%	4	0.0%	0	1.6%	2	0.8%	2	0.0%	0	0.0%	0
Horndon on the Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Hullbridge	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Laindon	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.6%	6	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0
Orsett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Pitsea	0.9%	9	4.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.8%	8	0.0%	0	0.4%	1	3.0%	7	0.0%	0	0.0%	0
Romford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.5%	1
South Ockendon	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	7	0.0%	0
South Woodham Ferrers	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.3%	3	0.0%	0	0.4%	1	0.9%	2	0.0%	0	0.0%	0
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Tilbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Upminster	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0
West Hordon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Wickford	1.1%	11	0.0%	0	7.0%	11	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	21	0.3%	1	0.0%	0	0.0%	0	6.0%	17	2.5%	3
Internet / delivered	0.3%	3	0.3%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Benfleet	0.6%	6	0.0%	0	0.0%	0	2.3%	6	0.0%	0	0.0%	0
Co-op, Princess Margaret Road, East Tilbury	1.1%	11	0.0%	0	0.0%	0	0.0%	0	3.8%	11	0.0%	0
Co-op, Stock Road, Billericay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Lakeside Shopping Centre / Lakeside Retail Parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Iceland, Furtherwick Road, Canvey Island	0.5%	5	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Chafford Hundred	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island	1.4%	14	0.0%	0	0.0%	0	6.0%	14	0.0%	0	0.0%	0
South Benfleet	0.5%	5	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Tesco Esso Express, Brentwood Road, St Mary's	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7
Tesco Extra, Prince Avenue, Southend-on-Sea	0.6%	6	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0
(Don't know / can't remember)	2.6%	26	3.6%	7	0.3%	0	3.7%	9	2.9%	8	0.5%	1
(Don't do this type of shopping)	28.8%	288	32.2%	66	16.9%	26	34.0%	82	28.5%	82	27.8%	32
Weighted base:		1001		206		152		240		289		113
Sample:		1000		199		200		200		200		201

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q08 And where did you shop for top-up food shopping the time before that?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q07</i>												
Aldi, London Road, Grays, RM17 5YB	1.2%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	8	0.0%	0
Aldi, Rectory Park Drive, Pitsea, SS13 3DU	1.7%	12	6.6%	9	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Aldi, The Broadway, Wickford, SS11 7AJ	3.3%	22	0.0%	0	15.2%	19	0.0%	0	0.0%	0	4.0%	3
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.9%	20	12.5%	17	0.3%	0	0.5%	1	0.6%	1	1.0%	1
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.5%	17	10.4%	14	0.7%	1	0.0%	0	0.8%	2	1.2%	1
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	1.7%	12	1.0%	1	8.1%	10	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.8%	5	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Co-op, Eastwood Road, Rayleigh, SS6 7JQ	0.7%	5	0.0%	0	0.7%	1	2.5%	4	0.0%	0	0.5%	0
Co-op, Ferry Road, Hullbridge, SS5 6ET	0.5%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	1.3%	9	0.0%	0	0.0%	0	6.0%	9	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	2.6%	18	0.0%	0	13.5%	17	0.0%	0	0.6%	1	0.0%	0
Co-op, Laindon Centre, Basildon, SS15 5TQ	0.6%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodge Lane, Grays, RM17 5RZ	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0
Co-op, London Road, South Benfleet, SS7 5UN	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	14
Co-op, Rayleigh Road, Leigh on Sea, SS9 5PS	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.4%	3	0.0%	0	0.3%	0	1.6%	2	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6
Iceland, High Street, Rayleigh, SS6 7QA	0.4%	3	0.0%	0	0.5%	1	1.3%	2	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.5%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Basildon, SS14 1DD	1.0%	7	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rectory Road, Hadleigh, SS7 2ND	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Iceland, St John's Way, Corringham, SS17 7NA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	1.0%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	7	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.4%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.6%	4	2.6%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.6%	4	2.4%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Marks & Spencer Simply Food, Cranfield BP PFS,	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0

# Basildon Household Survey for Peter Brett Associates

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Cranfield Park Road, Wickford, SS12 9FG												
Marks & Spencer Simply Food, Mayflower BP PFS, Radford Way, Billericay, CM12 0BP	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer Simply Food, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.3%	2	0.0%	0	0.3%	0	0.0%	0	0.4%	1	0.7%	1
Morrisons, London Road, Grays, RM17 5XZ	1.8%	12	0.0%	0	0.0%	0	0.0%	0	6.3%	12	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.4%	10	0.7%	1	0.0%	0	6.0%	9	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	1.2%	9	1.2%	2	0.0%	0	4.6%	7	0.0%	0	0.0%	0
Morrisons, St John's Way, Corryingham, SS17 7NA	3.0%	21	0.0%	0	2.4%	3	0.0%	0	9.0%	18	0.0%	0
Morrisons M Local, High Street, Rayleigh, SS6 7QA	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	1.8%	13	4.1%	5	5.1%	6	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	1.1%	7	0.0%	0	0.0%	0	0.8%	1	3.1%	6	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.9%	13	0.0%	0	0.5%	1	8.1%	12	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.6%	4	0.0%	0	0.5%	1	2.4%	4	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Leigh-on-Sea, SS9 2AB	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Sainsbury's Local, Spa Road, Hockley, SS5 4PH	0.4%	3	0.0%	0	0.7%	1	1.1%	2	0.0%	0	0.0%	0
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Tesco Express, Drake Road, Chafford Hundred, RM16 6PS	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.7%	1
Tesco Express, King Street, Stanford-le-Hope, SS17 0HR	1.5%	10	0.0%	0	0.5%	1	0.0%	0	4.8%	10	0.0%	0
Tesco Express, North Road, South Ockendon, RM15 6QA	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	1.6%	11	0.0%	0	8.5%	11	0.0%	0	0.0%	0	0.8%	1
Tesco Express, Southend Road, Grays, RM17 5NJ	0.6%	4	0.0%	0	0.5%	1	0.0%	0	1.9%	4	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	1.3%	9	0.7%	1	6.6%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stilford Clays, Grays, RM16 2BD	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	1.3%	9	1.0%	1	0.0%	0	0.0%	0	4.0%	8	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.0%	7	1.0%	1	1.2%	2	0.8%	1	0.6%	1	2.3%	2
Tesco Extra, Station Lane, Pitsea, Basildon, SS13 3JU	1.5%	10	5.8%	8	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Tesco Superstore, Mandeville Way, Laindon,	1.3%	9	3.3%	4	0.0%	0	0.0%	0	0.8%	2	4.0%	3

Column %ges.

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Basildon, SS15 6TJ												
Waitrose, High Street, Billericay, CM12 9BY	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	16
Aveley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Basildon	5.5%	38	23.3%	31	3.1%	4	0.8%	1	0.0%	0	2.2%	2
Billericay	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	9
Brentwood	1.0%	7	0.0%	0	0.0%	0	1.1%	2	0.0%	0	6.3%	5
Canvey Island	2.0%	14	0.0%	0	0.0%	0	9.0%	14	0.0%	0	0.0%	0
Chelmsford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Corringham	1.4%	10	0.0%	0	0.0%	0	0.0%	0	4.9%	10	0.0%	0
Grays	2.2%	15	0.0%	0	0.0%	0	0.0%	0	7.7%	15	0.0%	0
Hadleigh	0.5%	4	0.0%	0	0.3%	0	2.1%	3	0.0%	0	0.0%	0
Hockley	0.6%	4	0.0%	0	1.9%	2	1.3%	2	0.0%	0	0.0%	0
Horndon on the Hill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Hullbridge	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Laindon	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.8%	6	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Orsett	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Pitsea	1.2%	9	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.2%	8	0.0%	0	1.0%	1	4.8%	7	0.0%	0	0.0%	0
Romford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.8%	1
South Ockendon	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0
South Woodham Ferrers	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.8%	5	0.0%	0	0.3%	0	3.3%	5	0.0%	0	0.0%	0
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tilbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Upminster	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0
West Hordon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Wickford	1.6%	11	0.0%	0	7.9%	10	0.0%	0	0.0%	0	1.0%	1
Other	2.1%	14	0.0%	0	0.0%	0	0.0%	0	6.0%	12	2.9%	2
Internet / delivered	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Benfleet	1.5%	10	0.0%	0	0.0%	0	6.9%	10	0.0%	0	0.0%	0
Co-op, Princess Margaret Road, East Tilbury	2.1%	15	0.0%	0	0.0%	0	0.0%	0	7.4%	15	0.0%	0
Co-op, Stock Road, Billericay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lakeside Shopping Centre / Lakeside Retail Parks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Iceland, Furtherwick Road, Canvey Island	1.0%	7	0.0%	0	0.0%	0	4.8%	7	0.0%	0	0.0%	0
Chafford Hundred	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island	1.9%	13	0.0%	0	0.0%	0	8.9%	13	0.0%	0	0.0%	0
South Benfleet	0.7%	5	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Tesco Esso Express, Brentwood Road, St Mary's	1.1%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	8	0.0%	0
Tesco Express, Meadow Rise, Billericay	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	7
Tesco Extra, Prince Avenue, Southend-on-Sea	0.8%	5	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0
(Don't know / can't remember)	2.7%	18	5.4%	7	4.9%	6	2.3%	3	0.8%	2	0.0%	0
Weighted base:		687		132		126		150		198		81
Sample:		673		124		159		119		130		141

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Mean score: [£]</b>												
<b>Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping at (STORE MENTIONED AT Q07) ?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q07</i>												
£0-£5	8.2%	57	10.6%	14	6.3%	8	8.7%	13	7.2%	14	9.2%	7
£6-£10	18.4%	127	20.9%	28	19.5%	25	23.1%	35	14.8%	29	12.9%	10
£11-£15	10.3%	71	11.6%	15	12.1%	15	11.7%	18	5.6%	11	14.3%	12
£16-£20	19.7%	135	22.5%	30	19.1%	24	20.1%	30	20.2%	40	13.9%	11
£21-£25	5.1%	35	9.2%	12	4.3%	5	2.6%	4	5.2%	10	3.9%	3
£26-£30	8.3%	57	1.9%	3	12.3%	15	6.9%	10	9.3%	19	12.2%	10
£31-£40	4.9%	34	3.0%	4	6.9%	9	5.9%	9	3.9%	8	5.9%	5
£41-£50	4.0%	27	1.7%	2	3.8%	5	1.6%	2	7.8%	15	3.0%	2
£51-£60	0.6%	4	0.0%	0	0.7%	1	0.0%	0	1.2%	2	0.8%	1
£61-£70	0.4%	3	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.5%	1
£71-£80	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
£81-£90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91-£100	0.8%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	6	0.0%	0
£101+	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	92	13.3%	18	11.9%	15	12.5%	19	12.8%	25	19.3%	16
(Refused)	5.7%	39	4.5%	6	2.6%	3	6.3%	9	9.1%	18	2.7%	2
Mean:	20.74	16.90	21.20	17.80	25.07	21.60						
Weighted base:	687	132	126	150	198	81						
Sample:	673	124	159	119	130	141						
<b>Q10 Does your household also spend money on food and groceries in small shops? (i.e. not supermarkets)</b>												
<i>Those who only stated supermarkets at Q01, Q02, Q07 or Q08</i>												
Yes	32.3%	236	36.8%	55	41.5%	51	23.8%	38	27.4%	59	39.2%	33
No	67.7%	496	63.2%	95	58.5%	72	76.2%	122	72.6%	156	60.8%	51
Weighted base:	733	151	124	160	215	83						
Sample:	736	152	158	131	150	145						
<b>Q11 Where are these small shops located?</b>												
<i>Those who shop in small shops at Q10</i>												
Basildon	18.7%	44	78.8%	44	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	11.8%	28	0.0%	0	1.8%	1	0.0%	0	0.0%	0	82.9%	27
Brentwood	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3
Canvey Island	7.1%	17	0.0%	0	0.0%	0	44.3%	17	0.0%	0	0.0%	0
Chelmsford	0.7%	2	1.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Corringham	7.3%	17	0.0%	0	0.0%	0	0.0%	0	29.5%	17	0.0%	0
Grays	2.5%	6	0.0%	0	0.0%	0	0.0%	0	10.2%	6	0.0%	0
Hadleigh	0.6%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Hockley	0.9%	2	0.0%	0	1.8%	1	3.0%	1	0.0%	0	0.0%	0
Horndon on the Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Hullbridge	2.1%	5	0.0%	0	9.7%	5	0.0%	0	0.0%	0	0.0%	0
Laindon	0.8%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	1.7%	4	1.7%	1	0.0%	0	7.9%	3	0.0%	0	0.0%	0
Pitsea	2.6%	6	7.8%	4	1.2%	1	0.0%	0	2.0%	1	0.0%	0
Rayleigh	4.4%	10	0.0%	0	3.3%	2	16.4%	6	4.1%	2	0.0%	0
South Ockendon	1.2%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
South Woodham Ferrers	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	1.5%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0
Tilbury	3.9%	9	0.0%	0	0.0%	0	0.0%	0	15.5%	9	0.0%	0
Wickford	17.7%	42	2.4%	1	76.4%	39	0.0%	0	0.0%	0	3.8%	1
Other	8.2%	19	1.1%	1	0.0%	0	14.2%	5	21.4%	13	2.4%	1
Benfleet	0.6%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Hutton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
(Don't know / varies)	3.5%	8	2.9%	2	1.2%	1	6.3%	2	5.1%	3	1.8%	1
Weighted base:	236	55	51	38	59	33						
Sample:	245	50	59	37	39	60						

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	
<b>Mean score: [£]</b>							
<b>Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?</b> <i>Those who shop in small shops at Q10</i>							
£0-£5	26.2%	62 27.8%	15 16.1%	8 31.4%	12 33.2%	20 20.3%	7
£6-£10	23.6%	56 30.4%	17 27.7%	14 18.5%	7 20.6%	12 17.0%	6
£11-£15	5.4%	13 5.3%	3 4.5%	2 6.9%	3 4.8%	3 6.0%	2
£16-£20	11.8%	28 0.0%	0 32.3%	17 6.9%	3 7.4%	4 13.1%	4
£21-£25	1.7%	4 2.2%	1 2.1%	1 0.0%	0 2.0%	1 1.2%	0
£26-£30	4.7%	11 8.7%	5 1.2%	1 0.0%	0 4.8%	3 8.5%	3
£31-£40	1.1%	3 0.0%	0 1.8%	1 0.0%	0 1.9%	1 1.9%	1
£41-£50	3.5%	8 0.0%	0 0.0%	0 0.0%	0 13.5%	8 1.2%	0
£51-£60	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.8%	1
£61-£70	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£71-£80	0.5%	1 0.0%	0 0.0%	0 0.0%	0 1.9%	1 0.0%	0
£81-£90	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£91-£100	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£101+	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know / varies)	17.7%	42 22.0%	12 13.0%	7 26.9%	10 8.5%	5 23.5%	8
(Refused)	3.7%	9 3.7%	2 1.2%	1 9.4%	4 1.3%	1 5.5%	2
<i>Mean:</i>		<i>13.96</i>	<i>10.70</i>	<i>13.65</i>	<i>8.45</i>	<i>18.47</i>	<i>15.75</i>
Weighted base:		236	55	51	38	59	33
Sample:		245	50	59	37	39	60

**Mean score: [%]**

**Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the internet?**

None - don't use the internet for food and grocery shopping	80.5%	805 84.3%	174 73.4%	112 82.3%	198 81.9%	237 75.6%	86
1-10%	5.4%	54 6.1%	13 5.0%	8 6.2%	15 2.5%	7 10.3%	12
11-20%	1.8%	18 1.5%	3 3.0%	5 1.5%	4 1.8%	5 1.3%	1
21-30%	2.1%	21 1.4%	3 2.6%	4 1.9%	5 2.9%	8 1.4%	2
31-40%	0.8%	8 2.2%	5 0.8%	1 0.5%	1 0.4%	1 0.0%	0
41-50%	1.5%	15 1.4%	3 1.8%	3 1.4%	3 1.0%	3 2.5%	3
51-60%	0.3%	3 0.7%	1 0.4%	1 0.0%	0 0.3%	1 0.3%	0
61-70%	1.2%	12 0.7%	1 3.0%	5 0.0%	0 2.2%	6 0.0%	0
71-80%	1.9%	19 0.0%	0 5.0%	8 0.9%	2 1.7%	5 3.5%	4
81-90%	1.1%	11 1.1%	2 1.2%	2 1.8%	4 0.4%	1 1.3%	1
91-100%	1.6%	17 0.3%	1 1.2%	2 1.7%	4 3.2%	9 0.9%	1
(Don't know / varies)	1.4%	14 0.3%	1 1.9%	3 1.2%	3 1.5%	4 3.0%	3
(Refused)	0.3%	3 0.0%	0 0.5%	1 0.7%	2 0.3%	1 0.0%	0
<i>Mean:</i>		<i>7.65</i>	<i>4.82</i>	<i>11.70</i>	<i>6.22</i>	<i>8.72</i>	<i>7.77</i>
Weighted base:		1001	206	152	240	289	113
Sample:		1000	199	200	200	200	201

**Mean score: [%]**

**Q13A Approximately what proportion of your household's total spending on all food and grocery goods is done using the internet?**

*Those who use online shopping for food and grocery goods at Q13*

None - don't use the internet for food and grocery shopping	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
1-10%	27.7%	54 38.7%	13 19.0%	8 35.1%	15 14.0%	7 42.2%	12
11-20%	9.1%	18 9.6%	3 11.4%	5 8.3%	4 9.9%	5 5.2%	1
21-30%	11.0%	21 9.2%	3 9.7%	4 10.9%	5 16.0%	8 5.7%	2
31-40%	4.2%	8 14.0%	5 3.2%	1 2.7%	1 2.3%	1 0.0%	0
41-50%	7.5%	15 9.2%	3 6.9%	3 7.7%	3 5.4%	3 10.3%	3
51-60%	1.6%	3 4.2%	1 1.6%	1 0.0%	0 1.5%	1 1.4%	0
61-70%	6.3%	12 4.2%	1 11.3%	5 0.0%	0 12.1%	6 0.0%	0
71-80%	9.5%	19 0.0%	0 18.9%	8 5.3%	2 9.2%	5 14.2%	4
81-90%	5.8%	11 7.1%	2 4.5%	2 10.4%	4 2.5%	1 5.2%	1
91-100%	8.5%	17 1.9%	1 4.5%	2 9.3%	4 17.5%	9 3.5%	1
(Don't know / varies)	7.1%	14 1.9%	1 7.1%	3 6.5%	3 8.3%	4 12.2%	3
(Refused)	1.7%	3 0.0%	0 2.1%	1 3.9%	2 1.5%	1 0.0%	0
<i>Mean:</i>		<i>42.25</i>	<i>31.20</i>	<i>47.17</i>	<i>38.45</i>	<i>52.53</i>	<i>35.21</i>
Weighted base:		195	32	40	43	52	28
Sample:		168	26	42	30	33	37

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes ?</b>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.5%	5	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.5%	5	0.0%	0	1.2%	2	0.0%	0	0.0%	0	2.5%	3
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	1.8%	18	0.0%	0	0.0%	0	0.0%	0	6.2%	18	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.4%	4	1.5%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	1.1%	11	3.3%	7	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.2%	2	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0
Basildon	23.8%	238	53.5%	110	22.8%	35	19.6%	47	5.8%	17	26.1%	30
Billericay	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.3%	1	4.3%	5
Brentwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Canvey Island	0.8%	8	0.3%	1	0.0%	0	2.9%	7	0.0%	0	0.0%	0
Central London / West End	1.0%	10	0.5%	1	1.0%	2	1.2%	3	1.5%	4	0.5%	1
Chelmsford	3.5%	35	0.8%	2	8.2%	12	1.3%	3	0.6%	2	14.3%	16
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Grays	1.0%	10	0.0%	0	0.0%	0	0.0%	0	3.6%	10	0.0%	0
Hadleigh	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	22.9%	229	8.2%	17	12.2%	19	15.2%	36	48.5%	140	14.9%	17
Leigh-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	0.3%	3	1.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Rayleigh	1.9%	19	0.5%	1	2.5%	4	4.9%	12	0.8%	2	0.0%	0
Romford	0.3%	3	0.3%	1	0.0%	0	0.7%	2	0.0%	0	0.9%	1
Southend-on-Sea	4.2%	42	1.1%	2	3.7%	6	13.6%	33	0.4%	1	0.0%	0
Stanford-le-Hope	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.3%	0
Stratford, London / Westfield Stratford City	0.6%	6	0.0%	0	2.0%	3	1.0%	2	0.0%	0	0.7%	1
Wickford	2.0%	20	0.7%	1	12.5%	19	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.8%	38	0.8%	2	11.7%	18	4.5%	11	0.6%	2	5.7%	7
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	0.6%	6	0.3%	1	0.0%	0	1.0%	2	0.3%	1	1.6%	2
Pitsea Retail Park, High Road, Pitsea	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes	6.7%	67	3.0%	6	3.5%	5	4.6%	11	14.3%	41	3.0%	3

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.4%	2
Other	0.5%	5	0.0%	0	0.8%	1	0.6%	2	0.6%	2	0.5%	1
Internet / delivered	6.4%	64	7.6%	16	3.3%	5	8.2%	20	4.9%	14	8.3%	9
Home catalogue	2.5%	25	3.2%	7	1.8%	3	2.9%	7	1.6%	5	3.5%	4
Bluewater Shopping Centre, Greenhithe	1.7%	17	0.7%	1	0.9%	1	3.1%	7	0.4%	1	4.8%	5
Cricketers Retail Park, Cricketers Way, Basildon	0.2%	2	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0
Freepoint Outlet Shopping Village, Braintree	0.2%	2	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.9%	1
Westwood Cross Shopping Centre, Broadstairs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
(Don't know / can't remember)	3.0%	31	4.1%	8	4.2%	6	3.4%	8	1.8%	5	2.0%	2
(Don't do this type of shopping)	4.8%	48	4.5%	9	5.1%	8	5.3%	13	5.3%	15	2.0%	2
Weighted base:	1001	206	152	240	289	113						
Sample:	1000	199	200	200	200	201						

## Mean score: [Visits per month]

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

Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q14

Everyday	0.6%	6	0.0%	0	0.5%	1	0.9%	2	0.9%	2	0.5%	1
5 - 6 times a week	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	0
3 - 4 times a week	0.9%	9	0.7%	1	1.1%	2	0.9%	2	1.0%	3	1.1%	1
Twice a week	0.8%	7	2.1%	4	0.6%	1	0.3%	1	0.5%	1	0.5%	1
Once a week	10.8%	100	13.7%	26	11.7%	16	8.6%	19	12.2%	33	5.7%	6
Once every two weeks	10.4%	96	10.2%	19	5.6%	8	9.9%	22	12.8%	34	12.0%	13
Once a month	29.1%	269	23.9%	45	32.2%	44	31.1%	68	28.0%	75	32.9%	36
Once every two months	16.4%	152	18.3%	34	18.7%	26	15.9%	35	15.9%	43	13.0%	14
3 or 4 times a year	17.4%	160	13.5%	25	16.2%	22	20.3%	45	18.7%	50	16.0%	17
Twice a year	7.5%	69	10.3%	19	7.0%	10	5.2%	11	6.5%	17	10.7%	12
Once a year	2.2%	20	1.2%	2	2.5%	3	3.5%	8	1.0%	3	3.7%	4
Less often	3.7%	34	6.2%	12	3.8%	5	2.9%	6	2.6%	7	3.5%	4
Mean:	1.50	1.41	1.42	1.54	1.61	1.38						
Weighted base:	923	188	138	219	268	109						
Sample:	927	181	182	182	189	193						

## Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)

Not those who said Internet / delivered or Home catalogue or TV / Interactive shopping or (Don't know / can't remember) or (Don't do this type of shopping) at Q14

Car - Driver	68.5%	572	48.1%	80	79.8%	104	68.1%	131	74.1%	185	75.2%	72
Car - Passenger	9.9%	82	8.8%	15	3.6%	5	13.1%	25	11.2%	28	10.2%	10
Bus	8.2%	68	15.1%	25	4.9%	6	7.2%	14	5.3%	13	10.2%	10
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled Vehicle (e.g. mobility scooter)	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.1%	9	0.8%	1	0.3%	0	0.6%	1	2.2%	6	0.4%	0
Train	2.9%	25	4.0%	7	3.5%	5	4.4%	8	1.2%	3	1.9%	2
Walk	8.9%	74	22.5%	37	7.8%	10	6.6%	13	5.1%	13	1.5%	1
(Don't know / varies)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1
Weighted base:	834	166	130	193	250	95						
Sample:	833	161	172	160	172	168						

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q14</i>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.0%	9	3.0%	6	0.0%	0	0.9%	2	0.5%	1	0.0%	0
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	6	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.9%	8	4.0%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.4%	4	0.3%	1	0.5%	1	0.0%	0	0.6%	2	0.5%	1
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	0.5%	5	0.5%	1	0.0%	0	1.7%	4	0.0%	0	0.0%	0
Basildon	23.0%	212	46.8%	88	22.0%	30	17.3%	38	11.4%	31	23.4%	25
Billericay	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Brentwood	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.3%	1	1.3%	1
Canvey Island	0.5%	5	0.0%	0	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Central London / West End	2.5%	23	3.2%	6	3.3%	5	3.4%	8	1.1%	3	1.7%	2
Chelmsford	3.8%	35	0.3%	1	9.5%	13	1.9%	4	0.3%	1	14.7%	16
Grays	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	5	0.0%	0
Hadleigh	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	27.3%	252	13.0%	25	26.1%	36	19.0%	42	48.2%	129	18.4%	20
Pitsea (EXCLUDING Tesco Extra)	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.3%	12	0.5%	1	0.6%	1	4.3%	9	0.0%	0	0.8%	1
Romford	0.6%	5	0.3%	1	0.0%	0	0.7%	2	1.2%	3	0.0%	0
Southend-on-Sea	6.0%	56	2.2%	4	6.8%	9	19.3%	42	0.0%	0	0.0%	0
Stanford-le-Hope	0.3%	3	0.0%	0	0.0%	0	0.7%	2	0.4%	1	0.4%	0
Stratford, London / Westfield Stratford City	0.5%	5	0.0%	0	0.8%	1	0.5%	1	0.5%	1	1.1%	1
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Wickford	1.5%	14	0.7%	1	8.8%	12	0.3%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	0.9%	8	0.0%	0	3.9%	5	0.5%	1	0.0%	0	1.8%	2
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	0.3%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Pitsea Retail Park, High Road, Pitsea	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes	7.8%	72	6.6%	12	7.7%	11	5.9%	13	10.1%	27	8.4%	9
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	14	2.9%	6	0.0%	0	0.7%	2	2.2%	6	1.3%	1
Internet / delivered	8.1%	75	7.1%	13	3.0%	4	8.8%	19	12.2%	33	4.7%	5
Home catalogue	1.9%	18	2.5%	5	0.6%	1	2.3%	5	1.4%	4	3.1%	3

# Basildon Household Survey for Peter Brett Associates

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
TV / Interactive shopping	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.3% 1	0.0% 0
Bluewater Shopping Centre, Greenhithe	2.2% 20	0.7% 1	0.3% 0	3.9% 9	1.8% 5	4.7% 5
Freeport Outlet Shopping Village, Braintree	0.3% 3	0.0% 0	0.8% 1	0.5% 1	0.0% 0	0.6% 1
(Don't know / can't remember)	3.1% 28	2.2% 4	2.9% 4	3.6% 8	2.2% 6	6.0% 6
Weighted base:	923	188	138	219	268	109
Sample:	927	181	182	182	189	193

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings ?</b>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.5%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pippis Hill Retail Park, Miles Gray Road, Basildon	0.4%	4	0.3%	1	1.7%	3	0.0%	0	0.3%	1	0.0%	0
Homebase, London Road, Vange, Basildon	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.2%	2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir Basildon	0.1%	1	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.0%	0
Basildon	6.9%	69	10.4%	21	6.8%	10	7.0%	17	4.1%	12	7.5%	8
Billericay	0.5%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.2%	4
Brentwood	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Canvey Island	0.9%	9	0.0%	0	0.0%	0	3.6%	9	0.0%	0	0.0%	0
Central London / West End	0.3%	3	0.3%	1	0.4%	1	0.0%	0	0.4%	1	0.5%	1
Chelmsford	0.7%	7	0.3%	1	2.0%	3	0.0%	0	0.0%	0	3.4%	4
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Grays	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0
Hadleigh	0.5%	5	0.0%	0	0.0%	0	1.9%	5	0.0%	0	0.0%	0
Hockley	0.4%	4	0.0%	0	0.0%	0	1.0%	2	0.4%	1	0.0%	0
Laindon	0.3%	3	0.8%	2	0.3%	0	0.0%	0	0.0%	0	0.7%	1
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	4.5%	45	2.5%	5	5.1%	8	5.7%	14	5.0%	15	3.0%	3
Leigh-on-Sea	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	0.3%	3	0.9%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Rayleigh	2.0%	20	0.0%	0	1.4%	2	7.3%	17	0.3%	1	0.0%	0
Romford	0.7%	7	0.0%	0	0.4%	1	0.0%	0	1.4%	4	2.3%	3
South Benfleet	0.4%	4	0.6%	1	0.0%	0	1.3%	3	0.0%	0	0.0%	0
South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Southend-on-Sea	1.7%	17	0.0%	0	1.7%	3	5.5%	13	0.3%	1	0.3%	0
Stanford-le-Hope	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0
Stratford, London / Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tilbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Upminster	1.3%	13	0.9%	2	0.0%	0	0.5%	1	2.3%	7	2.5%	3
Wickford	1.2%	12	0.5%	1	7.3%	11	0.0%	0	0.0%	0	0.3%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.5%	35	3.0%	6	11.4%	17	1.3%	3	0.5%	2	5.7%	6
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	6.1%	61	9.3%	19	7.4%	11	2.5%	6	3.9%	11	12.4%	14
Pitsea Retail Park, High Road, Pitsea	0.3%	3	0.5%	1	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo &	19.9%	199	13.8%	28	10.6%	16	8.2%	20	42.7%	123	9.9%	11

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
freestanding retail parks at Lakes						
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1% 1	0.0% 0	0.4% 1	0.3% 1	0.0% 0	0.0% 0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1% 1	0.0% 0	0.4% 1	0.0% 0	0.0% 0	0.3% 0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1% 1	0.0% 0	0.4% 1	0.0% 0	0.0% 0	0.3% 0
Other	0.5% 5	0.0% 0	0.5% 1	1.0% 2	0.3% 1	1.3% 1
Internet / delivered	5.0% 51	5.3% 11	6.7% 10	2.7% 6	5.5% 16	6.1% 7
Home catalogue	0.9% 9	2.9% 6	0.0% 0	0.3% 1	0.7% 2	0.3% 0
Hornchurch	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.9% 1
Benfleet	0.2% 2	0.0% 0	0.3% 0	0.8% 2	0.0% 0	0.0% 0
Bluewater Shopping Centre, Greenhithe	1.2% 12	0.5% 1	1.9% 3	1.6% 4	0.0% 0	3.9% 4
Rochford	0.1% 1	0.0% 0	0.0% 0	0.5% 1	0.0% 0	0.0% 0
Shenfield	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.3% 0
Weir Retail Park, Rayleigh Weir	0.1% 1	0.0% 0	0.7% 1	0.0% 0	0.0% 0	0.0% 0
Westwood Cross Shopping Centre, Broadstairs	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.3% 0
(Don't know / can't remember)	15.1% 151	11.3% 23	14.4% 22	21.1% 51	11.8% 34	18.4% 21
(Don't do this type of shopping)	20.4% 204	30.7% 63	14.2% 22	23.2% 56	15.8% 46	15.3% 17
Weighted base:	1001	206	152	240	289	113
Sample:	1000	199	200	200	200	201

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings ?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q18</i>												
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.5%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.8%	5	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0.6%	4	0.5%	1	2.4%	3	0.0%	0	0.0%	0	1.1%	1
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir Basildon	0.2%	1	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Basildon	8.9%	58	14.0%	17	12.1%	13	9.4%	13	3.3%	7	10.9%	8
Billericay	0.8%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	5.3%	4
Brentwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Canvey Island	1.2%	8	0.0%	0	0.0%	0	5.7%	8	0.0%	0	0.0%	0
Central London / West End	0.5%	3	0.5%	1	0.6%	1	0.0%	0	0.6%	1	0.8%	1
Chelmsford	1.1%	7	0.0%	0	2.2%	2	0.8%	1	0.4%	1	3.4%	3
Corringham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Grays	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Hadleigh	0.6%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Hockley	0.4%	3	0.0%	0	0.0%	0	1.2%	2	0.6%	1	0.0%	0
Laindon	0.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	4.1%	27	3.4%	4	6.9%	7	3.8%	5	3.5%	7	3.4%	3
Leigh-on-Sea	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	2.5%	16	0.0%	0	1.2%	1	10.8%	14	0.0%	0	0.8%	1
Romford	1.5%	10	1.1%	1	0.0%	0	0.0%	0	3.8%	8	0.5%	0
South Benfleet	0.8%	5	1.0%	1	0.0%	0	3.1%	4	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	1.2%	8	0.8%	1	0.6%	1	4.7%	6	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tilbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Upminster	1.1%	7	2.1%	2	0.0%	0	1.5%	2	0.9%	2	1.3%	1
Wickford	1.3%	8	0.8%	1	6.3%	7	0.0%	0	0.0%	0	0.5%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.5%	29	0.5%	1	9.3%	10	6.5%	9	1.3%	3	9.2%	7
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	8.6%	55	20.1%	24	9.1%	10	5.7%	8	2.5%	5	11.5%	9
Pitsea Retail Park, High Road, Pitsea	0.3%	2	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes	28.9%	187	18.8%	23	15.4%	17	16.0%	21	52.8%	111	20.8%	16
Airport Retail Park, Rochford Road, Southend-on-Sea	0.2%	1	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	5	0.0%	0	1.0%	1	1.4%	2	0.9%	2	0.0%	0
Internet / delivered	8.9%	58	4.9%	6	9.1%	10	6.0%	8	13.5%	28	7.3%	5
Home catalogue	0.7%	5	0.8%	1	0.0%	0	0.6%	1	1.5%	3	0.0%	0
Hornchurch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Benfleet	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	1.7%	11	0.0%	0	2.6%	3	2.8%	4	0.0%	0	6.2%	5
Cricketers Retail Park, Cricketers Way, Basildon	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Braintree	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Shenfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Weir Retail Park, Rayleigh Weir	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
(Don't know / can't remember)	13.2%	85	20.8%	25	12.3%	13	10.9%	15	11.2%	23	11.9%	9
Weighted base:	646		120		108		134		209		75	
Sample:	641		107		143		115		145		131	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods ?</b>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	4	0.5%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend-on-Sea	2.4%	24	0.0%	0	4.5%	7	6.1%	15	0.4%	1	0.7%	1
B&Q, Heron Way, Grays	4.5%	45	0.5%	1	0.6%	1	0.3%	1	14.5%	42	0.5%	1
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	1.2%	12	0.0%	0	4.8%	7	1.0%	2	0.0%	0	2.3%	3
B&Q, PIPPS HILL Retail Park, Miles Gray Road, Basildon	18.9%	189	36.0%	74	15.0%	23	5.8%	14	7.7%	22	49.0%	56
Homebase, Baynes Place, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1
Homebase, London Road, Southend-on-Sea	0.3%	3	0.0%	0	0.4%	1	1.0%	2	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon	5.3%	53	11.0%	23	1.0%	2	3.2%	8	7.3%	21	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	8.0%	80	14.7%	30	23.9%	36	1.0%	2	1.4%	4	6.4%	7
Homebase, Stadium Way, Rayleigh Weir	6.7%	68	0.3%	1	6.3%	10	23.6%	57	0.0%	0	0.5%	1
Wickes, Brook Street, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Wickes, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh Basildon	3.2%	32	1.1%	2	4.4%	7	9.5%	23	0.0%	0	0.0%	0
Billericay	3.1%	31	3.8%	8	6.3%	10	2.2%	5	1.7%	5	3.0%	3
Brentwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Canvey Island	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Chelmsford	1.0%	10	0.0%	0	0.0%	0	4.1%	10	0.0%	0	0.0%	0
Corringham	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Hadleigh	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	6	0.0%	0
Ingatstone	0.2%	2	0.0%	0	0.4%	1	0.6%	2	0.0%	0	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	1.3%	13	0.0%	0	2.0%	3	2.3%	5	1.5%	4	0.3%	0
Pitsea (EXCLUDING Tesco Extra)	0.8%	8	0.0%	0	0.0%	0	3.4%	8	0.0%	0	0.0%	0
Rayleigh	0.6%	6	1.7%	4	0.0%	0	0.0%	0	0.4%	1	1.4%	2
Romford	2.0%	20	0.0%	0	1.8%	3	6.6%	16	0.0%	0	0.8%	1
South Benfleet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.4%	2
Southend-on-Sea	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.7%	7	0.0%	0	1.0%	1	2.2%	5	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.3%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	1.2%	12	1.0%	2	4.1%	6	0.8%	2	0.0%	0	1.9%	2
Pitsea Retail Park, High Road, Pitsea	2.6%	26	3.9%	8	5.2%	8	1.3%	3	0.9%	3	3.7%	4
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes	0.2%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Chelmer Village Retail Park,	12.0%	120	1.1%	2	0.9%	1	1.2%	3	39.0%	113	0.9%	1
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Chelmer Road, Chelmsford						
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1% 1	0.0% 0	0.0% 0	0.3% 1	0.0% 0	0.0% 0
Other	0.1% 1	0.0% 0	0.3% 0	0.3% 1	0.0% 0	0.0% 0
Internet / delivered	0.8% 8	0.9% 2	0.4% 1	0.3% 1	1.0% 3	2.0% 2
Hornchurch	0.1% 1	0.0% 0	0.0% 0	0.5% 1	0.0% 0	0.0% 0
Hutton	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.3% 0
(Don't know / can't remember)	4.1% 41	2.8% 6	1.6% 2	4.5% 11	4.9% 14	6.5% 7
(Don't do this type of shopping)	15.3% 153	19.5% 40	9.0% 14	16.4% 39	15.7% 46	12.4% 14
Weighted base:	1001	206	152	240	289	113
Sample:	1000	199	200	200	200	201

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods ?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q20</i>												
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	0.2%	1	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
B&Q, Fossetts Way, Eastern Avenue, Southend-on-Sea	3.7%	30	0.0%	0	1.8%	2	13.4%	26	0.5%	1	0.4%	0
B&Q, Heron Way, Grays	5.1%	41	0.0%	0	1.2%	2	1.0%	2	16.0%	37	0.6%	1
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	1.6%	13	0.0%	0	4.2%	6	1.5%	3	0.0%	0	4.7%	4
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	21.9%	177	49.1%	79	20.2%	28	8.1%	15	8.4%	19	39.5%	36
Homebase, Baynes Place, Chelmsford	0.7%	6	0.0%	0	2.7%	4	0.6%	1	0.0%	0	0.7%	1
Homebase, London Road, Southend-on-Sea	0.5%	4	0.0%	0	0.5%	1	1.7%	3	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon	5.9%	47	12.7%	20	1.1%	2	2.6%	5	8.8%	20	0.4%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	9.8%	79	15.8%	25	22.2%	30	1.7%	3	1.4%	3	19.0%	17
Homebase, Stadium Way, Rayleigh Weir	6.7%	54	0.4%	1	6.2%	8	23.5%	45	0.0%	0	0.0%	0
Wickes, Brook Street, Brentwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Wickes, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh Basildon	3.7%	30	1.0%	2	7.5%	10	8.9%	17	0.0%	0	1.6%	1
Billericay	2.9%	23	3.2%	5	3.9%	5	2.1%	4	2.2%	5	4.4%	4
Brentwood	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6
Canvey Island	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Chelmsford	0.8%	6	0.0%	0	0.0%	0	3.4%	6	0.0%	0	0.0%	0
Corringham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0
Hockley	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Ingatestone	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.2%	9	0.4%	1	2.7%	4	0.9%	2	1.3%	3	0.4%	0
Leigh-on-Sea	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	0.3%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Rayleigh	2.6%	21	0.0%	0	1.6%	2	10.0%	19	0.0%	0	0.0%	0
Romford	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.8%	2
South Benfleet	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	1.5%	12	0.4%	1	3.9%	5	3.2%	6	0.0%	0	0.0%	0
Stanford-le-Hope	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tilbury	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0
Wickford	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	2.1%	17	0.0%	0	4.5%	6	4.1%	8	0.0%	0	3.2%	3
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	2.7%	22	8.3%	13	1.5%	2	0.0%	0	1.6%	4	3.0%	3
Pitsea Retail Park, High Road, Pitsea	0.4%	3	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores	15.3%	123	1.5%	2	1.0%	1	3.4%	6	49.0%	112	1.1%	1

# Basildon Household Survey for Peter Brett Associates

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
(EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes						
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	1	0.0%	0	0.5%	1
Other	0.3%	2	0.0%	0	0.8%	1
Internet / delivered	1.0%	8	0.6%	1	0.8%	1
Hornchurch	0.1%	1	0.0%	0	0.0%	0
Benfleet	0.1%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	1	0.0%	0	0.4%	1
(Don't know / can't remember)	4.1%	33	3.7%	6	8.2%	11
Weighted base:	807	160	136	190	229	92
Sample:	797	143	176	154	164	160

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD/BluRay players, digital cameras, MP3 players, mobile phones, tablet devices or computers?</b>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.0%	20	9.2%	19	0.0%	0	0.3%	1	0.0%	0	0.3%	0
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.8%	8	2.9%	6	0.4%	1	0.0%	0	0.0%	0	1.1%	1
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.8%	8	3.0%	6	0.4%	1	0.0%	0	0.0%	0	0.8%	1
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	1.0%	10	0.7%	1	0.0%	0	0.0%	0	2.9%	8	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.6%	6	0.3%	1	1.4%	2	0.5%	1	0.0%	0	1.8%	2
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	1.7%	17	4.7%	10	1.3%	2	1.8%	4	0.5%	2	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Basildon	8.8%	88	19.2%	40	9.0%	14	9.0%	22	3.3%	10	3.5%	4
Billericay	0.5%	5	0.0%	0	0.3%	0	0.0%	0	0.0%	0	4.2%	5
Brentwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Canvey Island	0.6%	6	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0
Central London / West End	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Chelmsford	0.8%	8	0.0%	0	2.8%	4	0.5%	1	0.0%	0	2.1%	2
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Grays	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Hadleigh	0.3%	3	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Hockley	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	4.3%	43	0.3%	1	4.4%	7	4.7%	11	7.0%	20	3.5%	4
Leigh-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	0.5%	5	1.4%	3	0.8%	1	0.5%	1	0.0%	0	0.0%	0
Rayleigh	1.4%	14	0.0%	0	2.8%	4	4.2%	10	0.0%	0	0.0%	0
Romford	0.8%	8	0.0%	0	3.4%	5	0.5%	1	0.0%	0	1.1%	1
South Benfleet	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Southend-on-Sea	1.9%	19	0.0%	0	0.7%	1	7.3%	18	0.0%	0	0.5%	1
Stratford, London / Westfield Stratford City	0.2%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Wickford	0.1%	1	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	2.2%	22	0.6%	1	6.8%	10	1.8%	4	0.5%	2	4.3%	5
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	10.1%	101	12.7%	26	18.6%	28	4.9%	12	3.1%	9	22.6%	26
Pitsea Retail Park, High Road, Pitsea	0.3%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at	16.2%	162	3.3%	7	2.1%	3	3.3%	8	46.7%	135	8.1%	9

# Basildon Household Survey for Peter Brett Associates

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Lakes												
Airport Retail Park, Rochford Road, Southend-on-Sea	0.2%	2	0.0%	0	0.4%	1	0.6%	2	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.7%	2	0.3%	0
Internet / delivered	18.2%	182	16.0%	33	25.9%	39	19.5%	47	13.7%	40	20.7%	23
Home catalogue	0.8%	8	1.6%	3	0.0%	0	0.0%	0	1.7%	5	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Benfleet	0.3%	3	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.3%	0
Bluewater Shopping Centre, Greenhithe	1.1%	11	0.0%	0	1.7%	3	1.0%	2	0.3%	1	4.6%	5
Weir Retail Park, Rayleigh Weir	0.2%	2	0.0%	0	0.3%	0	0.0%	0	0.4%	1	0.0%	0
(Don't know / can't remember)	6.5%	65	6.2%	13	5.6%	8	11.1%	27	3.8%	11	5.6%	6
(Don't do this type of shopping)	14.7%	147	15.2%	31	8.9%	14	21.8%	52	13.3%	38	9.8%	11
Weighted base:	1001	206			152		240		289		113	
Sample:	1000	199			200		200		200		201	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD/BluRay players, digital cameras, MP3 players, mobile phones, tablet devices or computers?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q22</i>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.9%	15	8.9%	14	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.2%	9	4.5%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.7%	5	2.8%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	0.4%	3	0.8%	1	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.5%	4	0.4%	1	1.2%	2	0.0%	0	0.0%	0	1.9%	2
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	2.5%	20	6.0%	10	1.7%	2	2.7%	4	0.3%	1	3.0%	3
B&Q, Pippis Hill Retail Park, Miles Gray Road, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Homebase, Stadium Way, Rayleigh Weir	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Basildon	10.1%	79	21.9%	36	13.7%	18	10.5%	17	1.7%	4	5.1%	5
Billericay	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Brentwood	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Canvey Island	0.5%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Chelmsford	0.7%	5	0.0%	0	1.0%	1	0.7%	1	0.0%	0	3.1%	3
Corringham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Hadleigh	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	4.7%	37	1.7%	3	5.3%	7	3.9%	6	8.0%	19	2.0%	2
Leigh-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	0.5%	4	1.2%	2	1.0%	1	0.7%	1	0.0%	0	0.0%	0
Rayleigh	1.8%	14	0.0%	0	2.3%	3	7.1%	12	0.0%	0	0.0%	0
Romford	0.5%	4	0.0%	0	0.5%	1	0.7%	1	0.5%	1	0.6%	1
South Benfleet	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Southend-on-Sea	2.4%	19	0.4%	1	1.0%	1	10.4%	17	0.0%	0	0.0%	0
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	0
Upminster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Wickford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.0%	23	1.0%	2	5.0%	7	5.4%	9	0.3%	1	5.9%	6
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	11.1%	88	16.7%	27	18.8%	24	7.4%	12	2.5%	6	19.2%	18
Pitsea Retail Park, High Road, Pitsea	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco)	20.6%	162	3.8%	6	4.2%	5	4.9%	8	56.1%	135	8.5%	8

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes												
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.9%	2
London Road Retail Park, London Road, Southend-on-Sea	0.2%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Internet / delivered	21.2%	167	16.1%	26	28.7%	37	29.0%	47	15.1%	36	22.0%	21
Home catalogue	0.5%	4	0.8%	1	0.5%	1	0.0%	0	0.8%	2	0.0%	0
Benfleet	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	1.4%	11	0.0%	0	0.8%	1	1.5%	2	0.3%	1	7.0%	7
Weir Retail Park, Rayleigh Weir	0.3%	2	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	9.4%	74	11.6%	19	11.2%	15	6.2%	10	9.8%	23	7.7%	7
Weighted base:		789		162		130		161		240		96
Sample:		768		146		161		135		161		165

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?</b>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.3%	3	0.8%	2	0.9%	1	0.0%	0	0.0%	0	0.3%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	0.5%	5	0.6%	1	0.0%	0	0.0%	0	1.2%	4	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.3%	3	0.0%	0	1.2%	2	0.5%	1	0.0%	0	0.0%	0
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	1.4%	14	3.1%	6	0.0%	0	3.1%	8	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Homebase, Stadium Way, Rayleigh Weir	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh Basildon	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Billericay	6.1%	61	18.9%	39	3.3%	5	3.9%	9	1.4%	4	3.3%	4
Brentwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Canvey Island	0.3%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.0%	1
Central London / West End	0.9%	9	0.0%	0	0.0%	0	3.9%	9	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Corringham	1.0%	10	0.0%	0	5.1%	8	0.0%	0	0.0%	0	2.2%	3
Grays	1.1%	11	0.0%	0	0.0%	0	0.0%	0	3.8%	11	0.3%	0
Hadleigh	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Ilford	0.6%	6	0.0%	0	0.3%	0	2.2%	5	0.0%	0	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.1%	1	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Leigh-on-Sea	0.5%	5	1.7%	4	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	2.3%	23	0.0%	0	4.4%	7	6.2%	15	0.0%	0	0.9%	1
Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Romford	1.3%	13	0.0%	0	1.3%	2	3.4%	8	0.5%	2	1.4%	2
South Benfleet	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.6%	2	0.0%	0
South Woodham Ferrers	1.5%	15	1.0%	2	1.0%	1	4.8%	11	0.0%	0	0.0%	0
Southend-on-Sea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Upminster	0.8%	8	0.0%	0	4.9%	8	0.0%	0	0.0%	0	0.0%	0
Wickford	3.5%	35	6.1%	13	8.9%	14	1.8%	4	0.3%	1	3.5%	4
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	9.9%	99	15.6%	32	14.8%	23	2.8%	7	2.9%	8	25.6%	29
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	0.1%	1	0.3%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	12.7%	127	2.4%	5	5.4%	8	3.3%	8	34.5%	100	6.1%	7
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at												

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Lakes						
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	1	0.0%	0	0.3%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.3%	0
London Road Retail Park, London Road, Southend-on-Sea	0.2%	2	0.0%	0	0.8%	1
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.4%	1
Other	0.2%	2	0.5%	1	0.4%	1
Internet / delivered	18.4%	184	15.5%	32	23.0%	35
Home catalogue	3.1%	31	3.7%	8	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0
Hornchurch	0.2%	2	0.0%	0	0.0%	0
Benfleet	0.6%	6	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.8%	8	0.3%	1	0.0%	0
Chafford Hundred	0.1%	1	0.0%	0	0.5%	1
Weir Retail Park, Rayleigh Weir	0.3%	3	0.0%	0	2.0%	3
(Don't know / can't remember)	9.1%	91	8.4%	17	5.1%	8
(Don't do this type of shopping)	16.6%	166	18.2%	38	10.8%	16
Weighted base:	1001	206	152	240	289	113
Sample:	1000	199	200	200	200	201

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q24</i>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.2%	1	0.6%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	0.5%	4	0.8%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.4%	0
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	1.2%	9	1.1%	2	0.7%	1	4.1%	7	0.0%	0	0.0%	0
Homebase, London Road, Southend-on-Sea	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	8.7%	65	25.9%	39	7.3%	9	4.6%	7	2.8%	6	2.9%	3
Billericay	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Brentwood	0.6%	5	0.0%	0	1.3%	2	0.7%	1	0.0%	0	2.2%	2
Canvey Island	1.0%	7	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Central London / West End	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Chelmsford	0.7%	5	0.0%	0	2.7%	3	0.0%	0	0.0%	0	1.7%	2
Corringham	1.6%	12	0.0%	0	0.0%	0	0.0%	0	5.7%	12	0.0%	0
Grays	0.5%	4	0.4%	1	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Hadleigh	0.8%	6	0.0%	0	0.3%	0	3.6%	6	0.0%	0	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	2.5%	19	1.3%	2	3.4%	4	4.6%	7	2.0%	4	0.7%	1
Leigh-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	0.7%	5	3.2%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Rayleigh	2.8%	21	0.0%	0	3.2%	4	10.4%	17	0.0%	0	0.0%	0
Romford	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.9%	2	0.4%	0
South Benfleet	1.2%	9	0.0%	0	0.7%	1	3.9%	6	0.4%	1	1.5%	1
South Woodham Ferrers	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.8%	2	0.0%	0
Southend-on-Sea	1.3%	10	0.7%	1	0.8%	1	4.8%	8	0.0%	0	0.0%	0
Stanford-le-Hope	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wickford	0.7%	5	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.4%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	5.3%	39	3.4%	5	12.3%	16	7.0%	11	0.0%	0	7.8%	7
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	10.9%	81	15.2%	23	18.8%	24	2.9%	5	3.3%	7	24.5%	22
Pitsea Retail Park, High Road, Pitsea	0.1%	1	0.4%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes	14.0%	104	3.2%	5	2.5%	3	2.7%	4	39.9%	85	7.9%	7
Airport Retail Park, Rochford Road, Southend-on-Sea	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	1
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	24.4%	181	17.9%	27	25.2%	32	27.0%	44	25.0%	53	28.0%	25
Home catalogue	3.1%	23	4.4%	7	0.5%	1	0.7%	1	6.1%	13	2.1%	2
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Hornchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	0
Benfleet	0.6%	5	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	1.1%	8	0.4%	1	0.5%	1	2.8%	4	0.0%	0	2.8%	3
Chafford Hundred	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Weir Retail Park, Rayleigh Weir	0.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	10.8%	80	17.9%	27	8.0%	10	10.2%	16	8.5%	18	9.7%	9
Weighted base:		743		151		128		162		213		90
Sample:		756		139		164		137		156		160

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?</b>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.2%	32	11.7%	24	2.6%	4	0.0%	0	1.0%	3	1.1%	1
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.3%	13	4.6%	9	0.6%	1	0.0%	0	0.0%	0	2.2%	3
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	2.2%	22	0.0%	0	2.0%	3	0.0%	0	6.7%	19	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.4%	4	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.5%	5	0.7%	1	0.0%	0	1.7%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	1.5%	15	5.0%	10	1.7%	3	0.0%	0	0.4%	1	0.8%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.2%	12	0.0%	0	0.7%	1	4.7%	11	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	1.0%	10	0.0%	0	0.0%	0	0.0%	0	3.6%	10	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.9%	9	1.2%	2	4.1%	6	0.0%	0	0.0%	0	0.3%	0
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	3.1%	31	11.4%	24	1.3%	2	1.8%	4	0.4%	1	0.0%	0
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.8%	2	0.3%	0
Basildon	13.3%	133	37.3%	77	8.1%	12	12.4%	30	1.9%	5	7.8%	9
Billericay	6.4%	64	0.5%	1	0.0%	0	0.0%	0	0.3%	1	55.1%	62
Brentwood	0.7%	7	0.0%	0	0.4%	1	0.0%	0	0.0%	0	5.9%	7
Canvey Island	3.9%	39	0.3%	1	0.0%	0	16.1%	39	0.0%	0	0.0%	0
Central London / West End	0.8%	8	0.0%	0	0.4%	1	0.5%	1	1.9%	6	0.5%	1
Chelmsford	1.0%	10	0.0%	0	3.6%	5	0.0%	0	0.4%	1	3.3%	4
Corringham	3.2%	32	0.0%	0	0.4%	1	0.0%	0	10.7%	31	0.0%	0
Grays	5.3%	53	0.0%	0	0.0%	0	0.0%	0	18.3%	53	0.0%	0
Hadleigh	2.5%	25	0.0%	0	0.5%	1	9.9%	24	0.0%	0	0.0%	0
Hockley	0.4%	4	0.0%	0	1.1%	2	0.8%	2	0.0%	0	0.0%	0
Ingatestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Laindon	1.0%	10	4.0%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	5.0%	50	0.3%	1	2.8%	4	0.9%	2	13.7%	40	2.7%	3
Leigh-on-Sea	0.8%	8	0.0%	0	0.0%	0	3.2%	8	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	1.2%	12	4.6%	10	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Rayleigh	3.8%	38	0.0%	0	4.2%	6	13.0%	31	0.0%	0	0.0%	0
Romford	0.3%	3	0.0%	0	0.0%	0	0.7%	2	0.6%	2	0.0%	0
South Benfleet	0.4%	4	0.3%	1	0.0%	0	1.6%	4	0.0%	0	0.0%	0
South Ockendon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
South Woodham Ferrers	0.3%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	1.9%	19	0.0%	0	4.6%	7	5.1%	12	0.0%	0	0.0%	0
Stanford-le-Hope	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0
Tilbury	1.6%	16	0.0%	0	0.0%	0	0.0%	0	5.7%	16	0.0%	0
Upminster	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	7	0.0%	0
Wickford	6.7%	67	0.0%	0	42.2%	64	0.7%	2	0.0%	0	1.4%	2
MAYFLOWER Retail Park,	0.7%	7	0.5%	1	1.7%	3	0.0%	0	0.0%	0	3.1%	3

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Gardiners Link, Basildon (EXCLUDING Tesco Extra)						
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes	2.5% 25	0.0% 0	0.4% 1	0.0% 0	8.5% 25	0.0% 0
London Road Retail Park, London Road, Southend-on-Sea	0.1% 1	0.0% 0	0.0% 0	0.5% 1	0.0% 0	0.0% 0
Other	0.4% 4	1.2% 2	0.0% 0	0.3% 1	0.0% 0	0.3% 0
Internet / delivered	2.7% 27	1.4% 3	3.2% 5	4.1% 10	2.8% 8	1.1% 1
Home catalogue	0.7% 7	0.7% 1	0.0% 0	0.3% 1	1.4% 4	0.9% 1
Hornchurch	0.2% 2	0.0% 0	0.0% 0	0.0% 0	0.4% 1	0.8% 1
Benfleet	0.2% 2	0.0% 0	0.0% 0	0.7% 2	0.0% 0	0.0% 0
Bluewater Shopping Centre, Greenhithe	0.2% 2	0.0% 0	0.0% 0	0.3% 1	0.0% 0	0.8% 1
Chafford Hundred	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.3% 1	0.0% 0
Hutton	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.7% 1
Shenfield	0.2% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 2
(Don't know / can't remember)	2.6% 26	1.4% 3	1.1% 2	4.7% 11	3.1% 9	1.4% 2
(Don't do this type of shopping)	10.8% 108	12.8% 26	7.8% 12	13.3% 32	10.8% 31	5.5% 6
Weighted base:	1001	206	152	240	289	113
Sample:	1000	199	200	200	200	201

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q26</i>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.8%	24	12.0%	21	0.0%	0	0.0%	0	0.8%	2	0.8%	1
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.7%	15	5.0%	9	1.1%	2	0.0%	0	0.0%	0	4.0%	4
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	2.7%	24	0.0%	0	2.2%	3	0.0%	0	8.3%	21	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.4%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.8%	7	0.8%	1	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	1.4%	12	4.9%	9	0.8%	1	0.0%	0	0.5%	1	1.2%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.2%	10	0.0%	0	0.5%	1	4.9%	10	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	0.9%	8	0.0%	0	0.0%	0	0.0%	0	2.9%	7	0.4%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.9%	7	1.4%	2	2.7%	4	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	3.0%	26	10.0%	18	1.0%	1	2.2%	4	1.2%	3	0.0%	0
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.5%	4	0.9%	2	0.0%	0	0.0%	0	1.0%	2	0.4%	0
Basildon	13.8%	119	42.8%	76	12.4%	17	8.5%	17	0.3%	1	8.4%	9
Billericay	6.4%	56	0.0%	0	0.0%	0	0.0%	0	0.3%	1	52.2%	55
Brentwood	0.6%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.6%	5
Canvey Island	3.4%	29	0.7%	1	0.0%	0	14.2%	28	0.0%	0	0.0%	0
Central London / West End	1.1%	10	0.4%	1	1.1%	2	0.6%	1	2.2%	6	1.0%	1
Chelmsford	2.3%	20	0.0%	0	5.5%	8	1.9%	4	0.5%	1	6.9%	7
Corringham	3.8%	33	0.0%	0	0.0%	0	0.0%	0	13.1%	33	0.0%	0
Grays	6.4%	55	0.0%	0	0.0%	0	0.0%	0	22.2%	55	0.0%	0
Hadleigh	2.4%	21	0.0%	0	0.3%	0	10.4%	20	0.0%	0	0.0%	0
Hockley	0.4%	4	0.0%	0	1.3%	2	1.0%	2	0.0%	0	0.0%	0
Ingatstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Laindon	1.0%	9	4.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	8.7%	75	0.0%	0	3.9%	5	8.0%	16	19.2%	48	5.9%	6
Leigh-on-Sea	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	1.9%	17	7.5%	13	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Rayleigh	3.9%	34	0.0%	0	4.3%	6	14.3%	28	0.0%	0	0.0%	0
Romford	0.8%	7	0.0%	0	0.0%	0	0.8%	2	2.1%	5	0.0%	0
South Benfleet	0.5%	4	0.4%	1	0.0%	0	1.9%	4	0.0%	0	0.0%	0
South Ockendon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0
South Woodham Ferrers	0.3%	3	0.0%	0	1.4%	2	0.4%	1	0.0%	0	0.0%	0
Southend-on-Sea	3.2%	28	1.3%	2	4.2%	6	9.8%	19	0.0%	0	0.0%	0
Stanford-le-Hope	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Tilbury	1.3%	11	0.0%	0	0.0%	0	0.0%	0	4.4%	11	0.0%	0

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Upminster	0.8%	7	0.0%	0	0.0%	0
Wickford	6.9%	60	0.0%	0	41.3%	57
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.3%	11	0.5%	1	5.2%	7
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	0.1%	1	0.0%	0	0.5%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes	2.9%	25	0.0%	0	0.3%	0
Other	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.8%	24	2.4%	4	3.7%	5
Home catalogue	0.7%	6	1.1%	2	0.3%	0
Hornchurch	0.2%	2	0.0%	0	0.0%	0
Benfleet	0.3%	3	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.0%	0
Hutton	0.1%	1	0.0%	0	0.0%	0
Shenfield	0.2%	2	0.0%	0	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	21	3.1%	5	2.5%	3
Weighted base:	867	177	138	197	249	105
Sample:	858	166	175	159	172	186

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?</b>												
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.6%	6	1.2%	2	1.2%	2	0.0%	0	0.6%	2	0.0%	0
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	0.7%	7	0.3%	1	0.0%	0	2.8%	7	0.0%	0	0.0%	0
Basildon	8.7%	87	25.4%	52	9.8%	15	2.7%	6	2.7%	8	4.7%	5
Billericay	0.5%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Brentwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Canvey Island	0.3%	3	0.0%	0	0.0%	0	1.0%	2	0.3%	1	0.0%	0
Central London / West End	0.4%	4	0.5%	1	1.5%	2	0.0%	0	0.4%	1	0.0%	0
Chelmsford	0.9%	9	0.7%	1	2.1%	3	0.0%	0	0.0%	0	4.3%	5
Corringham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Grays	0.3%	3	0.0%	0	0.3%	0	0.0%	0	1.0%	3	0.0%	0
Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Hockley	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Laindon	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	4.2%	42	2.3%	5	2.8%	4	3.4%	8	7.7%	22	1.8%	2
Leigh-on-Sea	0.5%	5	0.0%	0	0.4%	1	1.7%	4	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	0.5%	5	0.9%	2	0.4%	1	0.0%	0	0.6%	2	0.8%	1
Rayleigh	2.3%	23	0.5%	1	8.2%	12	4.0%	10	0.0%	0	0.0%	0
Southend-on-Sea	1.5%	15	0.0%	0	0.9%	1	5.1%	12	0.4%	1	0.0%	0
Tilbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Wickford	0.6%	6	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	2.3%	23	0.9%	2	6.9%	10	1.6%	4	0.4%	1	4.6%	5
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	1.3%	13	1.6%	3	4.2%	6	0.0%	0	0.0%	0	3.0%	3
Pitsea Retail Park, High Road, Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes	11.3%	113	1.2%	3	2.3%	4	4.0%	10	31.2%	90	6.8%	8
Airport Retail Park, Rochford Road, Southend-on-Sea	1.0%	10	0.0%	0	3.7%	6	1.7%	4	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	8.0%	80	4.4%	9	10.4%	16	7.7%	19	8.1%	24	12.0%	14
Home catalogue	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Benfleet	0.5%	5	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Rochford	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Shenfield	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	1
Weir Retail Park, Rayleigh	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

# Basildon Household Survey for Peter Brett Associates

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Weir						
Westwood Cross Shopping Centre, Broadstairs	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.3% 0
(Don't know / can't remember)	3.9% 39	2.7% 6	4.5% 7	6.3% 15	2.5% 7	3.7% 4
(Don't do this type of shopping)	47.4% 474	56.0% 115	33.7% 51	54.5% 131	43.0% 124	46.5% 53
Weighted base:	1001	206	152	240	289	113
Sample:	1000	199	200	200	200	201

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q28</i>												
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.6%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.2%	6	2.9%	2	1.0%	1	0.0%	0	1.1%	2	1.0%	1
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Basildon	14.5%	71	47.5%	40	14.6%	14	8.0%	8	1.2%	2	12.7%	7
Billericay	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6
Brentwood	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Canvey Island	0.7%	4	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Central London / West End	0.6%	3	1.1%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0
Chelmsford	1.9%	9	1.6%	1	2.7%	3	0.0%	0	0.0%	0	9.1%	5
Grays	0.6%	3	0.0%	0	0.4%	0	0.0%	0	1.7%	3	0.0%	0
Hadleigh	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Hockley	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Laindon	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	6.7%	33	6.0%	5	2.0%	2	2.9%	3	13.3%	21	3.2%	2
Leigh-on-Sea	0.4%	2	0.0%	0	0.4%	0	1.3%	1	0.0%	0	0.7%	0
Pitsea (EXCLUDING Tesco Extra)	1.0%	5	1.1%	1	1.1%	1	0.0%	0	1.2%	2	1.5%	1
Rayleigh	4.0%	20	1.8%	2	6.0%	6	9.9%	9	1.9%	3	0.0%	0
Romford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Southend-on-Sea	2.8%	14	0.0%	0	2.8%	3	11.8%	11	0.0%	0	0.0%	0
Stanford-le-Hope	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Tilbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wickford	0.8%	4	0.7%	1	3.7%	4	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	5.2%	25	1.2%	1	15.1%	14	5.4%	5	1.8%	3	3.8%	2
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	2.4%	12	5.5%	5	6.5%	6	0.0%	0	0.0%	0	1.4%	1
Pitsea Retail Park, High Road, Pitsea	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes	24.6%	120	4.1%	3	8.9%	8	11.8%	11	59.3%	94	5.8%	3
Airport Retail Park, Rochford Road, Southend-on-Sea	0.8%	4	0.0%	0	1.7%	2	2.5%	2	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Internet / delivered	17.2%	84	16.3%	14	15.9%	15	19.5%	18	15.0%	24	23.0%	13
Home catalogue	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.6%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Benfleet	1.0%	5	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0

# Basildon Household Survey for Peter Brett Associates

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Bluewater Shopping Centre, Greenhithe	1.2% 6	0.0% 0	0.0% 0	5.8% 5	0.0% 0	1.0% 1
Rochford	0.2% 1	0.0% 0	0.0% 0	0.8% 1	0.0% 0	0.0% 0
Shenfield	0.3% 1	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.7% 0
Weir Retail Park, Rayleigh Weir	1.0% 5	0.0% 0	5.2% 5	0.0% 0	0.0% 0	0.0% 0
Westwood Cross Shopping Centre, Broadstairs	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.7% 0
(Don't know / can't remember)	4.3% 21	7.8% 7	3.0% 3	6.9% 6	0.0% 0	8.7% 5
Weighted base:	487	85	94	94	158	56
Sample:	413	64	110	69	85	85

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?</b>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.0%	10	4.1%	8	0.6%	1	0.0%	0	0.3%	1	0.0%	0
Asda, PIPPS HILL Retail Park, Miles Gray Road, Basildon, SS14 3AF	0.3%	3	1.3%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	1.3%	13	0.0%	0	0.0%	0	0.0%	0	4.5%	13	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.8%	8	3.0%	6	0.4%	1	0.0%	0	0.0%	0	0.9%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.1%	1	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.3%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.4%	4	0.7%	1	1.0%	2	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	1.0%	10	1.1%	2	0.0%	0	0.3%	1	1.3%	4	2.5%	3
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0.5%	5	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	10.8%	108	27.3%	56	10.5%	16	7.5%	18	3.5%	10	6.7%	8
Billericay	1.2%	12	0.5%	1	0.4%	1	0.0%	0	0.0%	0	8.8%	10
Brentwood	0.2%	2	0.0%	0	0.3%	0	0.0%	0	0.0%	0	1.4%	2
Canvey Island	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Central London / West End	0.3%	3	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.8%	1
Chelmsford	0.5%	5	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.6%	3
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Grays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Hadleigh	0.2%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Laindon	0.1%	1	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	7.2%	72	1.1%	2	6.6%	10	4.5%	11	16.1%	47	1.7%	2
Leigh-on-Sea	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	0.3%	3	0.8%	2	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Rayleigh	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	0
South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Southend-on-Sea	1.8%	18	0.7%	1	1.5%	2	4.9%	12	0.8%	2	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	0
Upminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Wickford	1.3%	13	0.0%	0	8.3%	13	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
PIP'S HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco)	3.7%	37	0.5%	1	3.7%	6	0.8%	2	9.2%	27	1.8%	2

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes						
London Road Retail Park, London Road, Southend-on-Sea	0.1% 1	0.0% 0	0.0% 0	0.5% 1	0.0% 0	0.0% 0
Other	0.4% 4	0.0% 0	0.3% 0	0.0% 0	0.3% 1	2.1% 2
Internet / delivered	34.0% 340	21.4% 44	38.8% 59	39.0% 94	33.0% 95	42.5% 48
Home catalogue	0.2% 2	0.0% 0	0.3% 0	0.0% 0	0.5% 2	0.3% 0
TV / Interactive shopping	0.1% 1	0.0% 0	0.0% 0	0.5% 1	0.0% 0	0.0% 0
Benfleet	0.1% 1	0.0% 0	0.0% 0	0.3% 1	0.0% 0	0.0% 0
Bluewater Shopping Centre, Greenhithe	0.2% 2	0.5% 1	0.6% 1	0.0% 0	0.0% 0	0.3% 0
Chafford Hundred	0.1% 1	0.0% 0	0.5% 1	0.0% 0	0.0% 0	0.0% 0
Freeport Outlet Shopping Village, Braintree	0.1% 1	0.0% 0	0.4% 1	0.0% 0	0.0% 0	0.3% 0
(Don't know / can't remember)	3.5% 35	5.0% 10	1.8% 3	2.5% 6	4.1% 12	3.9% 4
(Don't do this type of shopping)	25.8% 258	29.2% 60	19.9% 30	33.3% 80	22.2% 64	20.8% 24
Weighted base:	1001	206	152	240	289	113
Sample:	1000	199	200	200	200	201

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?</b>												
<i>Not those who said (Don't know / can't remember) or (Don't do this type of shopping) at Q30</i>												
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.8%	6	3.1%	4	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Asda, PIPPS HILL Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.5%	3	2.0%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	1.0%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	7	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.9%	6	4.0%	5	0.4%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.3%	2	0.0%	0	0.6%	1	1.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Cygnet View, LAKESIDE, Grays, RM20 1TX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Tesco Extra, MAYFLOWER Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.7%	5	1.0%	1	2.1%	2	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, Station Lane, PITSEA, Basildon, SS13 3JU	0.6%	4	0.5%	1	0.0%	0	0.0%	0	1.7%	4	0.0%	0
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Basildon	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Basildon	15.5%	109	44.5%	60	13.5%	16	10.6%	16	5.4%	11	5.8%	5
Billericay	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	8
Brentwood	0.4%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.3%	2
Canvey Island	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Central London / West End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1
Chelmsford	1.2%	9	0.0%	0	2.0%	2	0.0%	0	0.0%	0	7.2%	6
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Laindon	0.3%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	10.0%	71	3.6%	5	5.5%	7	3.5%	5	24.3%	52	2.3%	2
Leigh-on-Sea	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Pitsea (EXCLUDING Tesco Extra)	0.4%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.7%	5	0.0%	0	0.6%	1	3.0%	5	0.0%	0	0.0%	0
Romford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	0
Southend-on-Sea	3.4%	24	0.0%	0	1.9%	2	12.7%	20	1.1%	2	0.0%	0
Stanford-le-Hope	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Stratford, London / Westfield Stratford City	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1
Tilbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Upminster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Wickford	1.6%	12	0.0%	0	9.7%	12	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	0.4%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.7%	1
Lakeside RETAIL parks & other stores	6.0%	42	4.0%	5	8.1%	10	2.0%	3	9.9%	21	3.3%	3

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
(EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES Ikea, CostCo & freestanding retail parks at Lakes						
London Road Retail Park, London Road, Southend-on-Sea	0.2% 1	0.0% 0	0.0% 0	0.7% 1	0.0% 0	0.0% 0
Other	0.4% 3	0.0% 0	0.0% 0	0.0% 0	0.4% 1	2.3% 2
Internet / delivered	44.9% 318	27.3% 37	45.4% 54	53.2% 82	44.8% 95	57.5% 49
Home catalogue	0.3% 2	0.0% 0	0.4% 0	0.0% 0	0.7% 2	0.5% 0
Benfleet	0.4% 3	0.0% 0	0.0% 0	1.7% 3	0.0% 0	0.0% 0
Bluewater Shopping Centre, Greenhithe	0.9% 6	0.0% 0	0.0% 0	3.6% 5	0.0% 0	0.7% 1
Freeport Outlet Shopping Village, Braintree	0.2% 2	0.0% 0	1.1% 1	0.0% 0	0.0% 0	0.5% 0
(Don't know / can't remember)	3.5% 25	6.1% 8	3.5% 4	2.5% 4	2.7% 6	2.7% 2
Weighted base:	707	136	119	154	213	85
Sample:	671	124	139	122	140	146

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q32 In which town, village or out-of-town location does your household spend most money on Restaurants?</b>												
Aveley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Basildon - TOWN CENTRE	2.4%	24	8.9%	18	1.1%	2	0.0%	0	1.0%	3	0.9%	1
Basildon - FESTIVAL LEISURE PARK	14.8%	148	30.1%	62	22.1%	34	4.8%	11	10.8%	31	8.3%	9
Basildon - ANY OTHER BASILDON LOCATIONS	3.2%	32	8.8%	18	1.6%	2	0.7%	2	3.0%	9	1.4%	2
Billericay	7.9%	79	3.4%	7	8.2%	12	0.0%	0	0.7%	2	50.9%	58
Brentwood	2.7%	27	2.8%	6	1.0%	2	0.3%	1	4.1%	12	6.1%	7
Canvey Island	2.3%	23	0.5%	1	0.4%	1	8.7%	21	0.0%	0	0.0%	0
Central London / West End	4.9%	49	4.9%	10	3.4%	5	2.0%	5	8.5%	25	3.3%	4
Chelmsford	2.5%	25	1.2%	3	7.2%	11	1.9%	5	0.0%	0	5.7%	6
Corringham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
East Tilbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Grays	3.0%	30	0.0%	0	0.0%	0	0.0%	0	10.5%	30	0.0%	0
Hadleigh	1.9%	20	0.9%	2	0.4%	1	6.8%	16	0.0%	0	0.5%	1
Hockley	0.3%	3	0.3%	1	0.8%	1	0.5%	1	0.0%	0	0.0%	0
Horndon on the Hill	0.5%	5	0.5%	1	0.0%	0	0.0%	0	1.2%	4	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Laindon	0.6%	6	0.8%	2	0.0%	0	1.2%	3	0.6%	2	0.0%	0
Lakeside Shopping Centre (EXCLUDING Retail parks)	4.5%	45	0.8%	2	0.4%	1	1.7%	4	13.5%	39	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre)	2.6%	26	0.0%	0	0.6%	1	0.5%	1	8.3%	24	0.0%	0
Leigh-on-Sea	2.0%	20	0.0%	0	0.0%	0	7.3%	18	0.7%	2	0.3%	0
North Benfleet	0.3%	3	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Orsett	0.8%	8	0.3%	1	0.0%	0	0.0%	0	2.6%	7	0.0%	0
Ramsden Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.7%	1
Rayleigh	3.6%	36	0.7%	1	3.9%	6	11.8%	28	0.0%	0	0.3%	0
Romford	0.3%	3	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	0
South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	0
South Woodham Ferrers	0.3%	3	0.0%	0	1.3%	2	0.3%	1	0.0%	0	0.0%	0
Southend-on-Sea	5.4%	54	2.5%	5	5.1%	8	15.7%	38	0.9%	3	0.7%	1
Stanford-le-Hope	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	4	0.0%	0
Tilbury	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Upminster	0.5%	5	0.3%	1	0.0%	0	0.0%	0	1.6%	5	0.0%	0
Wickford	3.3%	33	2.2%	4	13.9%	21	0.3%	1	2.3%	7	0.3%	0
Other	2.1%	21	1.7%	3	2.2%	3	0.6%	2	3.3%	10	3.0%	3
Abroad	0.2%	2	0.0%	0	0.3%	0	0.5%	1	0.0%	0	0.5%	1
Benfleet	0.4%	4	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Chafford Hundred	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Fobbing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Rochford	0.1%	1	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.0%	0
Shenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Stock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
(Don't know / varies)	7.0%	70	4.0%	8	10.4%	16	13.1%	31	3.9%	11	2.6%	3
(Don't do this activity)	17.5%	176	23.9%	49	15.0%	23	17.2%	41	17.4%	50	10.5%	12
Weighted base:	1001	206	152	240	289	113						
Sample:	1000	199	200	200	200	201						

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q33 In which town, village or out-of-town location does your household spend most money on Cafes / Pubs / Bars?</b>												
Basildon - TOWN CENTRE	4.5%	45	16.3%	33	1.8%	3	2.5%	6	0.7%	2	0.7%	1
Basildon - FESTIVAL LEISURE PARK	3.4%	34	9.0%	19	1.5%	2	1.8%	4	2.3%	7	2.0%	2
Basildon - ANY OTHER BASILDON LOCATIONS	3.0%	30	8.9%	18	0.6%	1	0.0%	0	3.0%	9	1.4%	2
Billericay	7.3%	73	3.1%	6	4.4%	7	0.0%	0	0.5%	2	51.5%	58
Brentwood	2.3%	23	3.2%	7	0.4%	1	0.0%	0	2.7%	8	7.0%	8
Canvey Island	2.5%	25	0.0%	0	0.0%	0	10.3%	25	0.0%	0	0.0%	0
Central London / West End	4.0%	40	3.8%	8	4.5%	7	1.7%	4	6.8%	20	1.1%	1
Chelmsford	1.8%	18	1.2%	3	7.7%	12	0.0%	0	0.0%	0	3.2%	4
Corringham	1.5%	15	0.0%	0	0.0%	0	0.0%	0	5.3%	15	0.0%	0
East Tilbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Grays	2.6%	26	0.0%	0	0.0%	0	0.0%	0	9.0%	26	0.0%	0
Hadleigh	1.3%	13	0.0%	0	0.4%	1	5.0%	12	0.0%	0	0.0%	0
Hockley	1.2%	12	0.0%	0	2.0%	3	3.5%	9	0.0%	0	0.0%	0
Horndon on the Hill	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	7	0.3%	0
Hullbridge	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Ingatstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Laindon	0.6%	6	1.2%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Retail parks)	3.0%	30	0.0%	0	0.4%	1	0.8%	2	9.4%	27	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre)	0.8%	8	0.3%	1	0.0%	0	0.5%	1	2.3%	7	0.0%	0
Leigh-on-Sea	3.2%	32	0.0%	0	0.4%	1	12.9%	31	0.0%	0	0.0%	0
North Benfleet	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Orsett	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	4	0.0%	0
Pitsea	0.5%	5	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	4.3%	43	0.0%	0	7.2%	11	13.3%	32	0.0%	0	0.0%	0
Romford	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
South Woodham Ferrers	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	1.8%	18	0.5%	1	3.3%	5	4.3%	10	0.6%	2	0.3%	0
Stanford-le-Hope	1.4%	14	0.5%	1	0.0%	0	1.2%	3	3.5%	10	0.0%	0
Tilbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	5	0.0%	0
Upminster	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	6	0.0%	0
Wickford	4.2%	42	0.3%	1	26.5%	40	0.0%	0	0.0%	0	0.7%	1
Other	0.9%	9	0.9%	2	4.8%	1	1.0%	2	0.7%	2	1.3%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Benfleet	0.5%	5	0.0%	0	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Chafford Hundred	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Fobbing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Rochford	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Shenfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Stock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(Don't know / varies)	4.1%	41	3.2%	7	4.2%	6	8.5%	20	2.5%	7	0.7%	1
(Don't do this activity)	35.3%	353	44.3%	91	29.4%	45	29.3%	70	40.4%	117	26.4%	30
Weighted base:		1001		206		152		240		289		113
Sample:		1000		199		200		200		200		201

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
<b>Q34 In which town, village or out-of-town location does your household spend most money on Art Galleries and Museums?</b>						
Basildon - ANY OTHER	0.1%	1	0.3%	1	0.0%	0
BASILDON						
LOCATIONS						
Billericay	0.1%	1	0.0%	0	0.0%	0
Brentwood	0.0%	0	0.0%	0	0.3%	0
Central London / West End	37.6%	376	24.0%	49	47.9%	73
Chelmsford	0.1%	1	0.0%	0	0.0%	0
Laindon	1.1%	11	0.0%	0	2.4%	4
Leigh-on-Sea	0.1%	1	0.0%	0	0.0%	0
Southend-on-Sea	0.3%	3	0.3%	1	0.0%	0
Stratford, London / Westfield	2.6%	26	4.5%	9	1.1%	2
Stratford City						
Other	0.2%	2	0.7%	1	0.4%	1
(Don't know / varies)	1.0%	10	0.0%	0	2.0%	3
(Don't do this activity)	56.6%	566	70.3%	145	45.9%	70
Weighted base:		1001		206		152
Sample:		1000		199		200

**Q35 In which town, village or out-of-town location does your household spend most money on Bingo / Casino / Bookmakers?**

Basildon - TOWN CENTRE	3.3%	33	8.9%	18	1.9%	3	0.0%	0	3.7%	11	0.8%	1
Basildon - ANY OTHER	0.6%	6	0.0%	0	1.3%	2	1.2%	3	0.4%	1	0.0%	0
BASILDON												
LOCATIONS												
Billericay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Canvey Island	0.3%	3	0.7%	1	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Central London / West End	0.8%	8	0.0%	0	0.4%	1	0.3%	1	1.9%	6	0.9%	1
Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Grays	1.0%	10	0.0%	0	0.0%	0	0.0%	0	3.6%	10	0.0%	0
Laindon	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Leigh-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Southend-on-Sea	5.1%	51	5.0%	10	7.9%	12	6.6%	16	2.7%	8	4.7%	5
Stratford, London / Westfield	0.7%	7	0.7%	1	0.0%	0	0.0%	0	1.9%	6	0.0%	0
Stratford City												
Wickford	1.0%	10	0.0%	0	5.5%	8	0.5%	1	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Westcliff-on-Sea	0.4%	4	1.4%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	7	0.5%	1	1.1%	2	1.8%	4	0.0%	0	0.5%	1
(Don't do this activity)	84.6%	846	82.0%	169	81.4%	124	87.9%	211	83.3%	241	89.7%	102
Weighted base:		1001		206		152		240		289		113
Sample:		1000		199		200		200		200		201

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q36 In which town, village or out-of-town location does your household spend most money on Health &amp; Fitness?</b>												
Basildon - TOWN CENTRE	1.9%	19	5.1%	10	2.6%	4	0.0%	0	0.8%	2	1.8%	2
Basildon - FESTIVAL LEISURE PARK	4.3%	43	4.7%	10	11.2%	17	0.0%	0	2.8%	8	7.4%	8
Basildon - ANY OTHER BASILDON LOCATIONS	3.0%	30	6.7%	14	6.7%	10	0.7%	2	1.0%	3	1.8%	2
Billericay	2.0%	20	0.0%	0	0.4%	1	0.0%	0	0.0%	0	16.9%	19
Brentwood	0.5%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.5%	4
Canvey Island	2.2%	22	1.1%	2	0.0%	0	8.2%	20	0.0%	0	0.0%	0
Central London / West End	0.8%	8	0.9%	2	1.3%	2	0.7%	2	1.0%	3	0.0%	0
Chelmsford	0.4%	4	0.7%	1	0.4%	1	0.0%	0	0.0%	0	2.1%	2
Corringham	2.0%	20	0.0%	0	0.0%	0	0.0%	0	6.9%	20	0.0%	0
Grays	2.6%	26	0.0%	0	0.0%	0	0.0%	0	9.0%	26	0.0%	0
Laindon	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Lakeside Shopping Centre (EXCLUDING Retail parks)	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	6	0.0%	0
Leigh-on-Sea	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Pitsea	1.1%	11	5.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.7%	17	0.0%	0	3.4%	5	5.0%	12	0.0%	0	0.0%	0
South Woodham Ferrers	0.5%	5	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	1.3%	13	0.0%	0	0.0%	0	5.3%	13	0.0%	0	0.0%	0
Stanford-le-Hope	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0
Wickford	1.3%	13	0.0%	0	8.2%	13	0.0%	0	0.0%	0	0.0%	0
Other	3.9%	40	0.0%	0	1.4%	2	4.7%	11	7.6%	22	3.7%	4
Benfleet	1.1%	11	0.0%	0	0.0%	0	4.8%	11	0.0%	0	0.0%	0
Chafford Hundred	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	6	0.0%	0
Hockley	0.9%	9	0.0%	0	2.5%	4	2.3%	5	0.0%	0	0.0%	0
Rochford	0.2%	2	0.0%	0	0.3%	0	0.5%	1	0.0%	0	0.0%	0
Thundersley	0.2%	2	0.0%	0	0.4%	1	0.6%	2	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	7	0.0%	0	2.0%	3	1.0%	2	0.0%	0	1.1%	1
(Don't do this activity)	64.9%	649	74.6%	154	54.8%	83	64.9%	156	64.5%	186	61.4%	69
Weighted base:		1001		206		152		240		289		113
Sample:		1000		199		200		200		200		201

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
<b>Q37 In which town, village or out-of-town location does your household spend most money on Family Entertainment Centres (i.e. Ten Pin Bowling; Skating Rinks etc.)</b>						
Basildon - TOWN CENTRE	0.6%	6	0.5%	1	0.7%	1
Basildon - FESTIVAL LEISURE PARK	29.9%	299	34.1%	70	44.8%	68
Basildon - ANY OTHER BASILDON LOCATIONS	0.4%	4	1.3%	3	0.0%	0
Billericay	0.3%	3	0.0%	0	0.0%	0
Canvey Island	0.4%	4	0.0%	0	0.0%	0
Central London / West End	0.5%	5	2.2%	5	0.0%	0
Chelmsford	1.8%	18	0.0%	0	5.2%	8
Lakeside Shopping Centre (EXCLUDING Retail parks)	0.4%	4	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre)	0.3%	3	0.0%	0	0.0%	0
Rayleigh	0.1%	1	0.3%	1	0.0%	0
Romford	0.8%	8	0.0%	0	0.0%	0
Southend-on-Sea	2.1%	21	1.3%	3	2.4%	4
Stratford, London / Westfield Stratford City	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	4	0.0%	0	2.4%	4
Dagenham	0.4%	4	0.0%	0	0.0%	0
Hockley	1.0%	10	0.0%	0	0.6%	1
Rochford	0.1%	1	0.0%	0	0.5%	1
(Don't know / varies)	0.6%	6	1.0%	2	0.9%	1
(Don't do this activity)	59.9%	600	59.4%	122	42.4%	65
Weighted base:	1001	206	152	240	289	113
Sample:	1000	199	200	200	200	201

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>Q38 In which town, village, out-of-town location or specific Cinema or Theatre does your household spend most money on the Cinema / Theatre?</b>												
Brentwood Theatre, Shenfield Road, Brentwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Chelmsford Theatre, Civic Centre, Duke Street, Chelmsford	0.4%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.8%	2
Empire Cinema, Festival Leisure Park, Cranes Farm Road, Basildon	41.0%	411	52.8%	109	61.7%	94	29.0%	70	23.5%	68	62.1%	70
Movie Starr, Eastern Esplanade, Canvey Island	4.0%	40	1.3%	3	0.4%	1	15.4%	37	0.0%	0	0.0%	0
Odeon Cinema, Broadway, London Road, Southend-on-Sea	2.1%	21	0.0%	0	1.0%	1	7.2%	17	0.7%	2	0.3%	0
Odeon Cinema, King's Head Walk, Chelmsford	0.4%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.3%	3
Palace Theatre, London Road, Southend-on-Sea	1.6%	16	0.6%	1	0.3%	0	4.5%	11	1.1%	3	0.0%	0
Premiere Cinemas, Mercury Gardens, Romford	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1
Southend Theatre, Cliffs Pavillion, Station Road, Southend-on-Sea	2.5%	25	0.3%	1	4.4%	7	5.3%	13	1.1%	3	1.4%	2
Thameside Theatre, Orsett Road, Grays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Towngate Theatre, Basildon Centre, St Martin's Square, Basildon	1.3%	13	1.9%	4	1.3%	2	0.6%	2	2.0%	6	0.3%	0
Vue, Lakeside Shopping Centre, West Thurrock	13.1%	131	0.5%	1	0.0%	0	1.1%	3	43.5%	126	1.7%	2
Other	0.2%	2	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.3%	0
London (all destinations)	4.9%	49	6.8%	14	1.4%	2	7.0%	17	4.1%	12	4.0%	5
(Don't know / varies)	1.7%	17	1.4%	3	3.7%	6	1.7%	4	0.4%	1	2.9%	3
(Don't do this activity)	26.1%	262	34.0%	70	23.5%	36	27.8%	67	22.2%	64	21.8%	25
Weighted base:	1001		206		152		240		289		113	
Sample:	1000		199		200		200		200		201	

**GEN Gender of Respondent**

Male	31.2%	312	33.7%	69	29.9%	45	37.4%	90	27.1%	78	25.6%	29
Female	68.8%	688	66.3%	137	70.1%	107	62.6%	150	72.9%	211	74.4%	84
Weighted base:	1001		206		152		240		289		113	
Sample:	1000		199		200		200		200		201	

**AGE Could I ask, how old are you?**

18 to 24	5.5%	55	6.0%	12	2.2%	3	6.2%	15	7.3%	21	2.7%	3
25 to 34	15.9%	159	15.4%	32	20.0%	30	11.4%	27	21.1%	61	7.5%	9
35 to 44	18.1%	181	18.4%	38	21.5%	33	14.3%	34	19.5%	56	17.3%	20
45 to 54	17.2%	172	16.9%	35	21.1%	32	16.1%	39	15.9%	46	18.7%	21
55 to 64	18.1%	181	16.3%	34	18.2%	28	20.4%	49	18.4%	53	15.8%	18
65 +	22.5%	225	26.0%	54	14.8%	22	26.3%	63	15.6%	45	36.2%	41
(Refused)	2.7%	27	1.0%	2	2.3%	4	5.3%	13	2.2%	6	1.7%	2
Weighted base:	1001		206		152		240		289		113	
Sample:	1000		199		200		200		200		201	

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

None	10.6%	107	20.2%	42	5.9%	9	7.2%	17	10.0%	29	8.5%	10
One	38.1%	381	47.3%	97	36.5%	56	28.8%	69	38.2%	110	42.8%	48
Two	32.5%	325	23.0%	47	34.8%	53	39.9%	96	30.7%	89	35.3%	40
Three or more	16.3%	163	7.2%	15	19.2%	29	20.4%	49	19.5%	56	11.9%	14
(Refused)	2.5%	25	2.2%	5	3.6%	5	3.8%	9	1.5%	4	1.5%	2
Weighted base:	1001		206		152		240		289		113	
Sample:	1000		199		200		200		200		201	

## Basildon Household Survey for Peter Brett Associates

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
<b>WOR Which of the following best describes the chief wage earner of your household's current employment situation? [PR]</b>												
Working full time	59.7%	597	55.0%	113	68.9%	105	54.9%	132	66.5%	192	48.6%	55
Working part time	6.2%	62	5.5%	11	6.7%	10	4.9%	12	6.9%	20	7.6%	9
Unemployed	2.2%	22	4.3%	9	3.0%	5	1.7%	4	1.2%	4	1.1%	1
Retired	26.7%	267	30.4%	63	18.1%	28	32.4%	78	18.4%	53	40.5%	46
A housewife	1.2%	12	1.3%	3	0.0%	0	1.2%	3	1.9%	6	1.0%	1
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.0%	40	3.5%	7	3.3%	5	4.9%	12	5.1%	15	1.2%	1
Weighted base:		1001		206		152		240		289		113
Sample:		1000		199		200		200		200		201

**ZON Zone**

Zone 1	20.6%	206	100.0%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	15.2%	152	0.0%	0	100.0%	152	0.0%	0	0.0%	0	0.0%	0
Zone 3	24.0%	240	0.0%	0	0.0%	0	100.0%	240	0.0%	0	0.0%	0
Zone 4	28.9%	289	0.0%	0	0.0%	0	0.0%	0	100.0%	289	0.0%	0
Zone 5	11.3%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	113
Weighted base:		1001		206		152		240		289		113
Sample:		1000		199		200		200		200		201

# Basildon Household Survey for Peter Brett Associates

Weighted:

July 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
<b>PC Postcode Sector</b>												
CM111	1.6%	16	0.0%	0	0.0%	0	0.0%	0	13.8%	16		
CM112	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	29		
CM120	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	33		
CM129	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	19		
CM131	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	13		
CM133	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2		
CM3 5	0.9%	9	0.0%	0	5.9%	9	0.0%	0	0.0%	0		
CM3 8	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0		
CM4 9	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	3		
RM143	0.9%	9	0.0%	0	0.0%	0	0.0%	0	3.2%	9	0.0%	0
RM155	2.0%	20	0.0%	0	0.0%	0	0.0%	0	6.9%	20	0.0%	0
RM156	1.5%	15	0.0%	0	0.0%	0	0.0%	0	5.3%	15	0.0%	0
RM162	2.8%	28	0.0%	0	0.0%	0	0.0%	0	9.6%	28	0.0%	0
RM163	1.1%	11	0.0%	0	0.0%	0	0.0%	0	3.7%	11	0.0%	0
RM164	2.4%	24	0.0%	0	0.0%	0	0.0%	0	8.2%	24	0.0%	0
RM166	2.1%	21	0.0%	0	0.0%	0	0.0%	0	7.2%	21	0.0%	0
RM175	1.3%	13	0.0%	0	0.0%	0	0.0%	0	4.6%	13	0.0%	0
RM176	1.6%	16	0.0%	0	0.0%	0	0.0%	0	5.4%	16	0.0%	0
RM187	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0
RM188	3.0%	30	0.0%	0	0.0%	0	0.0%	0	10.5%	30	0.0%	0
RM203	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
RM204	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	6	0.0%	0
SS117	2.0%	20	0.0%	0	13.4%	20	0.0%	0	0.0%	0	0.0%	0
SS118	2.7%	27	0.0%	0	18.0%	27	0.0%	0	0.0%	0	0.0%	0
SS120	2.8%	28	0.0%	0	18.2%	28	0.0%	0	0.0%	0	0.0%	0
SS129	4.8%	48	0.0%	0	31.9%	48	0.0%	0	0.0%	0	0.0%	0
SS131	1.0%	10	4.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS132	1.1%	11	5.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS133	1.4%	14	6.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS141	1.7%	17	8.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS142	3.5%	35	16.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS143	0.6%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS154	0.7%	7	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS155	3.7%	37	18.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS156	1.3%	13	6.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS164	2.2%	22	10.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS165	2.6%	26	12.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS166	0.8%	8	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS170	1.1%	11	0.0%	0	0.0%	0	0.0%	0	3.9%	11	0.0%	0
SS177	3.4%	34	0.0%	0	0.0%	0	0.0%	0	11.9%	34	0.0%	0
SS178	3.5%	35	0.0%	0	0.0%	0	0.0%	0	12.1%	35	0.0%	0
SS179	0.9%	9	0.0%	0	0.0%	0	0.0%	0	3.0%	9	0.0%	0
SS5 4	2.1%	21	0.0%	0	0.0%	0	8.7%	21	0.0%	0	0.0%	0
SS5 5	0.4%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0
SS5 6	0.8%	8	0.0%	0	5.6%	8	0.0%	0	0.0%	0	0.0%	0
SS6 7	1.2%	12	0.0%	0	0.0%	0	4.9%	12	0.0%	0	0.0%	0
SS6 8	2.6%	26	0.0%	0	0.0%	0	10.7%	26	0.0%	0	0.0%	0
SS6 9	0.6%	6	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0
SS7 1	1.0%	10	0.0%	0	0.0%	0	4.2%	10	0.0%	0	0.0%	0
SS7 2	1.7%	17	0.0%	0	0.0%	0	7.1%	17	0.0%	0	0.0%	0
SS7 3	2.5%	25	0.0%	0	0.0%	0	10.6%	25	0.0%	0	0.0%	0
SS7 4	0.8%	8	0.0%	0	0.0%	0	3.4%	8	0.0%	0	0.0%	0
SS7 5	3.3%	33	0.0%	0	0.0%	0	13.7%	33	0.0%	0	0.0%	0
SS8 0	1.1%	11	0.0%	0	0.0%	0	4.7%	11	0.0%	0	0.0%	0
SS8 7	1.3%	13	0.0%	0	0.0%	0	5.6%	13	0.0%	0	0.0%	0
SS8 8	1.5%	15	0.0%	0	0.0%	0	6.1%	15	0.0%	0	0.0%	0
SS8 9	3.4%	34	0.0%	0	0.0%	0	14.3%	34	0.0%	0	0.0%	0
SS9 2	1.5%	15	0.0%	0	0.0%	0	6.2%	15	0.0%	0	0.0%	0
Weighted base:	1001	206		152	240	289		113				
Sample:	1000	199		200	200	200		201				